

# Traffic Psychology 2

## Course Syllabus

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Course name	Traffic Psychology 2 (Dopravní psychologie 2)
Code	PCH/DP2
Supervisor	PhDr. Matúš Šucha, Ph.D.
Teacher	PhDr. Matúš Šucha, Ph.D.
Year	5
Semester	Summer
Number of lessons	1 + 1 / week
ECTS	2
Course completion	Pre-exam credit

The main aim of this course is to familiarise the students with advanced concepts of traffic psychology, with a focus on measures, countermeasures, interdisciplinary issues, and research. The students will learn how to conduct a research project in traffic psychology.

Course completion requirements: to conduct a traffic-psychology research project as teamwork, including the successful defence of the project.

Optional 5-day internship at the Transport Faculty, University of Pardubice, or the Centre for Traffic Research, Brno.

### Content of the Course:

1. Measures and countermeasures
  - a. Education, training, and testing
    - i. School-based traffic education
    - ii. Driving schools and accompanied driving
    - iii. Testing and licensing
    - iv. Life-long education and training
    - v. Professional drivers education and training
  - b. Enforcement
    - i. Theories and effectiveness (the deterrence and learning theories)
    - ii. Demerit point system
    - iii. Police and patrolling
    - iv. Legislation
    - v. Offences, sanctions, license withdrawal, and imprisonment
    - vi. Cameras and other stationary enforcement devices
  - c. Prevention, persuasion, and motivational messaging
    - i. Traffic safety campaigns

- d. Rehabilitation of drivers
  - e. Risks and adverse side effects of the measures taken
2. Society
- a. Road users' communication
  - b. Traffic culture
  - c. Public policy
  - d. Social marketing and community-based programmes
  - e. Travel mode choice
3. Infrastructure
- a. Self-explaining roads
  - b. Forgiving roads – resilience to failure and breakdown
  - c. Workload management – consistency and uniformity
  - d. Communication with drivers, information carriers
  - e. Billboards and other advertisements
  - f. Variation in performance
4. Vehicles
- a. In-vehicle technologies (nomadic devices, ITS, IVIS, ADAC, ...)
  - b. Electric vehicles
5. Interdisciplinary issues
- a. Neuroscience
  - b. Health and mental health in relation to driving
  - c. Public health
  - d. Ergonomics
6. Research in traffic psychology
- a. Qualitative methods
  - b. Case-control studies
  - c. Self-report instruments
  - d. Naturalistic observational field techniques
  - e. Naturalistic driving studies
  - f. Driving simulators
  - g. Data sets on accidents and their analysis

**Literature:**

Required:

- Barjonet, P. E. (Ed.) (2001). Traffic Psychology Today. Massachusetts: Kluwer Academic Publishers.

Recommended:

- Transportation Research Part F: Traffic Psychology and Behaviour
- Journal Transactions on Transport Sciences
- Traffic Injury Prevention
- Accident Analysis & Prevention
- Dorn, L. (2005). Driver Behaviour and Training. Hampshire: Ashgate Publishing Limited.
- Hennessy, D. (Ed.) (2011). Traffic Psychology – An international perspective. New York: Nova Science Publishers.
- Rothengatter, T. & Huguenin, R. D. (2004). Traffic and Transport Psychology. London: Elsevier.
- Porter, B. E. (Ed.) (2011). Handbook of Traffic Psychology. San Diego: Elsevier.
- Sullman, M. & Dorn, L. (2012). Advances in Traffic Psychology. Hampshire: Ashgate Publishing Limited.
- Theeuwes, J., van der Horst, R., & Kuiken, M. (2012). Designing Safe Road Systems. Hampshire: Ashgate Publishing Limited.
- Vanderbilt, T. (2008). Traffic. London: Penguin books.