



A New Perspective on Road Safety



Jen Stark  
Simon McLaughlin

# Concept

- Virtual Reality (VR) – innovative 360 degree experience
- Effective at engaging with hard to reach audience
- Classroom based intervention
- Scenario involving pedestrian, cyclist and driver/passenger in a car

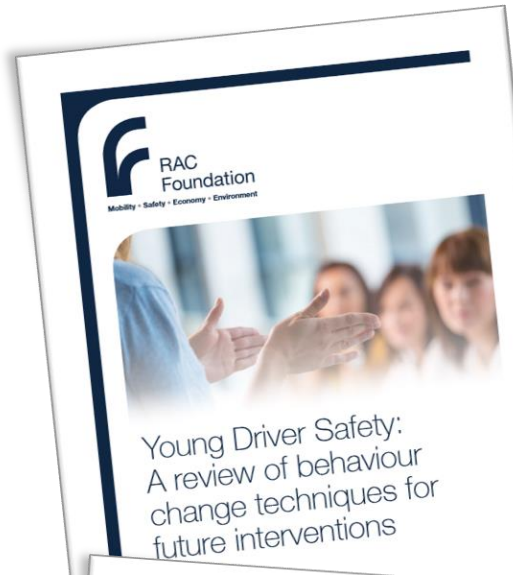


# Concept

- Expert knowledge and recent research
- Partner with Glasgow City Council and Police Scotland
- Education consultant and FirstCar
- Evaluate
- Transport Scotland's Road Safety Framework Fund



# Research





# Research



- RSA report on Virtual Reality Human Factors (Immersive video as a behaviour change tool in road safety)
  - “Virtual reality must only be used as part of a larger and wider spanning intervention.”

# Research



- The Impact of Threat Appeals on Fear Arousal and Driver Behaviour: A Meta-Analysis of Experimental Research 1990–2011 (2013)
  - “while threat appeals can have a strong impact on the level of fear aroused in individuals, they do not reliably impact on behaviour”

# Research



- RAC report by Dr Sullman (2017) “Young Driver Safety: A review of behaviour change techniques for future interventions”. Specifically....
  - Provide information on consequences
  - Prompt specific goal setting
  - Plan social support or social change



# Research



- Mary Williams OBE (Chief Executive, Brake)
  - “The conclusion is not that no educational interventions can work but rather that evidence must be provided”



# Delivery – VR Experience

- Preproduction
- Filming





CyberLink  
by PowerDirector



# Delivery – Technology



HTC Vive



Oculus Rift



Samsung Gear VR



Google Daydream



Oculus Go



Avantis Class VR

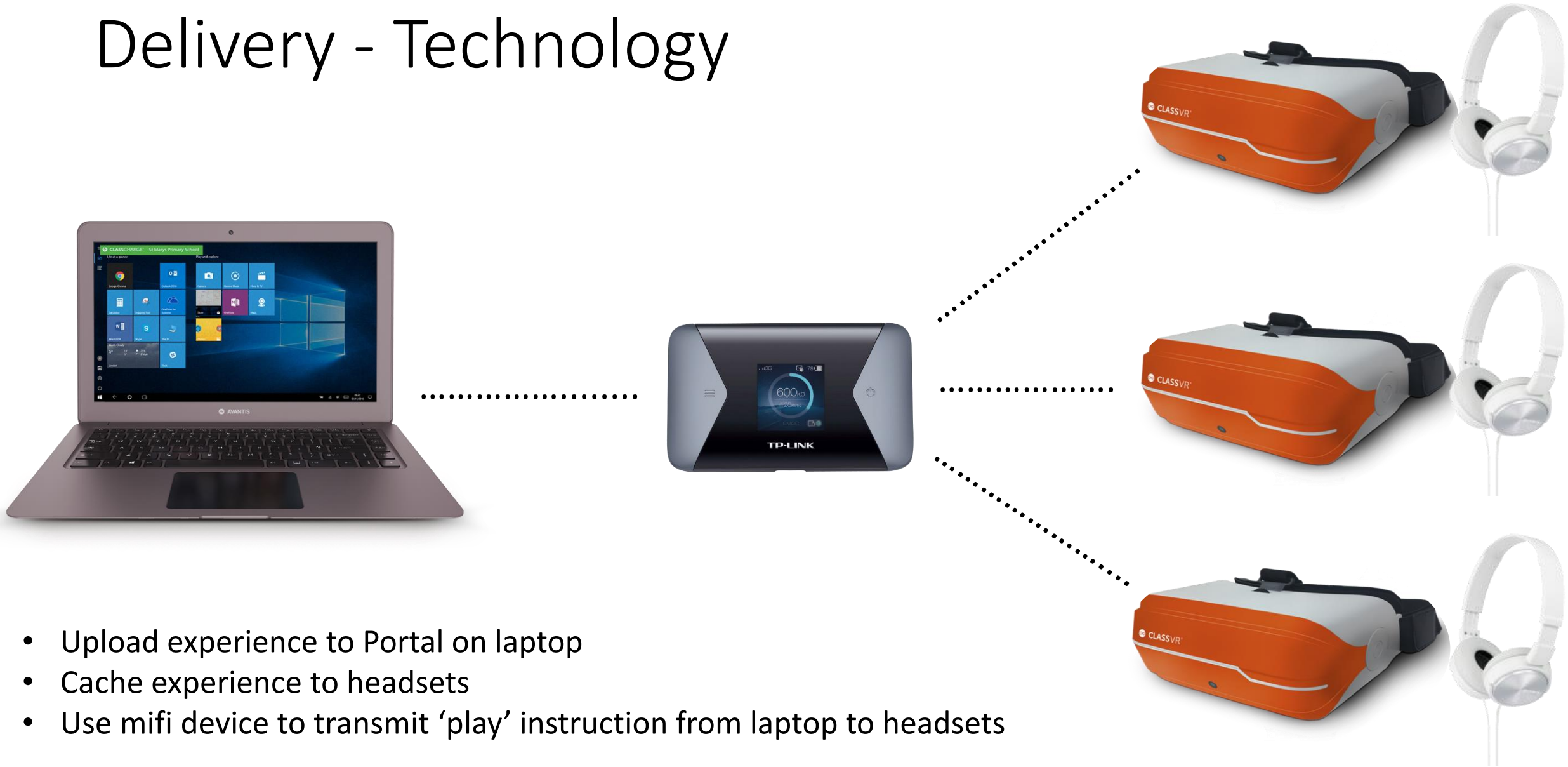
Expensive and wired to PC

Requires mobile phone

No simple remote operation



# Delivery - Technology







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TRAINER/TEACHER COPY

By Shana Akhtar –  
Education Consultant



Teacher Workbook

Student Workbook



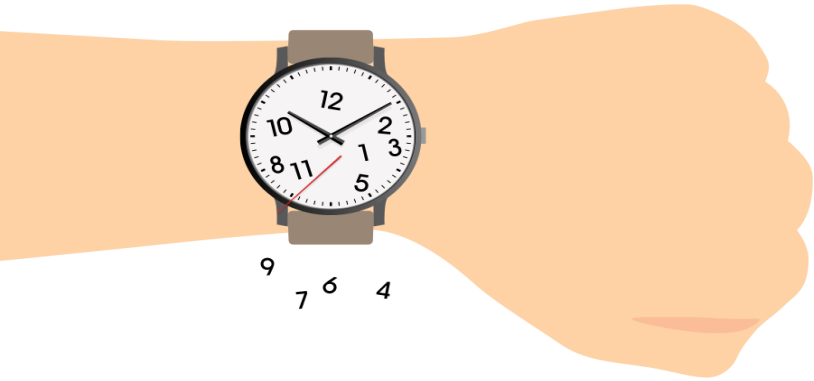
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STUDENT:

By Shana Akhtar –  
Education Consultant



# Evaluation



Plan time to complete surveys

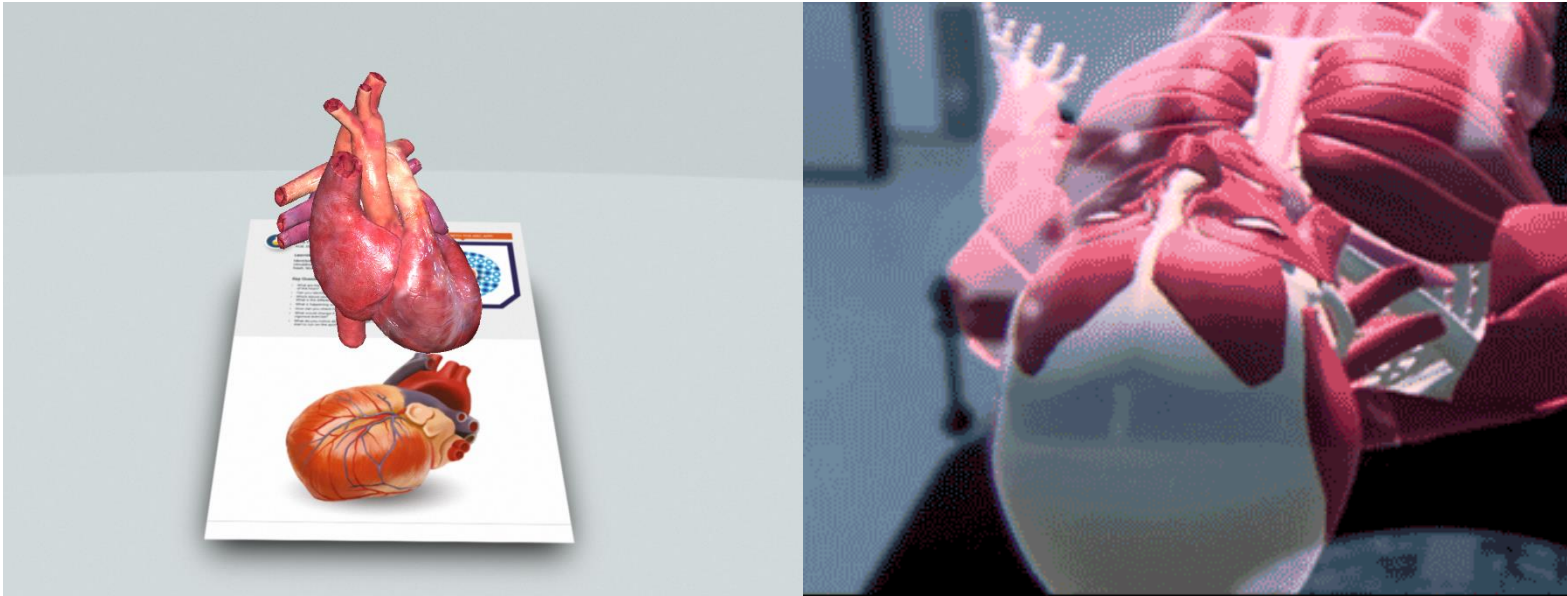


Better incentive = improved returns?

# Next Steps

## Increase the dosage!

- Rollout, in current form, to compliment existing interventions?
- Expand driVR, including possibly using augmented reality (AR)?



- Both?

# Want to find out more?



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