

## Course

# Behavioural Aspects in Transport: Introduction to traffic psychology

<b>Date:</b>	<b>2 November 2017</b>
<b>Time:</b>	<b>11.00 - 17.00 h.</b>
<b>Location:</b>	<b>t.b.a.</b>
<b>Course leaders:</b>	<b>Prof. Dick de Waard &amp; Prof. Karel Brookhuis (University of Groningen, Traffic Psychology)</b>
<b>Days:</b>	<b>1</b>
<b>ECTS:</b>	<b>0.5 (attendance) / 1 ( attendance + assignment)</b>
<b>Course fee:</b>	<b>Free for TRAIL/Beta/OML members, others please contact the TRAIL office</b>
<b>Registration:</b>	<b>via TRAIL website</b>

### Objectives

- To get an insight concerning behavioural factors in traffic, the origin of traffic psychology;
- To get a coherent scientific perspective on mobility, traffic and transport, from a behavioural point of view;
- To obtain knowledge of the basis theory and methodology of behaviour scientific traffic research;
- To learn about important results of research on mobility, choice in means of transport and safety in traffic;
- To learn about the need for diagnosis, intervention and evaluation of measures to affect traffic behaviour.

### Course description

The course is divided into two segments. Firstly, we will introduce traffic psychology in general; then discuss relevant recent topics, such as going into detail about the behaviour of humans in response to a variety of telematics, in particular to automated systems that support the driver in the traffic task (cruise control, speed limitation, up to total automation). We will also discuss why people choose for certain ways of transportation (how, when, why), and how people may be convinced to adapt their behaviour.

Secondly, students will be assigned to a real life problem in traffic and work in small groups on solutions for problems in the development of potential measures.

### Assignment

To be formulated on the spot.

### Program

11.00 - 13.00 h.: Behavioural aspects of traffic & transport, introduction by Karel Brookhuis  
 13.00 - 13.30 h.: Lunch  
 13.30 - 15.30 h.: Models of traffic behaviour, theoretical aspects and applications by Dick de Waard  
 15:30 - 15:45 h.: Discussion and formulation of assignments  
 16.00 - 17.00 h.: Site visit to the driving simulators at the faculty of 3ME (TU Delft)  
 17.00 h. : Drinks

### Course material

Slides

### Prerequisite

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