

UTC Project Information	
Project Title	Using Naturalistic Driving Performance Data to Develop an Empirically Defined Model of Distracted Driving
University	University of Michigan
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Brief Description of Research Project	Approximately 33,000 fatalities and over 2.2 million nonfatal injuries result from motor vehicle crashes each year in the United States, with a total cost that exceeded \$US230 billion in 2009 alone (NHTSA, 2010a). In 2009, 16% of fatal crashes and 20% of non-fatal injury crashes included reports of distracted driving (NHTSA, 2010b). Findings from the 100-Car Naturalistic Driving Study suggested that 22% of all crashes and near-crashes were related to secondary-task distraction (Klauer, 2006). The measurement of driver distraction is a challenge. Driver self-assessment of distraction is inaccurate, observational studies can only detect observable distractions, and naturalistic driving studies are costly. The prevention of distraction-related crashes requires a better understanding of the nature of driver

	<p>distraction. This, in turn, requires a means to accurately assess the occurrence and degree of driver distraction in large samples. The goal of this project is to identify kinematic indicators of distracted driving for devising a model that would allow distracted driving to be measured using technological approaches. The result will be a new definition of distracted driving that is based on measureable kinematic variables. This ability would facilitate an epidemiologic approach to studying driver distraction, as well as contribute to potential warning systems that redirect distracted drivers' attention back to the task of driving.</p>
<p>Describe Implementation of Research Outcomes (or why not implemented)</p> <p>Place Any Photos Here</p>	
<p>Impacts/Benefits of Implementation (actual, not anticipated)</p>	

<p>Web Links</p> <ul style="list-style-type: none">• Reports• Project website	