



NJ 2020 SHSP

Driver Behavior Emphasis Area

Completed Priority Action 1.B.1.c.

Recommendations on the use of social media (e.g., social media practices, platforms, and formats) to address aggressive driving.



February 28, 2022





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Media Efforts to Reduce Aggressive Driving

Action item(s) 1.B.1.c of the 2020 NJ Strategic Highway Safety Plan's Driver Behavior emphasis area requires the assessment of current media campaigns that target aggressive driving and the development of best practices for state media efforts to target aggressive driving. A workgroup was formed to complete these tasks including Tracy Noble, Wendy Berk, Eric Heitmann, Frank Neary, Will Yarzab, Will Shelton, Janine Reilly, and Elmira Buongiorno.

This workgroup met multiple times to assess and complete these tasks. Initially a working definition of aggressive driving was established to include the following driving behaviors: speeding, following too closely, improper lane change, improper passing, failure to obey traffic controls, road rage, and failing to follow the move over law. The workgroup then identified existing media messaging (State and Federal) that addressed these issues (examples attached). The messages and information collected was shared with the work group via a google doc and reviewed at meetings and consensus was formed on the most effective media based on the available data and information.

The workgroup also identified several roadblocks, one of which being that aggressive driving is a broad topic which makes it difficult to target media. Without specific targeted demographic information, targeting messaging broadly appeared to be counterproductive. Additionally, the current evaluation tools lack specific results and make measuring behavior change (the ultimate goal) difficult.

During its research work, the working group reviewed an initiative developed by The Division of Highway Traffic Safety and the Brain Injury Alliance of New Jersey. This initiative used social media influencers to promote safe driving messages that focused on seatbelts, pedestrian and bike safety, distracted driving and speeding on Twitter, Instagram and TikTok platforms. The targeted geographic areas were those with high incidence of crashes and underserved communities. Through this month-long campaign, the project worked with 47 influencers, had over 200 posts and over 10 million impressions. Engagement was overwhelmingly positive with likes, comments, and shares.

As a result, the workgroup suggests this technique of using social media influencers to promote the (above-mentioned) safety topics within aggressive driving. This type of initiative is forward thinking and stays with the current media trends, while reaching targeted audiences in targeted regions. Metrics are easily obtained through these digital mediums as well.

Additionally, AAA will continue to poll New Jersey motorists on a quarterly basis to assess trends, including those related to aggressive driving. That data will be used to adjust the campaign messaging, as needed.

The team also recognizes that driver behavior emphasis area team 1.B.1.a, who was originally tasked with developing a general marketing effectiveness whitepaper, has deemed that general messaging is much too broad to evaluate effectively for any one specific demographic or driver behavior. They have since revised their deliverables to include a referenced list of professionally reviewed studies and white papers specifically on this topic. Referring to their document, when completed, may accomplish some portion of this team's actions as well. This team will convene when necessary to evaluate data and/or information when available.



Best Practices				
Organization	Campaign	Website location	COMMENTS	Team Member
AAA	AAA Road Rage Website	https://exchange.aaa.com/safety/driving-advice/aggressive-driving/#.YBwEWNhKhPY	AAA Exchange- information bank	Tracy Noble
AAA	Survey Says: Men Are More Aggressive Behind the Wheel	https://newsroom.aaa.com/2020/12/survey-says-men-are-more-aggressive-behind-the-wheel/	AAA December 2020 Press Release	Tracy Noble
AAA	Aggressive Driving Behavior Data Tables – December 2020	https://newsroom.aaa.com/asset/aggressive-driving-behavior-data-tables-december-2020/	AAA Aggressive Driving Data Table	Tracy Noble
AAA	Aggressive Driving State Law – December 2020	https://newsroom.aaa.com/asset/aggressive-driving-state-law-december-2020/	AAA Aggressive Driving State Laws December 2020	Tracy Noble
AAA	Bad Behavior: Drivers Know It's Wrong, But Many Do It Anyway	https://newsroom.aaa.com/2020/06/bad-behavior-drivers-know-its-wrong-but-many-do-it-anyway/	AAA Study on Risky Behavior	Tracy Noble
GHSa	Aggressive Driving- Florida DOT- Drive Safe	https://www.ghsa.org/sites/default/files/publications/files/DriveSafe2017.pdf		Will Yarzab
Safely Home	#ManUpSlowDown	https://www.youtube.com/watch?edufilter=NULL&feature=emb_logo&v=IUSgYqfwGDo	Limited release video	Frank Neary
GA State Police	Evander Holyfield road rage ad	https://www.youtube.com/watch?edufilter=NULL&v=CceSRMmhv3w&ab_channel=VideosWorthWatching	Youtube video	Frank Neary
FHWA	Smooth Operator	https://safety.fhwa.dot.gov/speedmgmt/ref_mats/fhwasa09028/resources/Smooth%20Operator%20Brochure.pdf	Does not appear to be active in all of the states	Will Yarzab
Iowa State University	Graduate Theses and Dissertations Iowa State University	https://lib.dr.iastate.edu/cgi/viewcontent.cgi?article=6276&context=etd	Doctorate Paper- 2017 Measuring aggressive driving	Will Yarzab
National Center for Biotechnology Information (NCBI)	Accid Anal Prev. 2016 Feb;87:83-91.doi: 10.1016/j.aap.2015.12.001	Modernization of the Driver Behaviour Questionnaire.		Will Yarzab
Maryland Dept. of Transportation	ADAPT Campaign	https://zerodeathsmd.com.gov		Tracy Noble
Wisconsin Dept. of Transportation	Zero in Wisconsin	https://zeroinwisconsin.gov		Tracy Noble
Iowa State University Doctoral Thesis	Thesis Paper	https://lib.dr.iastate.edu/cgi/viewcontent.cgi?article=6276&context=etd		Will Yarzab



Survey Question	Answers Cell wrap = Alt key + Return Key
In which of the following ways have you responded to another motorist's bad driving?	Shouting, flashing lights, swearing at the other driver, rude gestures, tail-gating, bumping the other car, stopping your car and getting out, physical violence
Have you ever been victim to another motorist's road rage?	Yes or no
Which of the following traffic rules have you violated?	Using a cellphone while driving, driving faster than the speed limit, did not stop at a stop sign, ran a red traffic light, ran an amber traffic light, failing to signal turn, passing illegally, driving an unroadworthy vehicle, failing to wear a safety belt, other (please specify)
Which of the following scenarios are likely to trigger an emotional response from you?	Using a cellphone while driving, Child not secured in car, Throwing trash out of the window, Drunk drivers, Driving faster than the speed limit, Driving too slow, Did not stop at a Stop Sign, Ran a red traffic light, Ran an amber traffic light, Slowing down at a green traffic light, Failing to indicate, Cutting you off in traffic, Overtaking where inappropriate, Overtaking and then slowing down in front of you, Stopping where inappropriate, Driving an unroadworthy vehicle
Do you consider speeding normal?	Yes or no
How would you rate your driving skills?	Below average, Average, Above average
Aggressive Driving Motivations Questionnaire (ADMQ) – Pilot Study 1 Items	
Please respond to the following items using the number that best reflects your attitude.	
Getting out of a tailgater's way only encourages that behavior.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
You need to retaliate against aggressive drivers in order to maintain law and order on highways.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
It's justified to resist bad drivers by scaring them a little so they don't think others are unaware or powerless.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
If I see a driver making a stupid, dangerous mistake, it's my right and duty to teach that driver a lesson.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
Sometimes I think of bad things I can do to some of the idiot drivers that endanger everyone's lives by being too aggressive.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
Some drivers are so foolish and selfish that they need to be taught a lesson by drivers who look out for the public good.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I would use tailgating only as a last resort, when a stubborn or selfish driver simply refuses to let me pass.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I insist on driving at the speed limit in the passing lane because it's the law.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
It's no big deal to hold up a long line of drivers on a one-lane road. I'll go the speed I want.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I repeatedly tap the brakes or slow way down to retaliate against a tailgater.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I take my time entering and leaving parking spaces, especially when someone is waiting for me.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I make gestures and facial expressions to myself to show my disapproval of pushy drivers.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I hate sitting in traffic, wasting my time.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I see other cars as obstacles in my way that I need to get around.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I really hate it when traffic is congested and I can't get ahead of others because I feel like I'm losing.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I can force my way into any lane by being pushy.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
The most aggressive drivers end up getting their way.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I feel good when I can cut in at the front of a line of cars.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
Other drivers intentionally try to slow me down or block my way.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I feel best when I'm way out in front of other vehicles.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I don't care if my driving makes others angry.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
When a faster vehicle comes up behind me, I am reluctant to let them pass.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I'm often annoyed by other drivers who don't follow the rules of the road.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I view other drivers' aggressiveness as a personal challenge to best them.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
If I give into another driver's pushiness, the other driver wins.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
Driving is a contest of wills.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
Drivers who don't follow the rules infuriate me.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
When I see a merge sign, I get over as soon as I can because that's the correct way to drive.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
When I see a merge sign, I pass all of those suckers waiting in line and cut to the front.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
Stupid drivers need to stay off the road.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I have a right to be angry at drivers who inconvenience me.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I am constantly on the lookout for incompetent drivers on the road who will slow me up.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
It is my duty to teach bad drivers a lesson.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I like to give aggressive drivers "a taste of their own medicine."	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I'd like to give the other driver a piece of my mind.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
Reckless driving is intentionally aimed at me.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
People who drive recklessly intentionally try to endanger others.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
Bad drivers are bad people.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I can't let other drivers get away with dangerous behavior.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
Most traffic laws could be considered to be suggestions.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I think there are too many traffic laws.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
Driving makes me feel powerful.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
Other drivers need to get out of my way because I am the most important driver on the road.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
Drivers should be fined for going too slow.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I am a cautious driver.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
If I was in charge of the road, it would be a much safer place.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I'm not worried about speeding, I can talk my way out of a ticket.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I am more skilled than the average driver.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I feel safe when I'm following the rules of the road.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
It's easy to get my way when I'm driving.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
Traffic laws are black and white; you're either following them or you're not.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I have no problems exceeding the speed limit because I know I am a good driver.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I am a more skillful driver than most other drivers on the road.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
I am always in control of my driving.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
My driving skills allow me to negotiate traffic hazards safely.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
Exceeding the speed limit by 10 mph is no big deal.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
It is highly unlikely that my driving will ever cause an accident.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree
It is okay to violate traffic laws.	1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree