

Understanding the brain in relation to Distracted Driving

Why do we get distracted?

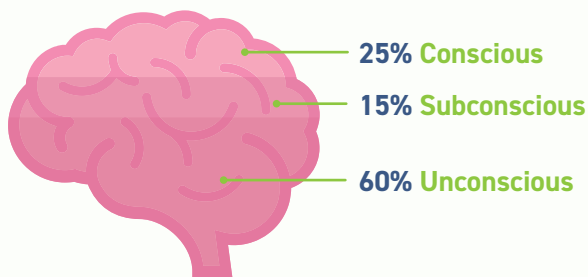
Technology has advanced very quickly in the past two decades. With this explosion in information, there is more information in our faces that we have yet to adapt to.

As a result our brain is over-activated, treating information from the modern world as a threat such as feeling the need to check social media constantly.

Busy Brain Syndrome - the root cause of distracted driving

Our attention resources have a finite capacity. If we give ourselves too many tasks to focus on, the activities that require more attention could be pushed into the unconscious mind, or autopilot. This means that dangers we should be paying the utmost attention to can go unnoticed, and possibly result in the worst case scenario.

This cognitive overload is referred to as Busy Brain Syndrome.



Distraction and driving

When you drive, you need to pay attention to a range of things such as looking out for oncoming traffic and sticking to the speed limit.

Adding potentially distracting activities on top of these critical driving tasks can impact your ability to prioritise your attention where it needs to be, putting less focus on thinking about driving and pushing us into autopilot.

It's why we can commute to or from work without remembering parts of the actual trip.

Critical decisions, such as stopping to avoid hitting the truck, are often made in the moment. But when the driver is distracted in that moment they fail to notice and it could be fatal.

The brain can only do so many things – a distraction can often be that step too far.

How Busy Brain Syndrome happens

