



## A STUDY OF ATTITUDE OF YOUTH AND ADULTS TOWARDS TRAFFIC BEHAVIOUR AND EFFECT OF IMPULSIVENESS ON IT

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### **Abstract:**

Traffic behavior is a behavior of road user at the time of driving. It aims to improve traffic mobility and increase road safety. This study was conducted on 40 youth and 40 adults, a self-developed inventory of attitude towards traffic behavior and Impulsiveness Scale of Dr. S. N. Rai were used for collecting the data. The results indicate that adults have a more positive attitude towards traffic behavior and are less impulsive compared to youth.

### **Introduction:**

Driving is an incredible and empowering skill which gives independence and enthusiasm to someone who might have usually traveled in public transport only. Driving provides individuals with a sense of adventure and independence by allowing them to have control over their travel without adhering to schedules or waiting for specific times. It is a stress buster behavior too.

Driving behavior requires some important characteristics like anticipation, patience, self-decision making discipline, skill knowledge etc. in a person. Anticipation helps to understand surrounding conditions, skill is important to control the vehicle smoothly and efficiently. Attitude towards driving effects the risk-taking and decision making behavior. A positive attitude helps in keeping the aggression in check.

Traffic behavior is the behavior of a Road User (defined as anyone who drives on road). Traffic psychology helps to develop desirable driving behavior through education and motivation of road users. Traffic behavior is dependent on driver's spatial cognition, his attention, his experiences of driving etc. Cognition helps in searching new routes and memorizing known ones which makes driving comfortable. Any type of stress and fatigue hurdles the decision making and create ambiguity about surrounding conditions. Any type of distraction like phone conversation, conversation with companion or brooding also affect driving. So a good driver should pay attention to all these factors during driving.

On the other hand, impulsiveness is a tendency to act on a whim, displaying behavior characterized by little or no forethought reflection or consideration of the consequences. Positive outcomes of impulsiveness are boldness, quickness, spontaneity, courageousness or unconventionality but the negative outcomes such as unplanned behavior, lack of perseverance, attention deficits, non-stop talking and impatience are also seen in the behavior.

Present study was administered to study the attitude toward traffic behavior and its relation with impulsiveness.



**OBJECTIVES:**

1. To see the attitude of youth and adults towards traffic behavior.
2. To see the relationship of youth and adults between impulsiveness and attitude towards traffic behavior.
3. To see the difference between attitude of male and female youth and adults towards traffic behavior.
4. To see the impulsiveness behavior of male and female of youth and adult.

**HYPOTHESIS:**

1. There is no significant difference in the attitude towards traffic behavior between youth and adults.
2. There is no significant difference in the attitude towards traffic behavior between male and female subjects in both age groups.
3. There is no significant relationship between impulsiveness and attitude towards traffic behavior.

**TOOLS:**

For the purpose of data collection, a self-developed questionnaire on attitudes towards traffic behavior and the impulsiveness scale developed by Dr. S.N. Rai and Dr. Alka were used on 40 male and female youth and 40 male and female adults.

**RESULTS:**

The results indicate that all subjects had a moderate attitude towards traffic behavior and impulsiveness (youth and adults both). The moderate attitude of adult males reflects more mature behavior and show more positive attitude towards traffic behavior than young males.

**Table 1:** Correlation values between youth and adult subjects and their gender

YOUTH	MALE	.24
	FEMALE	-.10
ADULT	MALE	-.11
	FEMALE	.41

Males exhibit more impulsive behavior. In this study a negative and low correlation has been found between attitude towards traffic behavior and impulsiveness. It shows that impulsiveness negatively influences the driving behavior. In adult females, the correlation was found moderately positive. It shows that impulsiveness increases reaction time and judgmental behavior during driving.

**Table 2:** F value of attitude of young and adult subjects toward traffic behavior



Sources of variance	df	SS	MS	F
BETWEEN	3	81.24	27.08	2.90
WITHIN	76	89.35	1.17	
TOTAL	79	-7.11		

F-value is 2.90 which is significant at .05 level, so in different age group, driving behavior is also in different types.

Lack of knowledge among the general public about traffic rules is the main cause for moderate attitude towards traffic behavior. Sexist attitude of traffic police towards male and female subjects (both youth and adults) is also a great reason for the lack of awareness about traffic rules, especially in female subjects.

But all the subjects answered positively about road attention, safe driving, not indulging in phone or distracting conversations. This shows that all the subjects care about safe driving and road safety.

Result shows that youth and adult both have moderate attitude towards traffic behavior and there is a significant difference between attitude of both generations although youth are more impulsive and more enjoyed fast driving but also believe in safe driving.

This study is conducted on educated youth and adults so that there is a significant difference found on attitude of traffic behavior of both generations because youth are more impulsive and enjoy fast but also safe driving. This is may be effect of modelled behavior. Once they are aware of the negative outcome of harsh driving, they improve and take extra precaution during driving. Education is a major factor that can help promote safe traffic behavior and mitigate the negative effects of impulsive behavior while driving.

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