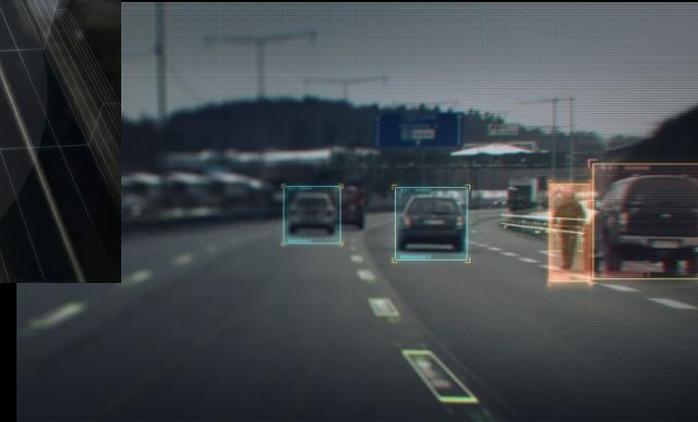
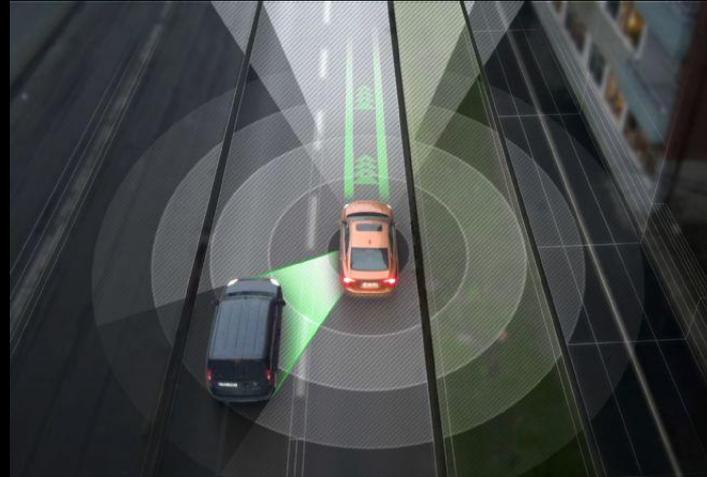


What can we do to mitigate distraction?

Daniel V. McGehee

 **THE UNIVERSITY
OF IOWA Public Policy
Center**
*Human Factors and
Vehicle Safety Research*



Cognitive Distraction:
What were you thinking?



May 12, 2015

Cognitive distraction illusive in naturalistic driving

- Multiple distractions generally present
 - Music
 - Passengers
 - Device interaction
 - External



Using Naturalistic Driving Data to Assess the Prevalence of Environmental Factors and Driver Behaviors in Teen Driver Crashes

February 13, 2015



Cher Carney
Dan McGehee
Karisa Harland
Madonna Weiss
Mireille Raby

Additional contributing factors

- Speed
- Following distance

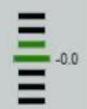


Using Naturalistic Driving Data to Assess the Prevalence of Environmental Factors and Driver Behaviors in Teen Driver Crashes

February 13, 2015



Cher Carney
Dan McGehee
Karisa Harland
Madonna Weiss
Mireille Raby



Frame Time
-8.00
Event Recorder
ER00CBD3
Date
4/23/2011
Time
6:37:02 PM MST





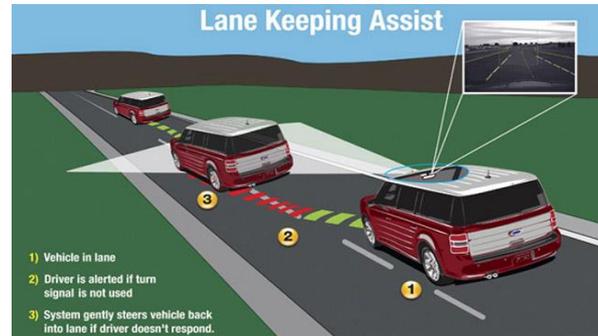
Frame Time
-9.25

Event Recorder
ER9005C4

Date
3/22/2012

Time
8:39:31 AM CST

Some technology solutions



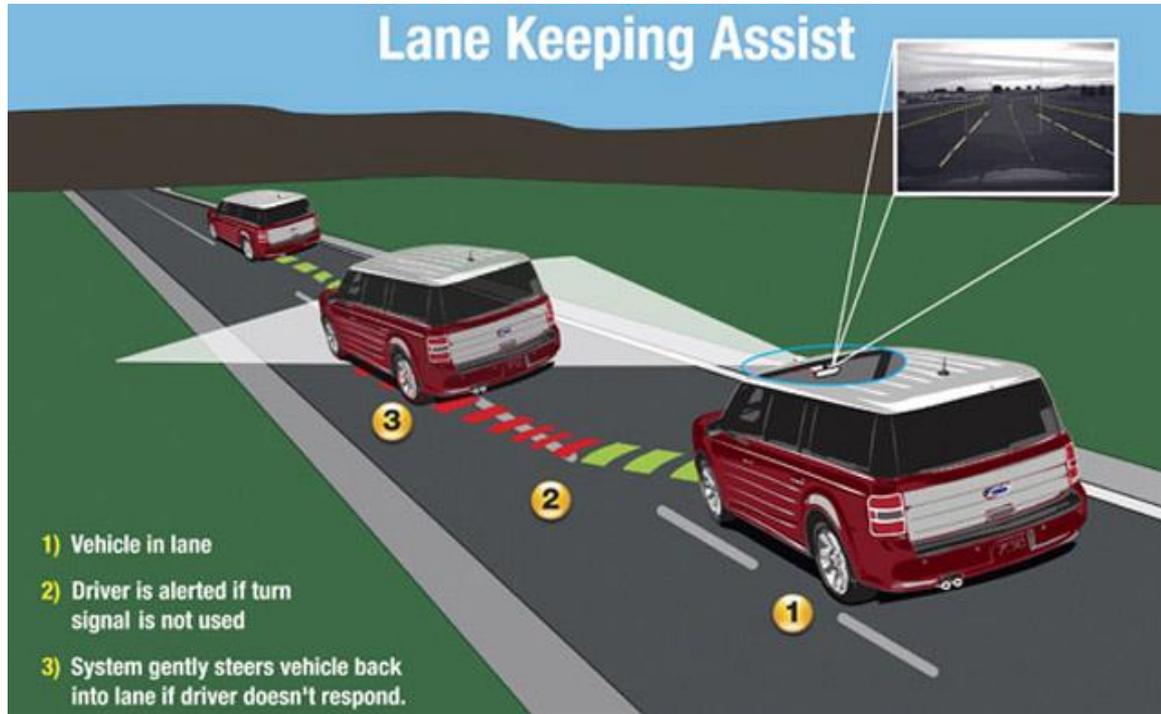
Automated braking



Speed warnings



Lane keeping



Some future research needs



Thank you

daniel-mcgehee@uiowa.edu

Naturalistic cell phone study



Understanding
Self regulation