

MOTOR MANIA

PART 2

Human Factors and Dynamic Traffic Management; where technology and psychology come together.

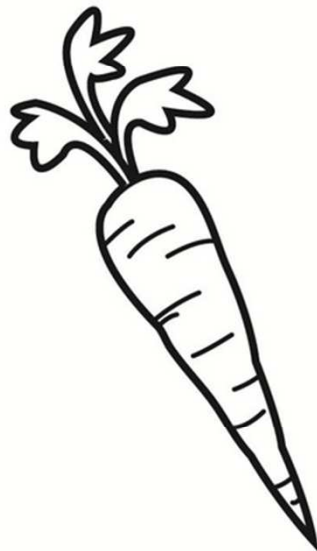






Illusory superiority



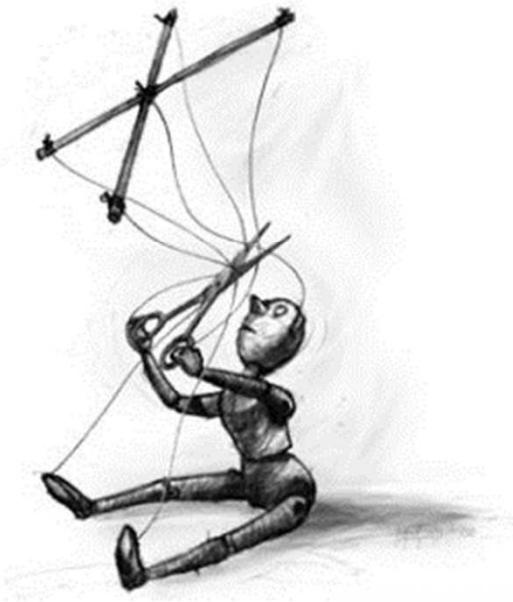


perception +
understanding +
ability +
motivation
=
Action!









Autonomy

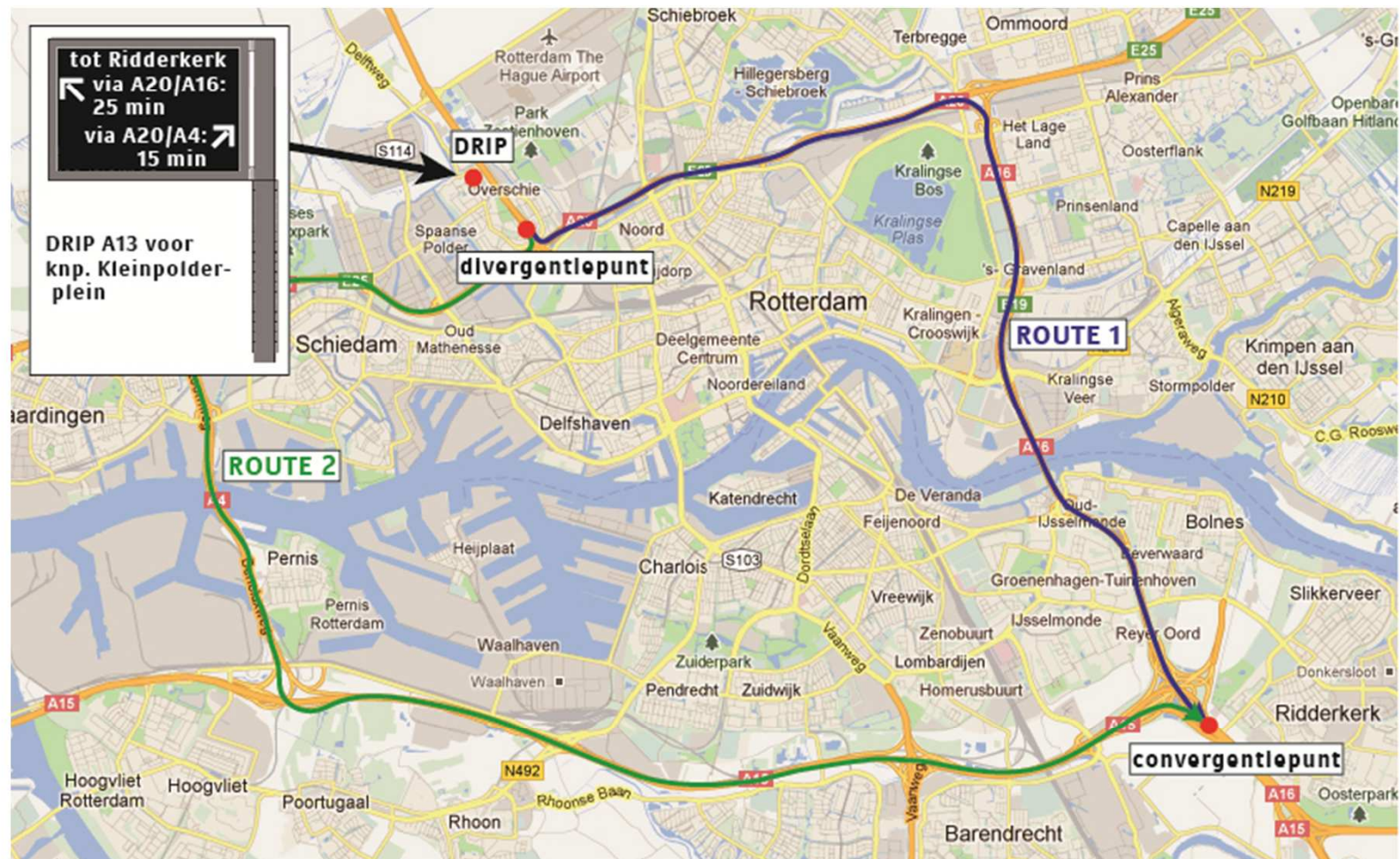


Competence



Relation





Instincts

Basic human needs

Autonomy
Competence
Relation

Feedback

Experience

Influence
Choices
Behaviour

Subliminal Images, Hidden Messages and Unconscious Influences on Our Behaviour





Creating the image of a library makes people lower their tone of voice.

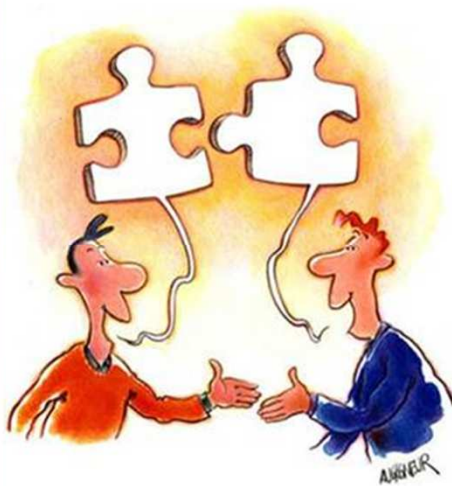


With Lego you can make anything!



Twelve human principles: DTM (1)

1. *Social comparison*. Communicate many people successfully follow the advice.
2. *Sympathy*. Speak on behalf of road users and work with parties close to them.
3. *Authority*. Give only accurate information. Make authorities confirm the information is correct.
4. *Here-and-now principle*. Provide current information. Support immediate reinforcement.
5. *Priming*. Communicate in a positive and active way.
6. *Two-way communication*. Create interaction.



Twelve human principles: DTM (2)

7. *Principle of loss aversion*. Present the route information in such a way there is no loss (instead of emphasise profits).
8. *Sticky principle*. Let measures be part of a story. People need points of reference, so give it to them.
9. *Consistency*. Ask for something small. Then ask for something bigger. And maybe then something bigger again.
10. *Reciprocity*. People tend to return a favor.
11. *Scarcity*. “Only a few places left” (managed motorway).
12. *Personalize*. Make things personal. Use the possibilities of social media and in-car technology.



