

Universiti Teknologi MARA

**Technology Takes The Wheel Analyzing Distracted Driving Mindset
While Driving Focusing On Selfie While Driving**

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ABSTRACT

The purpose of this study is to analyze the bad and dangerous phenomenon when people take a shoot “selfie” when driving. To realize about this issue, I build a campaign on “ Don’t Selfie While Driving”. In addition, this study attempts to show the understanding about distracted driving mindset while driving focusing on selfie while driving. Selfie phenomenon is become nowadays trend. Thus the mos appropriate research design for this thesis was a quantitative study. The interview questionnaire were open-ended to ask and acquire knowledge about people on the consequences when selfie while driving and to make sure this kind of distracted driving must be demolished.