



ROAD TITLE PAGE

RESEARCH GRANT

Optimism bias, risk utility and risk taking on the road

The aims of the study were to determine the role of optimism bias and risk utility in risk taking on the road, test the egocentrism account of optimism bias and the effects of vehicle insurance on optimism bias. 1. Optimism bias appears to be related to risk taking in road users. Reductions in optimism bias (including driver over-confidence) are likely to be of value to road safety. 2. Over-confidence on driving skills may be reduced by providing relevant target statistical data and risk information. 3. Encouraging drivers to consider the advantages and precautions of other drivers should reduce egocentrism and optimism bias. 4. It would be valuable to change attitudes towards risk utility by de-emphasising their values and/or usefulness. Changes to the social approval of risky behaviour would be one example. 5. Having drivers focus on their own behaviour is not necessarily useful. simply considering the issue may lead to more over-confidence. 6. Further research is warranted on factors which may be fruitfully employed to reduce optimism bias and risk utility (and so reduce risky behaviour).

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Young Or Novice Drivers, Risk

1993

Complete document available on Volume 2, 1988 - 1993

SERIES

YEAR

SUBJECT

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