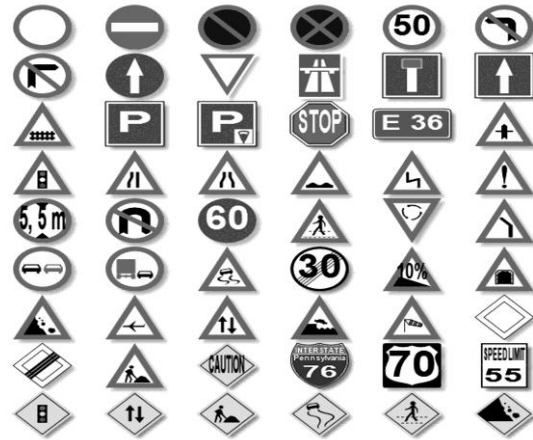


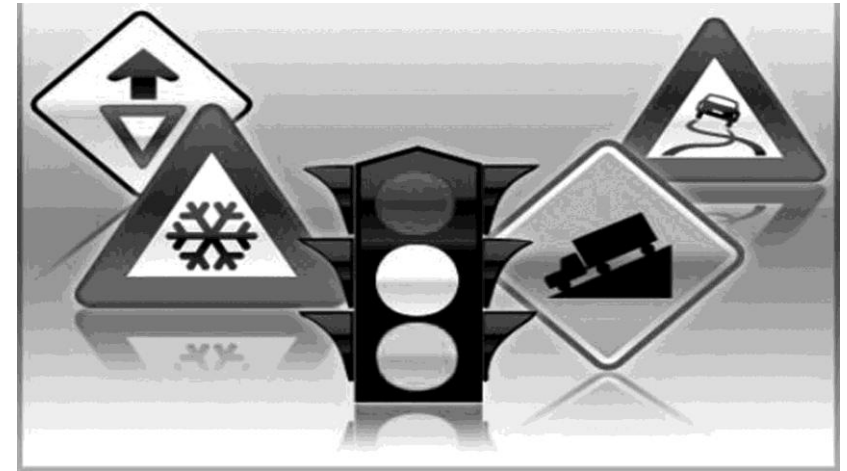
What is Traffic Psychology and why is it needed?

Traffic Psychology is a new and applied sub-field in psychology. It is concerned with the three basic elements of traffic system; human, vehicle and environment, both independently and in interaction to one another. Researches show that many of the traffic accidents are caused by 'human factor' - driving behaviors, driver's skills and personality. Therefore, the main aim of traffic psychology is to

determine the human factor in accidents, to create precautions by using research findings in order to decrease the number of accidents and to contribute to safer and more economic traffic systems.



TRAFFIC



If you need more detailed information about traffic in general, and/or professional support for your driving behaviors in particular, please do not hesitate to visit

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TRAFFIC

The literal meaning of “traffic”: Traffic is the movement of pedestrians and all kinds of vehicles along transportation routes in a particular order.

Traffic is a complicated system which is composed of three basic elements. These three elements, each of which has different functions are *human, vehicles* and *environment*.

What are the variables that affect driving behaviors in traffic?

➤ Driving skill

Driving skill depends on a person’s innate capacity to operate a vehicle as well as acquired knowledge, awareness and experience. For example, attention, concentration, coordination of the eyes, the feet and the hands, reflex, speed-distance judgement, decision making, etc.

➤ One’s attitude towards traffic rules (one’s beliefs and habits on traffic rules)

The attitude and beliefs of the person determines his/her way of driving.

➤ Motivational level of the driver

The emotional state of the driver and his/her urges of seeking adventure can affect his driving positively or negatively.

➤ The physiological state of the driver

If the driver is tired, sleepy, ill or under the influence of alcohol or drugs, he/she may drive more inattentively and inappropriately than the other times and may be a danger to other drivers.

➤ Risk taking behavior

The driver’s behavior of facing dangers and taking risks are the most important factors which identify the risk taking behavior of the driver.

➤ Personality

Generally, people who are aggressive, competitive, rebellious and irresponsible are more dangerous drivers compared to other drivers.

What are causes of accidents?

➤ Driver’ inexperience to deal with an emergency

Obeying the traffic rules, one’s driving skills and experience are integral parts of safe driving. Inexperienced drivers who are over confident may not cope with an urgent incident and may create risky situations which may eventually cause accidents.



➤ Age and stimulants

Young people may have the cognitive capacity to operate a vehicle. On the other hand they may lack the experience to cope with road emergencies. Stimulants such as speeding and driving under the influence of alcohol are usually the ways of thrill seeking for young drivers and can also become the reasons for many accidents.