

Panel Discussion: In-vehicle Technology to Address Distracted Driving

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Technology as a source of driver distraction

- The range of communication, information, and entertainment technologies has increased exponentially over the past few years
- These technologies include:
 - Cell phones
 - PDAs
 - mp3 players
 - Video players
 - Guidance systems
 - Driver/operator information systems
 - Devices that allow texting, Twittering, e-mailing, internet access and other communications
- New technologies are being created at a very rapid pace to fulfill the human need for information and communication

Technology and distracted driving

Technology can distract

- ❑ Cell phones
- ❑ Entertainment systems
- ❑ Navigation/information systems

Technology can help mitigate distraction

- ❑ Lock-outs (i.e., not allowing incoming calls or while vehicle is in motion)
- ❑ Reduce human interaction (visual, manual, cognitive) with on-board systems
- ❑ Warn of imminent danger

Technology approaches moving forward

- In-vehicle technologies can benefit from implementing best practices in human factors and design principles
- When considering technologies, we must assess the increased driver/operator workload they require
- We do not know what technologies will distract in five years, and we need an approach to deal with these unknowns

Technology can help address the problem of distracted driving – but ultimately the driver must take responsibility for driving safely