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UPCOMING WEBINAR
Analysis of an Incentive-Based Smartphone App for Young Drivers

Tuesday, February 25, 2020
4-5 PM EST
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Webinar Overview

Traffic crashes continue to be the leading cause of unintentional death and injury of youth across the United States. New and innovative interventions continue to be developed to address this public health issue for this high-risk driving population. This webinar will provide a variety of data associated with an incentive-based smartphone app developed by the Texas A&M Transportation Institute as part of the peer-to-peer safe driving program, Teens in the Driver Seat®. One of the core features of the app involves a reward system in which drivers earn points for miles driven without any phone interaction. The points can be redeemed for rewards and as a basis for competitions and achievement of safe driving levels. This project examined data collected from two distinct smartphone app deployments over the timespan of several months each – one in 2017 and one in 2018. The datasets include over 12,200 trips and more than 100,000 miles logged using the app. Statistical analyses were performed to assess the influence of incentives on the frequency of distracted driving. Statistically significant reductions in distracted driving (at the 95 percent confidence level) were shown to have occurred when incentives were awarded for distraction-free driving. Several other data of interest are presented herein as well. Topics discussed will also include lessons learned regarding the pros and cons of smartphone app deployment of this nature.

This webinar features research from
Safe-D Project TTI-01-01: Analysis of an Incentive-Based Smartphone App for Young Drivers

SPEAKER

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