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Telur Mana Telur?

An Affair of Online Learning and Covid-19

Pembasmian Kemiskinan Dalam RMK Ke-12

Bukit Harimau Menangis
Tarikan Pendakian di Kemaman

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ATTITUDES AND DRIVERS' BEHAVIOR ON SAFE MOBILITY IN MALAYSIA

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Safe mobility is a crucial factor for both rural and urban communities and it is indeed a human need to feel safe. The global transport agenda is also focusing on safe mobility need as part of achieving sustainable environment. However, road transport accidents are still a major threat to achieve sustainability, as the cause of deaths because of road accidents is placed at number nine for worldwide death (Mohamed and Bromfield, 2017).

In Malaysia, even though the road fatality reduced by 24.9 percent in 2020 (due to pandemic covid19) as compared

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to 2019 but there is an increased in cases involved injuries to 14.9 percent in 2020 as compared to the previous years which means the traffic safety is still a major concerned (Bernama, 2021). According to the report, deaths involving motorcycles made up the majority last year with 3,118 cases, followed by cars at 888 deaths. Meanwhile, pedestrians accounted for 266 deaths, lorries with 135 deaths, other vehicles with 108 deaths and bicycles with 107 deaths. As for 4WD vehicles, vans and buses, the data showed 82, 55 and 27 deaths respectively (Bernama, 2021). It is a common knowledge that young adults liked to use motorcycle as their private vehicles and the highest deaths among all vehicles are motorcycle that usually rode by young adults. This is in-line with previous studies that reported road transport accidents are the major cause of death among young adults with nearly half of the percentage (49.0 percent) are young adults, which is below 30 years old (Hassan, 2015). To achieve safe mobility, both integration of both behavioral and physical elements is needed as behavioral aspects are considered the most crucial factors to road transport accidents. According to Lewis (1982) as cited by Mohamed and Bromfield (2017), 90.0 percent of traffic accidents on average are attributed to human factors as compared to technical or mechanical failures.

Attitudes

Research on traffic safety particularly in social and psychological research often related to social cognition including attitudes to explain the unsafe habits. They studied the relation between attitudes towards traffic regulations, and the effect on traffic crashes. (Ulleberg & Rundmo, 2003; Mirzaei et al., 2014; Mohamed & Bromfield., 2017). Attitudes are tendencies to evaluate an entity with some degree of favor or disfavor, ordinarily expressed in cognitive, affective, and behavioral responses (Eagly & Chaiken, 1993). There are three components that could be affected by attitudes, including cognition (beliefs), feelings, and habits. Drivers may have a positive and negative attitude towards driving safety which affects their driving habits and behaviors. Iversen (2004) analyzed whether attitudes related to traffic safety were constant and examined which dimension of attitude were most important to safety driving. She focused on three attitudinal dimensions; 1) attitude towards rule violations and speeding 2) attitude towards the careless driving of others and 3) attitude towards drinking alcohol and driving. Iversen (2004) found out that all the three attitude dimensions had a significant impact in traffic safety including predicting the risky driving behavior.

Drivers' behavior

Various models had been used and developed to classify and measure the driving behaviors of road users. However, there are three main driving measures that have been frequently highlighted in previous studies; the Driver Anger Scale (DAS), the Driving Skills Inventory (DSI), and the Manchester Driver Behavior Questionnaire (DBQ) (Hassan, 2015; Sullman and Stephens, 2013; Mohamed and Bromfield, 2017). DBQ is considered the most frequent method used for measuring driving behaviors of road users and consists of 51 statements of various behavioral aspects, each self-reported on a 6 scale of frequency. This method has identified three categories of drivers' behaviors: violations, errors, and lapses. Violations are defined as deliberate deviation from safe driving practice, while errors consist of actions that are not planned or intended. The lapses are focused on memory failure (ivers et al., 2009; Hassan, 2015; Sullman and Stephens, 2013; Mohamed and Bromfield, 2017)

Socioeconomic and demographic background

Various researchers had often used age and gender as measurement for demographic variables that connect to traffic safety. Ottedal & Rundmo (2006) found out that men engaged more in traffic accidents such as car crashes because of speed driving,

violations of traffic rules and careless driving. Although not much focus been put on socioeconomic variables related to traffic accidents, one study conducted in Iran had found out lower socioeconomic status led to increased incident in traffic accidents (Sehat et al., 2012).

As a conclusion, the knowledge about the factors behind accidents for example drivers' behavior, could prevent or reduce the number of accidents when some rules and regulations being enforced strictly and the psychology behind accidents being studied, thus enhance the safe mobility.

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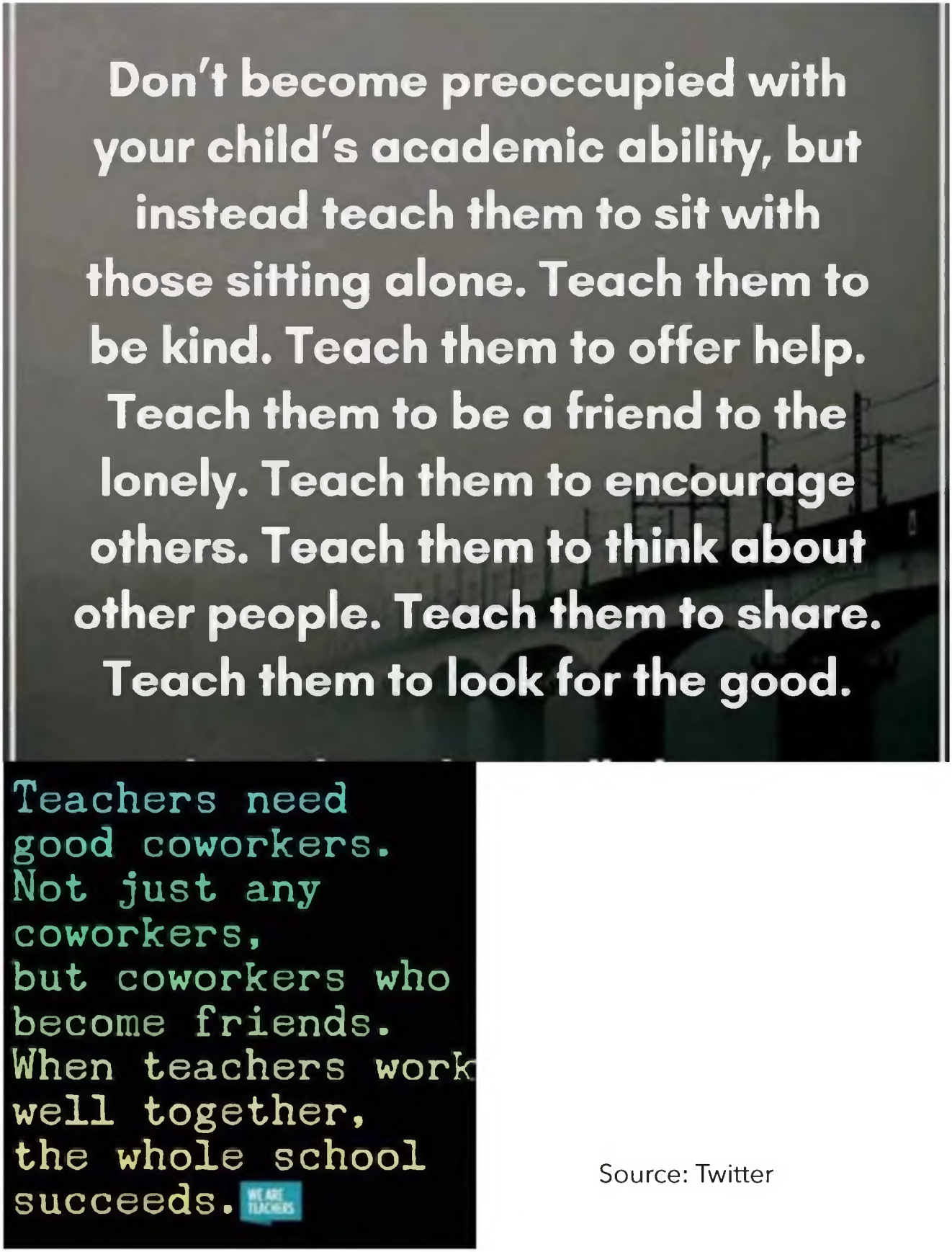

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