

Dangers of Smartphones for Pedestrians

Introduction

Studies have found that technological distractions, such as smartphones, reduce the situational awareness of pedestrians within the road environment ^[1].

The Issue

A review ^[1] on this topic has found that visual distractions (including texting), create a greater safety risk to pedestrians than cognitive distractions such as having a conversation or listening to music.



What can be done?

To address the safety issue of pedestrian distraction from smartphones, a study ^[2] has identified that an integrated approach works best.

This involves combining measures from:

- o Legislation/regulation



- o Pedestrian infrastructure



- o Technology

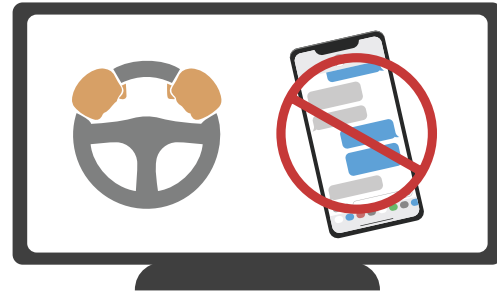


- o Behavioural strategies



How can we change behaviour?

The majority of people in one study believed that a publicity campaign, such as advertising on TV or radio, would work best to change behaviour ^[2].



Infrastructure initiatives to improve safety for pedestrians could include:

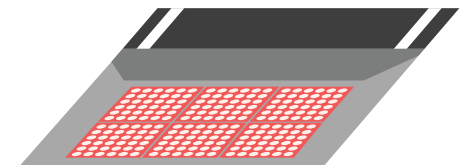
- o Pavement markings



- o Warning signs



- o Pavement lights



- o Road barriers ^[2]

