

VicRoads-Australian Road Research Board-Australasian College of Road Safety-Monash University Accident Research Centre Special Joint Seminar

University of Utah distraction experts

Driver distraction and the Human-Machine Interface (HMI): Insights into an emergent and complex problem for in-vehicle technologies



OVERVIEW:

Professor Strayer and Associate Professor Cooper from the University of Utah will present an overview of their pioneering research conducted in partnership with the AAA Foundation for Traffic Safety, investigating the distraction potential of new vehicle Driver-Vehicle Interfaces (DVI).

DESCRIPTION:

Working with AAA Foundation for Traffic Safety, the professors developed and validated a metric of distraction associated with the diversion of attention from driving. Their contemporary research studies show that the distraction potential discussed can be reliably measured and that cognitive workload systematically varies with the tasks performed by the driver when they interact with the HMI e.g. infotainment systems. In addition, many activities, particularly newer voice-based interactions such as using the phone and navigation, are associated with surprisingly high levels of mental workload. Their studies, including the methodologies employed, results and implications will be discussed.

VICROADS DISTRACTION PROJECT:

VicRoads will also introduce the Towards Zero TAC-funded project addressing the distraction from in-vehicle technologies that involves assessing the design of the vehicle HMI and discuss its relationship to the University of Utah's research. The Australian Road Research Board is undertaking this work for VicRoads and it is supported by Australasian New Car Assessment Program (ANCAP).

Date, time and venue

Wednesday 17 May 2017
2.30 pm – 4.30 pm

Sofitel Melbourne On Collins
West Tower Suite
Level 35, 25 Collins Street
Melbourne 3000

RSVP

kelly.imberger@roads.vic.gov.au

By Friday 12 May 2017

A light refreshment, tea and coffee
will be provided

Special guest presenters from the Department of Psychology, University of Utah

Professor David Strayer, PhD

David Strayer is a professor of Cognitive Neuroscience in the Department of Psychology at the University. He received his PhD from the University of Illinois@ Urbana-Champaign in 1989. Dr. Strayer's research examines attention and multitasking in real-world contexts such as driving an automobile. He has published over 150 scholarly articles in this area and for the last 15 years has focused on understanding driver distraction stemming from voice-based interaction in the vehicle. In 2010, he received the University of Utah Distinguished Scholarly and Creative Research Award.



Associate Professor Joel Cooper, PhD

Joel is a Human Factors researcher with a focus on driver attention, performance and distraction. Joel is the owner of Red Scientific, a human factors research and consulting company located in Salt Lake City, Utah. Joel also holds an Associate Professor (Research) position at the University of Utah where he serves as a co-project investigator on a long-running research project with the AAA Foundation for Traffic Safety. Joel's work with AAA focuses on measuring the distraction potential of new vehicle Driver-Vehicle Interfaces.

