

Course

Behavioural Aspects in Transport: Introduction to Traffic Psychology

Date:	8 December 2020
Time:	11.00 - 17.00 h.
Location:	TU Delft, room t.b.a.
Course leaders:	Prof. Dick de Waard & Dr. Janet Veldstra (RU Groningen, Traffic Psychology)
Days:	1
ECTS:	0.5 (attendance only) / 1 (attendance + assignment)
Course fee:	free for TRAIL/Beta/OML members, others please contact the TRAIL office
Registration:	info@rstrail.nl

Objectives

- To get insight in the role of behavioural factors in traffic, the origin of traffic psychology;
- To obtain knowledge about theories and methodologies with respect to behavioural aspects of traffic research;
- To get a perspective on how behaviour affects mobility, traffic and transport;
- Relate behavioural insights to future mobility problems;
- Learning how to apply behavioural influence techniques in traffic.

Course description

Are travel choices always based on rational decisions? How can we get people out of their cars? Are the future roads truly filled with smart, connected automated vehicles? Why do not all safety measures work 100%? In this course we aim to provide insight into how these kinds of questions can be answered from a traffic psychology perspective. We will do this by both providing a basic insight in theories and models that are commonly used in traffic psychology but also by practicing how these insights can be used in future mobility challenges. The course is divided into two segments. Firstly, we will introduce traffic psychology in general and in particular models that are commonly applied in behavioural research in traffic. Common effects of humans on innovation will be discussed. In the second part we will focus on how effective techniques such as nudging really are, and how we can make use of techniques to steer behaviour. Students will select a real life problem in traffic and work in small groups on solutions for problems by considering potential measures.

Assignment

Selected on the spot, elaborated later individually.

Programme

11.00 - 12.30 h.: Models of traffic behaviour, theoretical aspects and applications by Dick de Waard
 12.30 - 13.00 h.: Lunch
 13.00 - 13.30 h.: Influencing behaviour and estimating effects on behaviour by Janet Veldstra
 13:30 - 15:45 h.: Discussion and elaboration of a statement
 16.00 - 17.00 h.: Site visit to the driving simulators at the faculty of 3ME (TU Delft)

Course material

Slides

Prerequisite

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