

cast



Theoretical Models that describe and predict road violations

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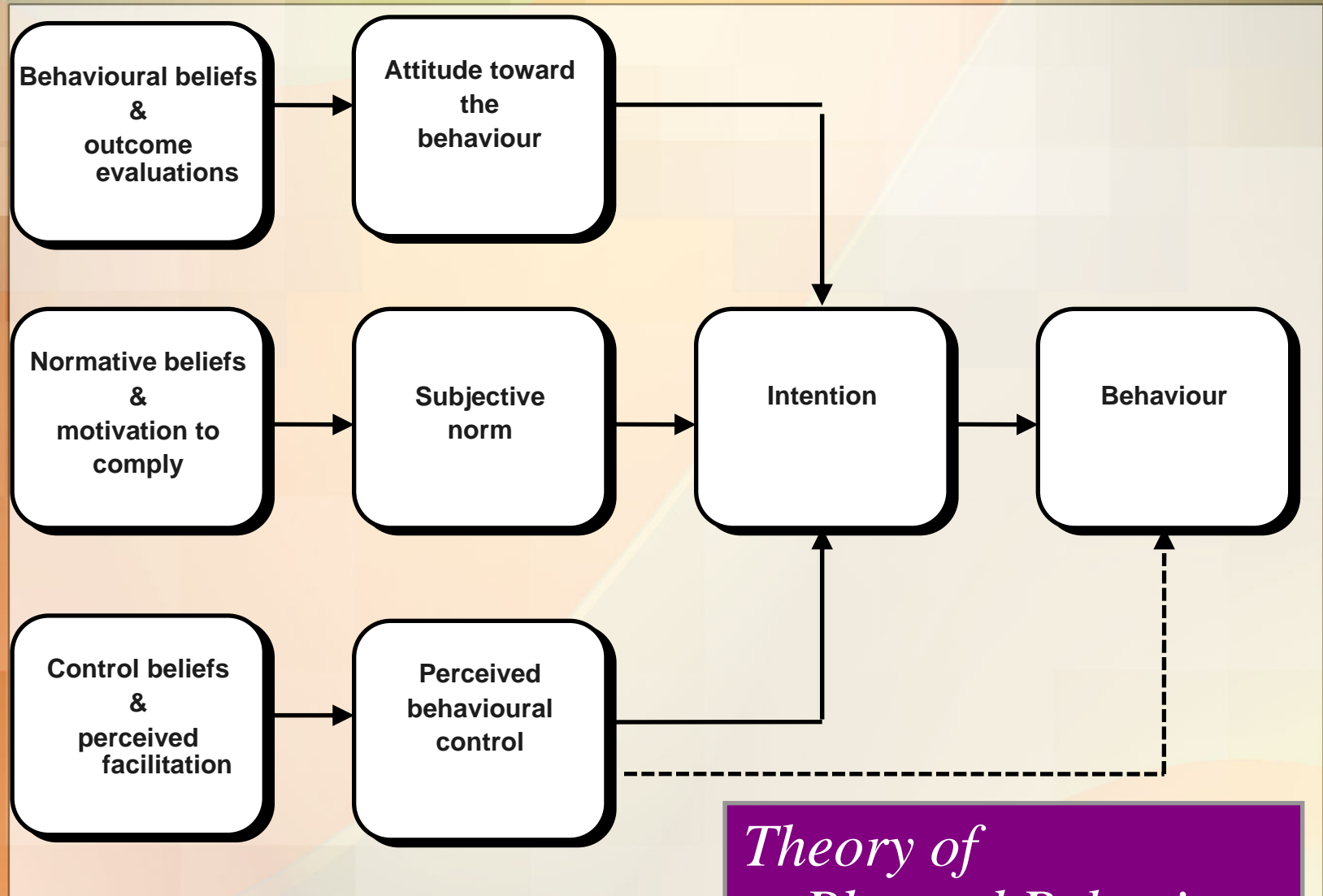
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Theoretical models – definition, uses

- Theoretical model:
 - Captures important variables
 - Provides structure to describe interrelationships
 - Descriptive and/or explanatory
- Key advantages:
 - Testable (permitting improvement of proposed relationships)
 - Useful as a guide (e.g., to other researchers, to practitioners)

Example of theory *predicting behaviour*



*Theory of
Planned Behaviour*

Examples of key variables in predicting behaviour

- Behavioural beliefs
- Normative beliefs
- Control beliefs
- Intention

What an individual believes is the outcome of a potential behaviour

EG:

“Driving at 65 km/h is pleasant”

1 – 2 – 3 – 4 – 5 – 6 – 7

Strongly agree

Strongly disagree

Examples of key variables in predicting behaviour

- Behavioural beliefs
- Normative beliefs
- Control beliefs
- Intention

What an individual believes others think of a potential behaviour

EG:

“What would your family think of you driving at 65 km/hr in an urban area?”

1 – 2 – 3 – 4 – 5 – 6 – 7

Strongly agree

Strongly disagree

Examples of key variables in predicting behaviour

- Behavioural beliefs
- Normative beliefs
- **Control beliefs**
- Intention

How much control an individual believes s/he has in performing a potential behaviour

EG:

“Driving at 65 km/hr in an urban area is difficult to resist”

1 – 2 – 3 – 4 – 5 – 6 – 7

Strongly agree

Strongly disagree

Examples of key variables in predicting behaviour

- Behavioural beliefs
- Normative beliefs
- Control beliefs
- **Intention**

*The individual's likelihood of performing
a given behaviour*

EG:

*“Do you believe you will drive at 65 km/hr in
an urban area in the coming 3 weeks?”*

1 – 2 – 3 – 4 – 5 – 6 – 7

No, not at all

Yes, definitely

Attitudes (intenders)

- ***"It is important to follow the speed of other traffic which sometimes means breaking the law but I believe that it is more dangerous not to".***
- ***"Some people drive in 50 but do not concentrate on the driving which is more dangerous than driving in 65 km/h".***

Attitudes (intenders)

- ***“If it is 50 then you are fined more heavily if you drive at 65, I usually try to stay within 15 km/hr over the speed limit and not over. It cost twice as much if you drive 70 when it is 50 than if you drive 110 where it is 90”.***

Attitudes (non-intenders)

- ***"I would be afraid of causing an accident... I am always very careful if there are people about".***
- ***"I would never forgive myself if I killed or injured another person because I was driving too fast, how could you live with something like that?"***

Subjective norm

- ***“I don't think people would object, first of all if I have passengers I don't believe that they know how fast I drive, and besides, it is not their business”.***
- ***“I don't know if somebody would check the meter and say, slow down, you're driving at 65. I feel that they would trust me, yes, first of all they would trust me”.***

The road has a 50 km/hr speed limit but you are driving at 65 km/hr

- ***makes the driving more pleasant (.51)***
- ***adjust my driving to other drivers (.40)***
- ***take me to the destination quicker (.32)***
- ***makes the driving more exciting (.18)***
- ***accident with other vehicle less likely (-.32)***
- ***accident with pedestrian less likely (-.29)***

Intention to speed in an urban area

Step	R²	ΔR²	F	β
A				.31***
SN				.25***
PBC	.47		56.82	.26***

Other factors worth considering

- **Perceived threat**
- **Habit**
- **Descriptive norm**

Examples of key variables in predicting behaviour

- Perceived threat
- Habit
- Descriptive norm

The perception the individual has of the personal impact of a behaviour

EG:

“If I drive at 65 km/hr then the risk of being fined is ... ”

1 – 2 – 3 – 4 – 5 – 6 – 7

V. little

V. large

Examples of key variables in predicting behaviour

The extent to which a given behaviour is performed by an individual with little recourse to planning/thinking

EG:

“Driving at 65 km/hr in an urban area is something I do without really thinking about it?”

- Perceived effort
- Habit
- Descriptive norm

1 – 2 – 3 – 4 – 5 – 6 – 7

No, not at all

Yes, definitely

Examples of key in prediction

*The individual's beliefs with respect to
what other people do*

EG:

*"How often do your closest friends drive at
65 km/hr in an urban area?"*

1 – 2 – 3 – 4 – 5 – 6 – 7

Not at all

Very often

- Perceived threat
- Habit
- Descriptive norm

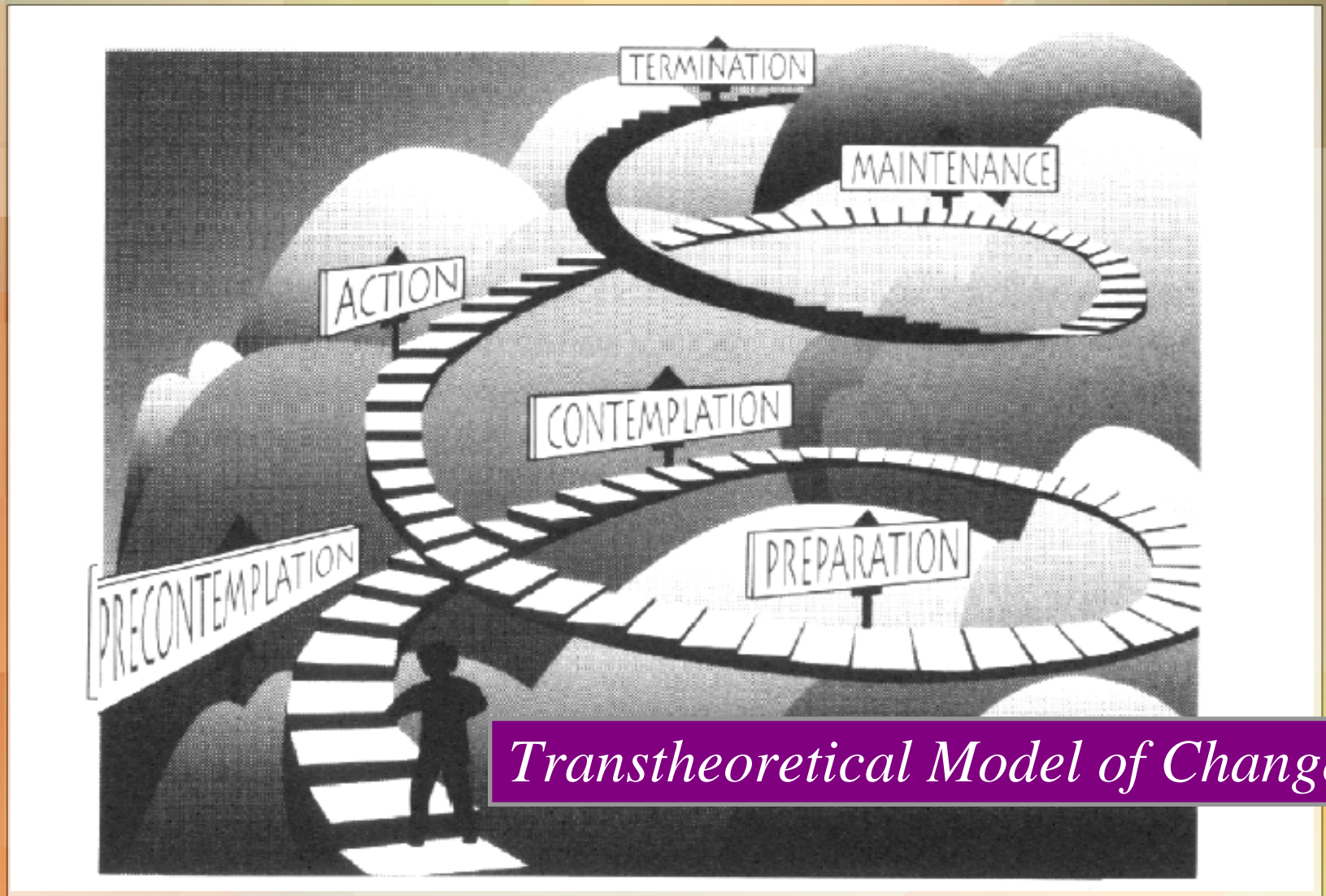
Intention to speed in an urban area

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Implications – Theory of Planned Behaviour

- Increase the perception of negative outcomes
- Decrease the perception of positive outcomes
- Raise perception that significant others disapprove of the behaviour
- Present the behaviour as less normal
- Discuss the options available and how to implement them.

Example of theory explaining *change process*



Implications – Transtheoretical Model of Change

- Message needs to be tailored to appropriate stage
 - cf. pre-contemplation vs. action
- Ultimate goal is to encourage the termination of a previous behaviour and encourage performance of a new one
- Need to encourage dissonance so that people no longer believe a behaviour they currently perform is functional

To encourage change

- **Understand the target groups needs and expectations**
- **Challenge preconceived ideas**
- **Trustworthy and attractive i.e. live up to expectations**

Summary & take-home message

- Importance of using theories:
 - Guiding and directing campaign design
 - Provides motivation and justification for selection of certain methods/messages/targets etc. above others
 - Potential to wisely use limited funds
- However, theories need to be applied with thought and consideration – they are not simply “recipes” for whipping up a campaign:
 - Which behaviour are we trying to influence? Causes and influences?
 - Whose behaviour are we trying to influence? How do we best communicate our message?
 - How do we best support people along the change process?

THANK YOU