

Cultural Differences and Traffic Accidents

Michael H. Cale'
UNECE, Geneva, September 2011

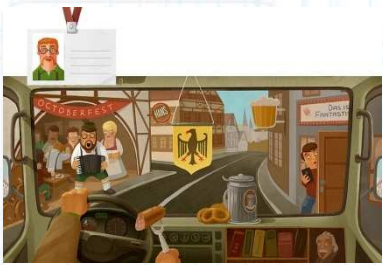
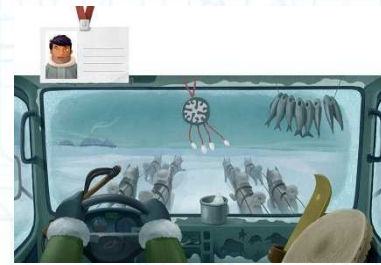


Let's go back to school

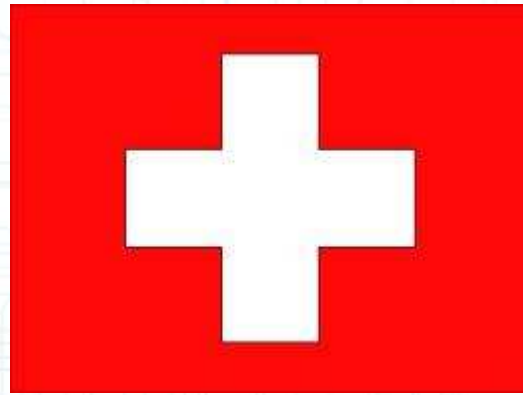


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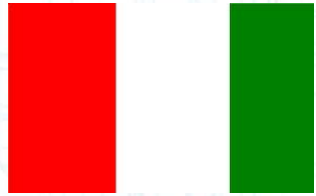


The Swiss Story

By Yvonne Achermann



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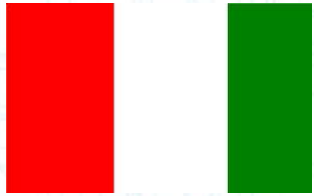


67/100000



87/100000





19%

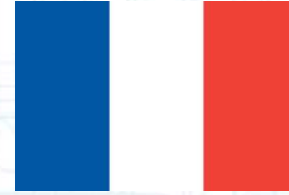


11%



20%





8%

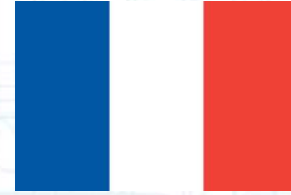


21%



34%





36%



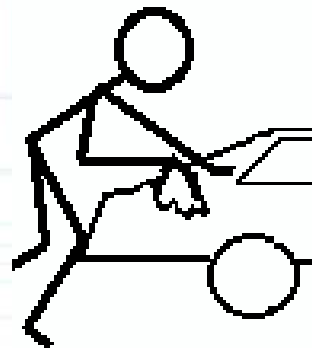
18%



24%



1. Are there cultural differences responsible for accidents ?



1. Are there cultural differences responsible for traffic accidents ?



2. Are there cultural differences which influence the effectiveness of accident prevention interventions ?





The Israeli Experience





Secular Jewish



Arab and Bedouin



Orthodox Jewish





The non Jewish part of Israel's population comprised 12% in 2003 but they were involved in 26% of the severe or fatal crashes (Mehalel et.al.(2010))

Arab drivers admit to totally disregarding traffic laws and regulations in their home towns (Ben Ari (2008))

Arabs tended to exaggerate the amount of drinks allowed to be consumed before driving according to the law. (Weiss (2008))

...in the Jewish sector in Israel the use of seat belts and child restraints is generally quite high (90% and more) only 17% of the Arab drivers reported that they buckle up [compared to over 90% amongst Jewish drivers] and only 25% use proper child restraints. (RSA (2010))

The researchers actually analyzed the types of violations which are typical for the Arab population and found "a disproportionate number of running red lights, driving on forbidden lanes (usually of opposing traffic) , not giving other vehicles the right of way, dangerous tailgating and speeding." (Gittelman et.al.(2004))





Ultraorthodox pedestrians commit three times more red light offenses than secular ones do (Rosenblum (2004))

ultra orthodox children between the ages of five and fourteen are 7% of the urban population but 22% of those severely hurt in crashes. (Rosenblum (2008))

From a publication of the Israel Road Safety Association one can see, that ultra-orthodox children are especially vulnerable. Three percent of the Israeli population are children younger than four from ultra-orthodox families. They do, however , compose six percent of those injured in urban traffic accidents (RSA (2008))





“Since culture differs from society to society and from group to group, it may be assumed that people from different cultures and groups will behave in a different manner in a similar situation, because different cultures lead to different interpretations of the environment and, in the end, perhaps also to different behaviours .” (Mehalel and Yair (2007))

“cultural characteristics may cause drivers in different groups to interpret a given situation” [or a given danger] “differently; therefore, they will make conflicting decisions that may possibly lead to road accidents” (Faktor et.al.(2010))

“..traffic culture is the sum total of factors influencing the skills, attitudes, and behaviour of the driver.” (Leviakangas (1998))



Some General Facts

The danger of being killed or severely wounded
in a traffic accident is larger if.....

You live in a poor country

You have a low level of education

You are young and / or male

You are Arab, Catholic or an orthodox Jew

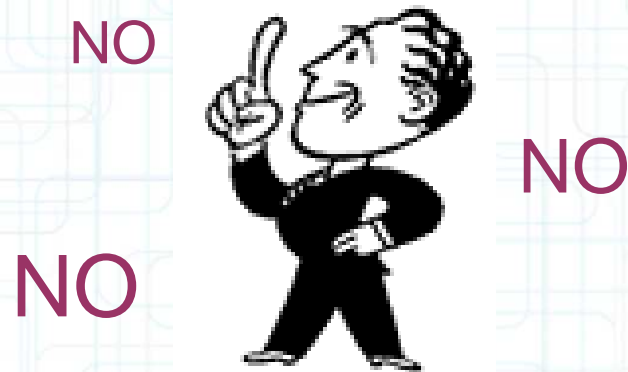
You are an African American or Hispanic male in the United States

You live in a country without a “good” government

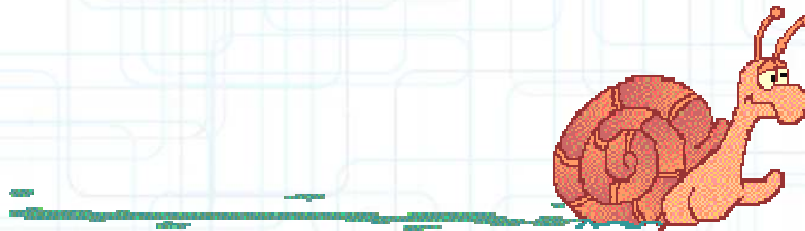
Your leadership does not take traffic safety seriously



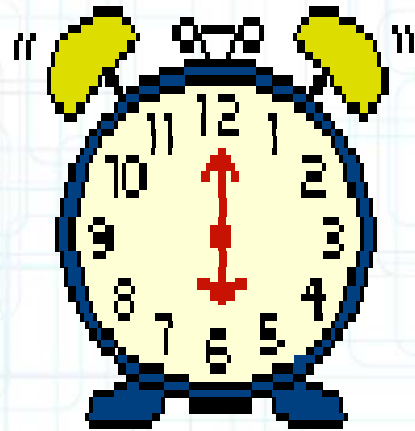
But aren't we....;
Logical, rational, safety oriented,
Clever, considerate, defensive,
Wise, able, and mature ?



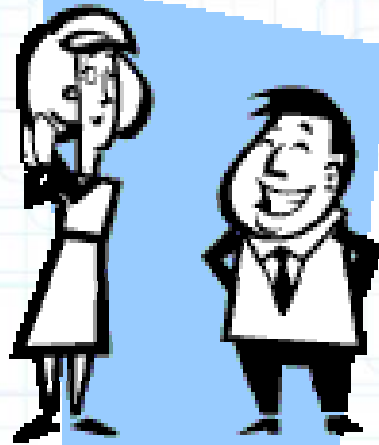
To speed or not to speed,
that is the question



Be punctual



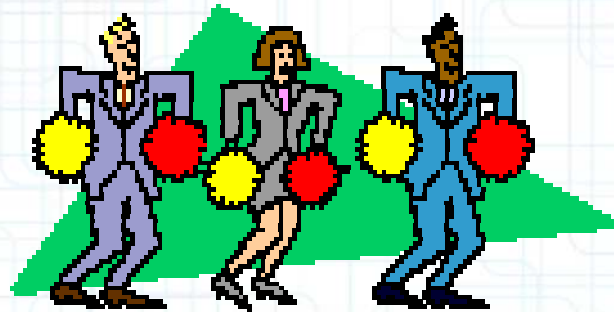
Make a good impression



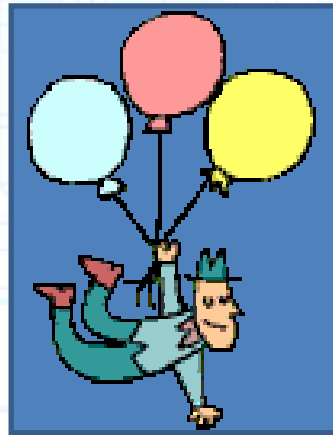
Guarantee a positive self esteem



Social Pressure

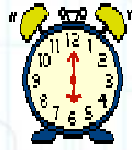


Speeding is really fun



Influence of Cultural Factor(s)





Being punctual



Making a good impression



Guarantee a positive self-esteem



Social Pressure



Fun



Influence of cultural factors





X



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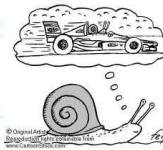
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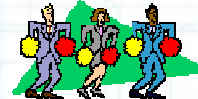
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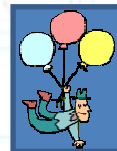
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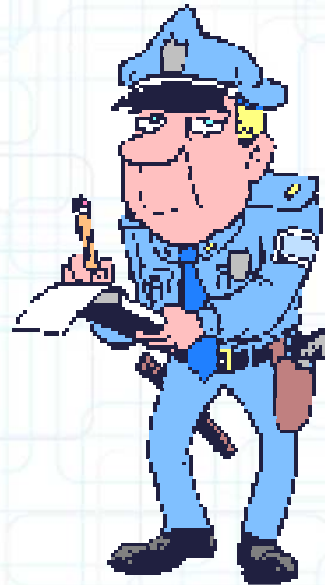


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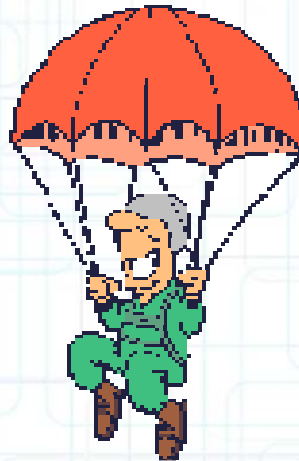
Sum total of positive expectancies from dangerous behavior



Receiving a Citation or being punished



Experiencing unpleasant risk



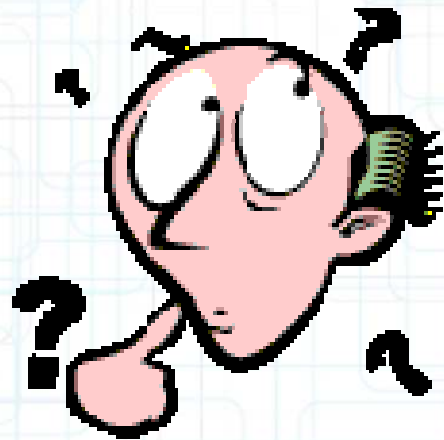
You might be injured or even
killed



If you are caught and have your license evoked
you will definitely look like an idiot



If you are caught and have your license evoked
you will definitely look like an idiot



Influence of Cultural Characteristic





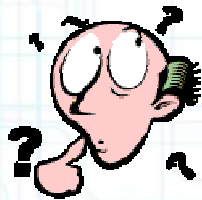
Possible punishment



Risk of injury or fatality



Unpleasant risk experience

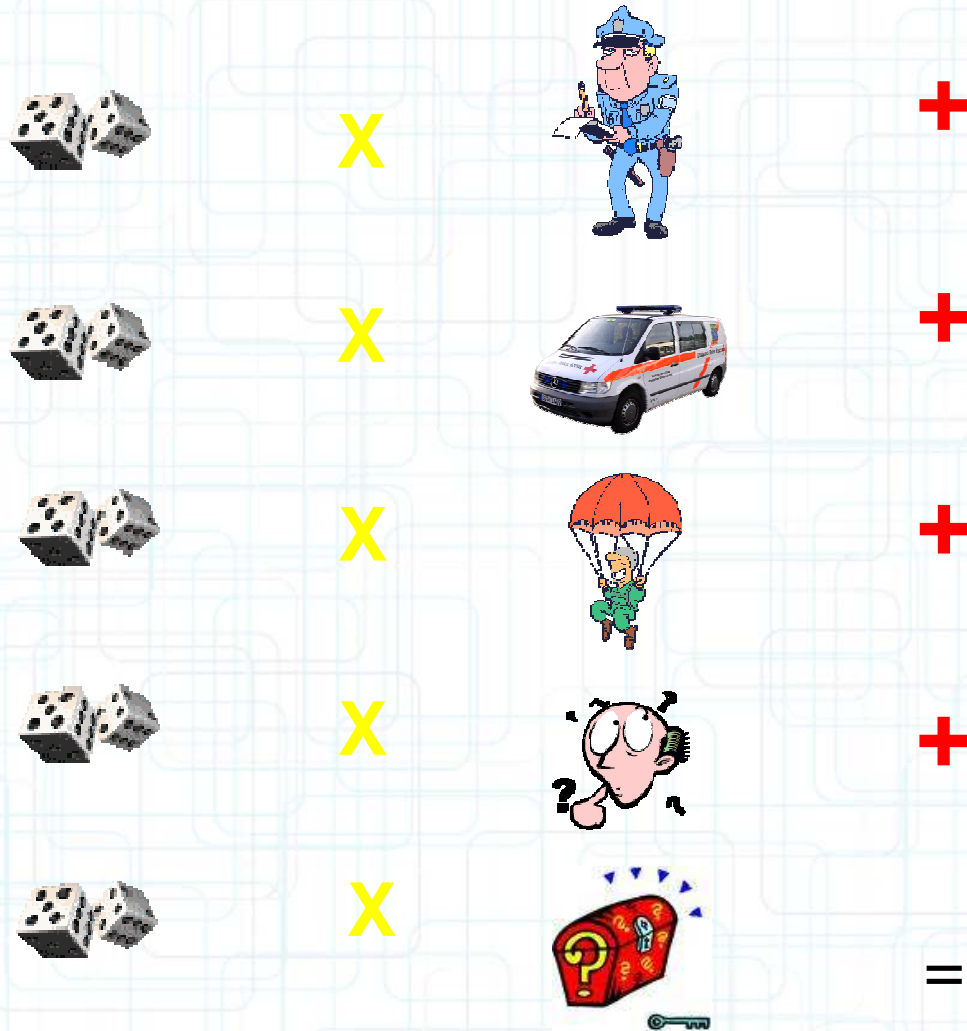


Social punishment



Influence of cultural factors

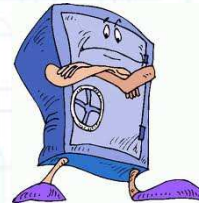
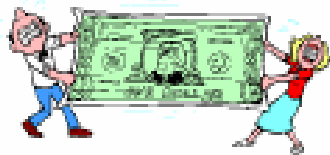
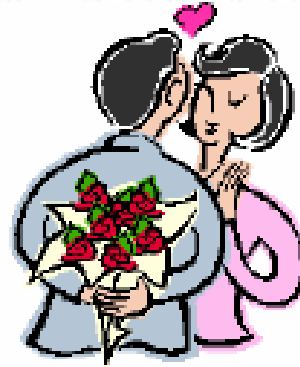




Sum total of negative expectancies from dangerous behavior

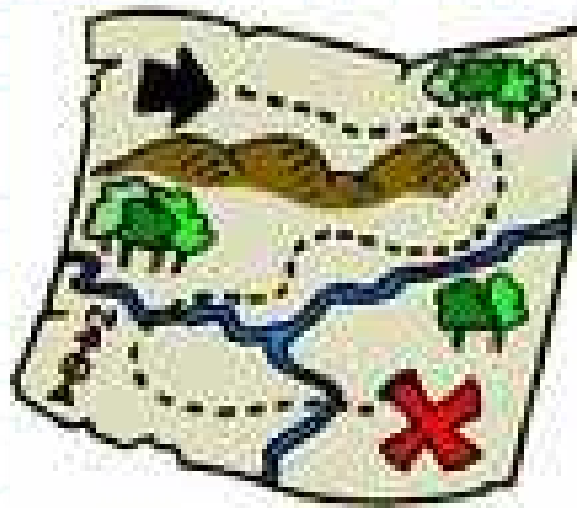


Values and Needs





$$D = \sum [(P \text{ 😊} * V \text{ 😊}) - \sum (P \text{ ☹️} * V \text{ ☹️})]$$



Let's go back to school



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" I HAVE TO HANG UP NOW. I'M CRASHING!"

















Cultural Differences and Traffic Accidents

...let's make them an offer they can't refuse...



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