



Transportation Seminar Series

*Friday, October 23, 2009
4 - 5 p.m. in 212 O'Brien*

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Risk Adaptation to Safety Interventions : Insights from a Meta-analysis

Abstract: It is conventional wisdom in the traffic safety field that when safety-improving interventions are introduced, users may adapt to the improved safety and take additional risks. To look into this issue more deeply, a meta-analysis across a diverse range of safety interventions to improve the safety of various activities was conducted. Here, the basic analysis principles will be presented, followed by the results. It was found that: (i) conventional wisdom is right--adaptation exists; (ii) adaptation is influenced by the perceptibility of the safety intervention. These findings could contribute to the development of more robust safety interventions.

Bio: Offer Grembek is a Ph.D. Candidate in the Transportation Engineering Program at UC Berkeley. He completed a master's degree in Civil and Environmental Engineering at UC Berkeley in 2005 and a bachelor's degree in Industrial Engineering at Ben-Gurion University in 2002. His research focuses on traffic safety.

Please join us for a TRANSOC-sponsored cookie hour in the ITS library at 3:30 p.m.