

# Perceptions of College Students Regarding Utilization of Transportation Recorders in the Highway Mode



## Research Project

Compiled by  
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June 16 to July 28, 1999  
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## Introduction



*More than 6.7 million police-reported motor vehicle crashes occurred on our highways in 1997 – one every 5 seconds.*

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# How the Research Project was Conducted

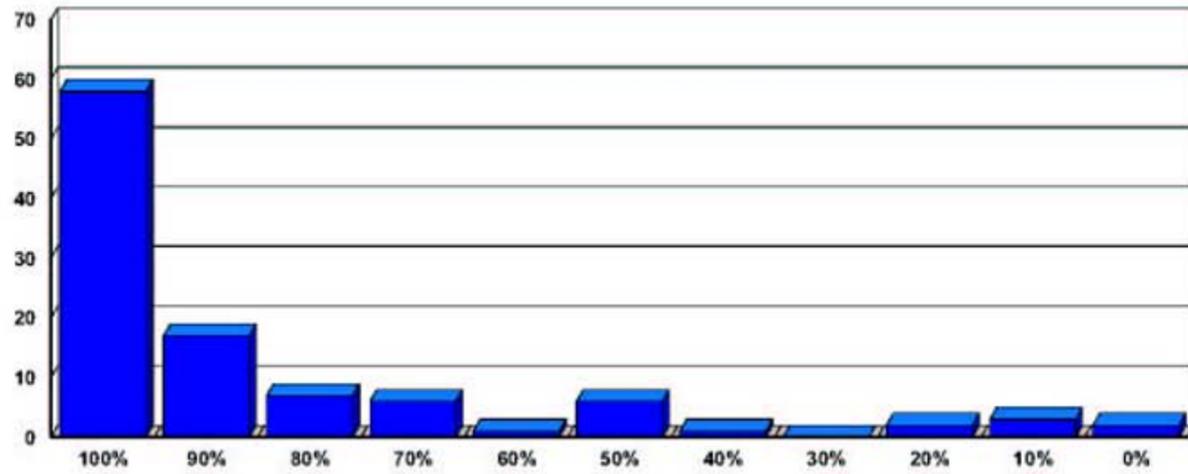
There is a great need and strong desire within the general public for awareness and understanding of emerging technologies in the highway mode of transportation. This is especially true regarding transportation recorders. Debate concerning the promise of potential safety benefits versus the fear of privacy invasion requires public involvement. Although public interest is very high in this area, public discussion is very low. Experts knowledgeable in the technological aspects are often lacking in the societal implications and ramifications, which limits public participation. Thus, this research project aims to address key issues of safety and privacy at a time in transportation history when recorders are being considered for the highway mode. Perhaps the findings can provide insights and stimulate additional interest and discussion.



*Midnight to 3 AM on Saturdays and Sundays proved to be the deadliest 3-hour periods.*

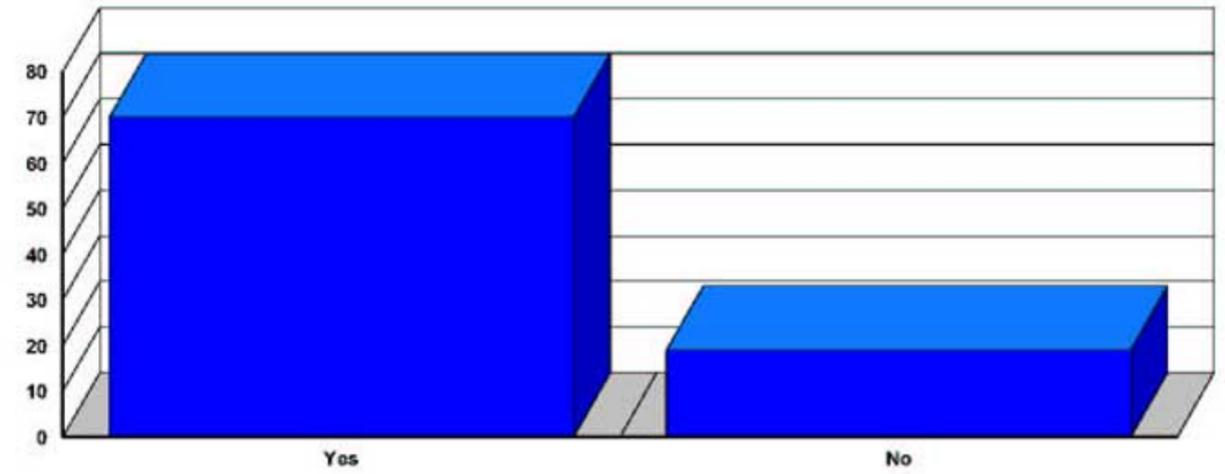
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## Non-Personal Identifiers: % Seat Belt Usage



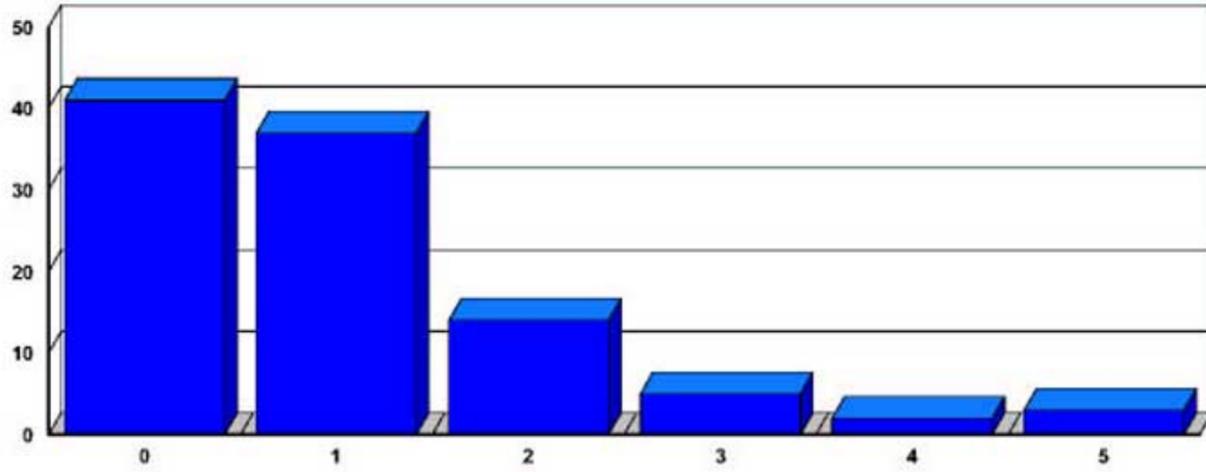
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## Non-Personal Identifiers: Seat Belt Used in Crash?



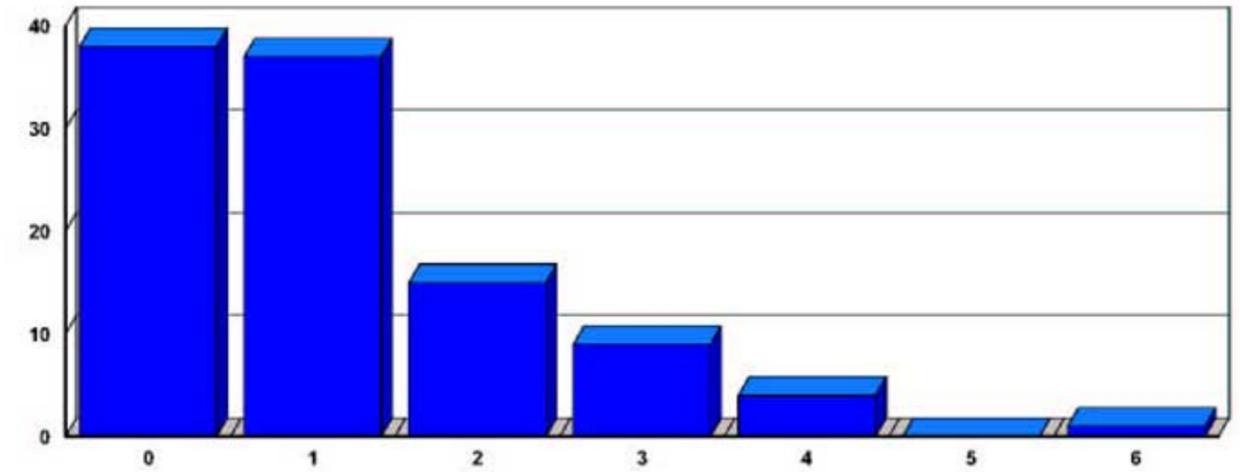
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## Non-Personal Identifiers: Crashes as Occupant



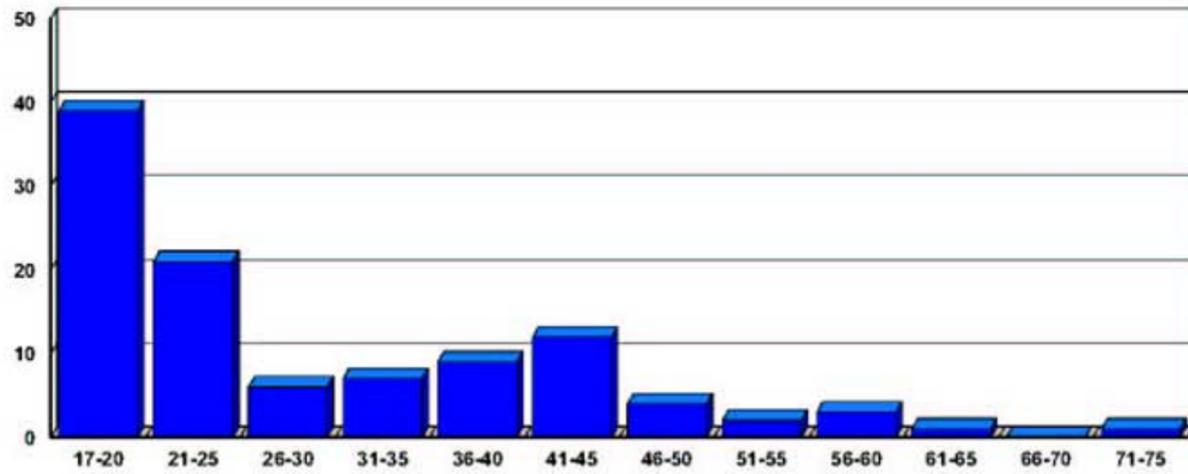
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## Non-Personal Identifiers: Crashes as Driver

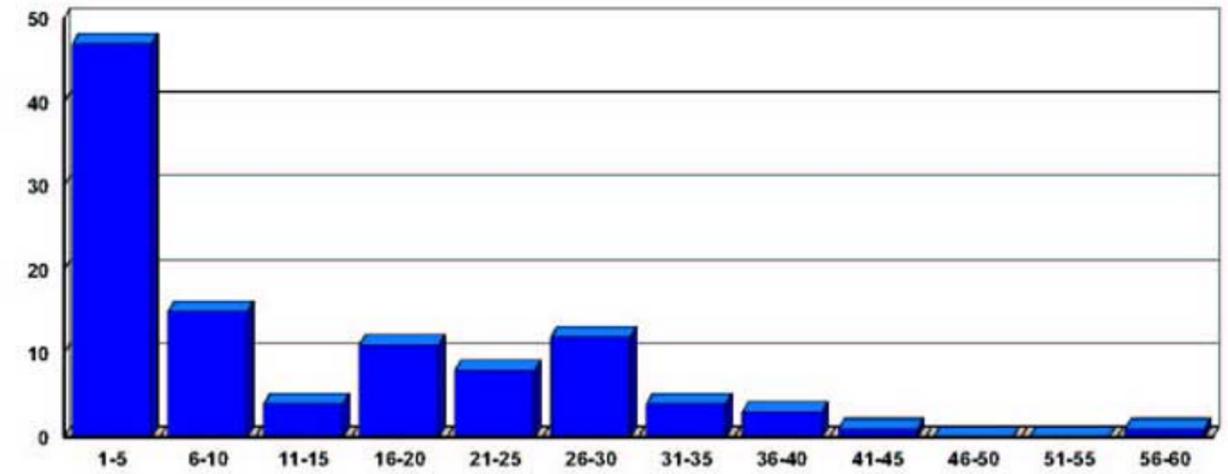


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## Non-Personal Identifiers: Age



## Non-Personal Identifiers: Years Driving



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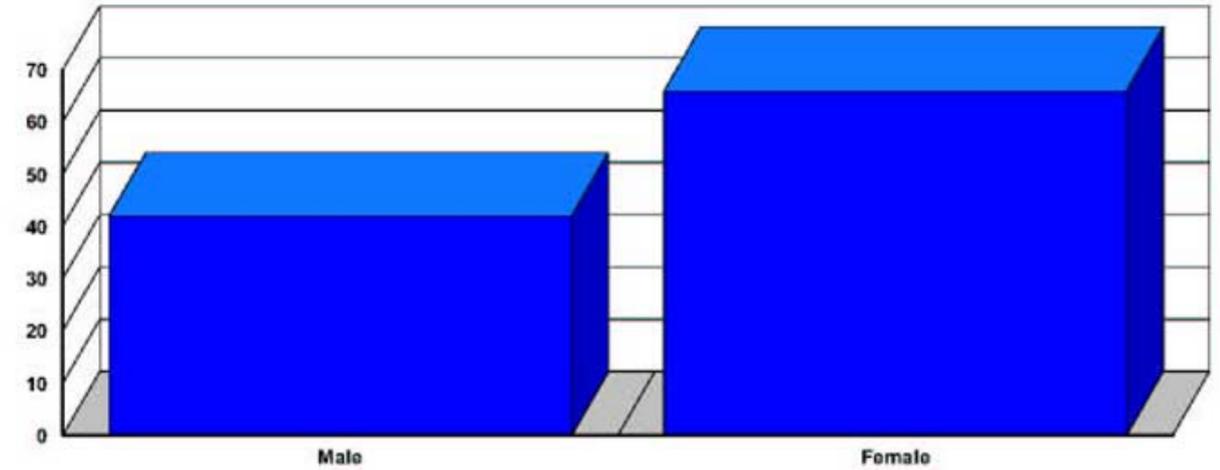
# Non-Personal Identifiers



*On average, a person was injured in these crashes every 9 seconds, and someone was killed every 13 minutes.*

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## Non-Personal Identifiers: Sex



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*A total of 41,967 people lost their lives in motor vehicle crashes in 1997. Another 3.4 million people were injured.*

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- 71 students were asked to read a press release from MSNBC, dated June 1, 1999, regarding General Motors' "black box" technology. [See Attachment # 1]
- After reading this article and following a session of asking clarifying questions, these students completed a non-personal identifier template designed to establish basic information. [See Attachment # 2]
- The students were then asked to express their perceptions (not opinions) regarding this technology. They were asked to list both the positive and negative aspects, and not to draw any quick conclusions. The goal was to be objective, regardless of personal opinions. [See Attachment # 3]
- To assure objectivity, two student advocates were asked to consolidate the group responses in compendium format. Thus, one very proactive student advocate in favor of emerging technologies – Eddie C. Rochester – was asked to coordinate all of the positive input, and one very proactive student advocate in opposition to emerging technologies – Kyle D. Long – was asked to coordinate all of the negative input.
- A professor knowledgeable of transportation recorder history and current initiatives provided an objective overview without inherent bias to assure that both sides of the issue were addressed and adequately represented.
- Data was considered and compiled by a proactive student statistician – Annie K. Bridges – without inherent bias. The files and formats were completed with Adobe Acrobat™ to assure universal document exchange.

- Additionally, a local amateur photographer was identified. Mr. Frank Staples contributed the photographs to this research project.
- The data was tabulated and verified for objectivity and credibility by three faculty reviewers:

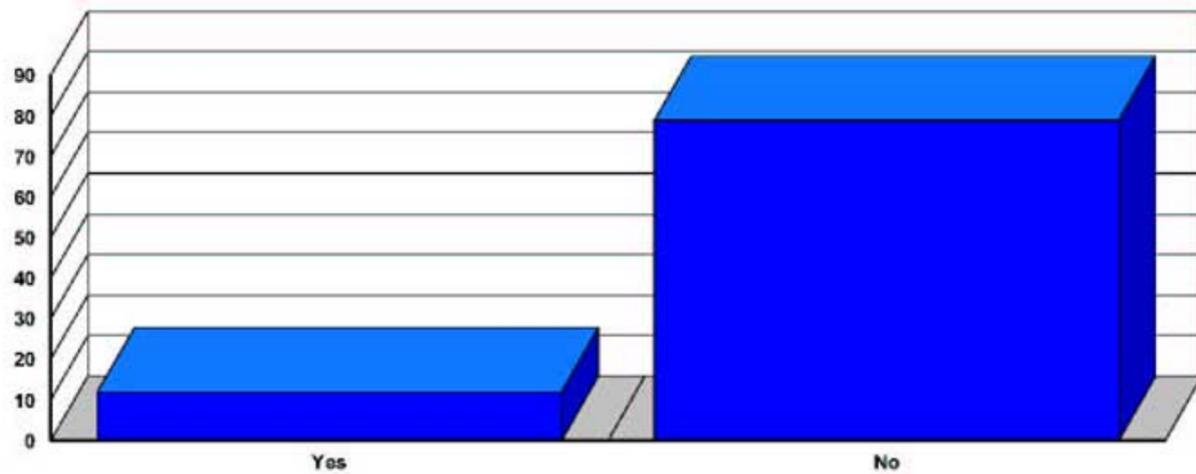
Dr. Robert Baker, Chair, Department of Social Sciences and Humanities,

and Professor of Sociology

Dr. Patricia Toney, Professor of Psychology

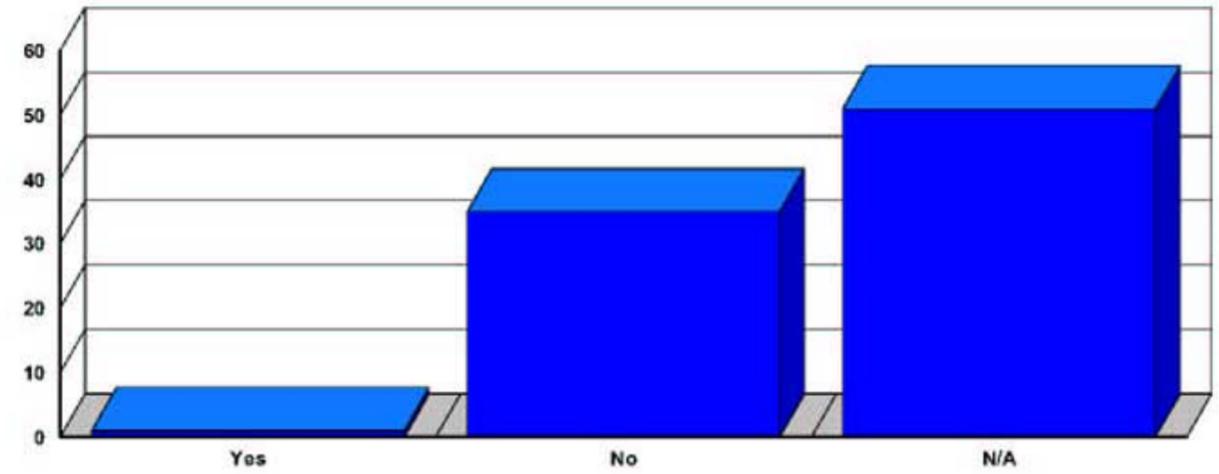
Dr. Wayne Adams, Professor of Sociology

## Non-Personal Identifiers: Injured by Belt?



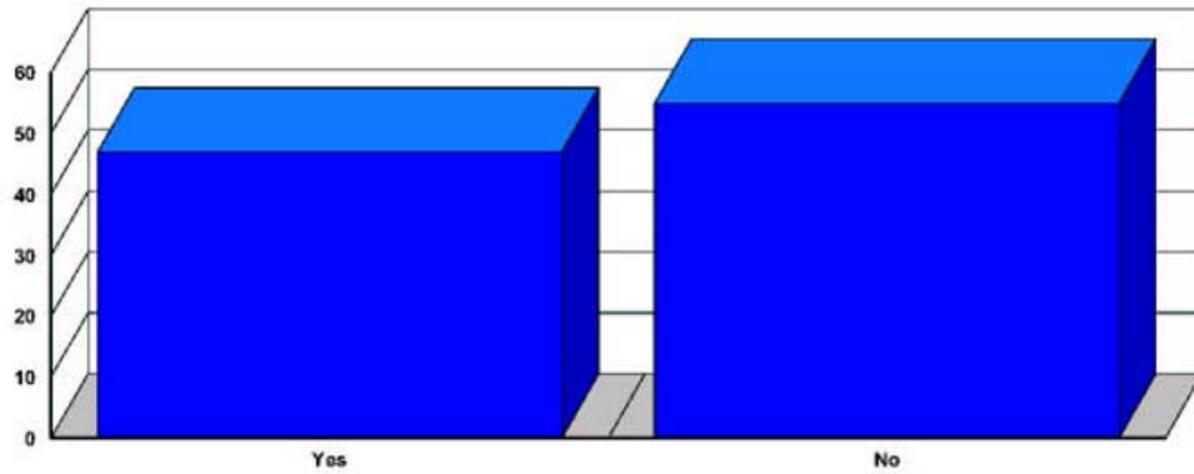
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## Non-Personal Identifiers: Injured by Airbag?

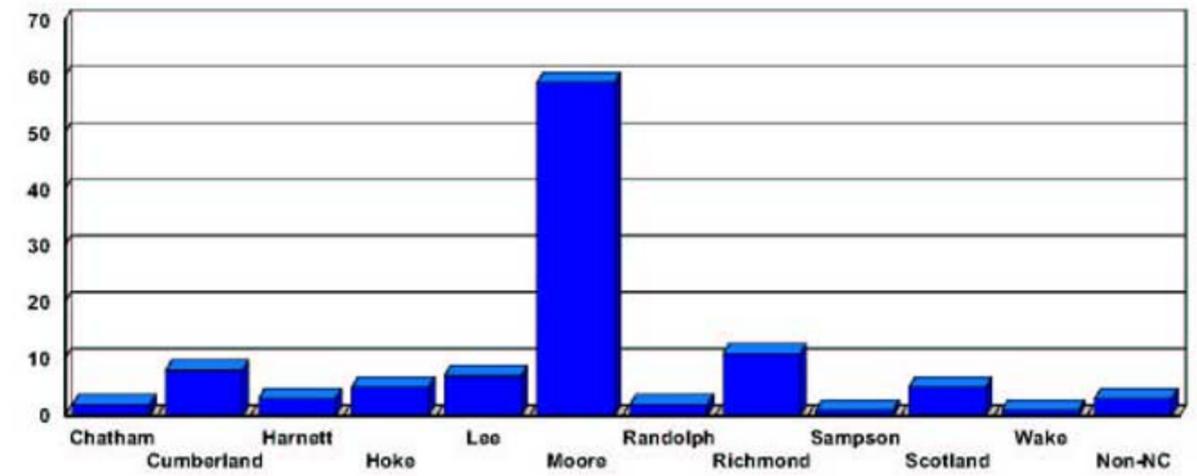


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## Non-Personal Identifiers: Trust Airbag?



## Non-Personal Identifiers: County of Registration



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# Data for Non-Personal Identifiers



39% of fatal crashes involved alcohol. For fatal crashes occurring from midnight to 3 AM, 75% involved alcohol.

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Sex	#	Age	#	Years Driving	#	Crashes as Occup.	#	Crashes as Driver	#	% Seat Belt Usage	#
Male	42	17-20	39	1-5	47	0	41	0	38	100%	58
Female	66	21-25	21	6-10	15	1	37	1	37	90%	17
		26-30	6	11-15	4	2	14	2	15	80%	7
		31-35	7	16-20	11	3	5	3	9	70%	6
		36-40	9	21-25	8	4	2	4	4	60%	1
		41-45	12	26-30	12	5	3	5	0	50%	6
		46-50	4	31-35	4			6	1	40%	1
		51-55	2	36-40	3					30%	0
		56-60	3	41-45	1					20%	2
		61-65	1	46-50	0					10%	3
		66-70	0	51-55	0					0%	2
		71-75	1	56-60	1						
Seat Belt Used in Crash?	#	Injured by Belt?	#	Injured by Airbag?	#	Trust Airbag?	#	County of Registr.	#		
Yes	70	Yes	12	Yes	1	Yes	47	Chat-ham	2		
No	19	No	79	No	35	No	55	Cumber-land	8		
				N/A	51			Harnett	3		
								Hoke	5		
								Lee	7		
								Moore	59		
								Rand-olph	2		
								Rich-mond	11		
								Samp-son	1		
								Scotland	5		
								Wake	1		
		Outside North Carolina	3								