



Pedestrians' and cyclists' perception of and behavioral responses to driverless cars (CM2-71)

Xiaoxia Dong
Dr. Erick Guerra
University of Pennsylvania

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Project Information Form:
<https://rb.gy/jl4fzw>

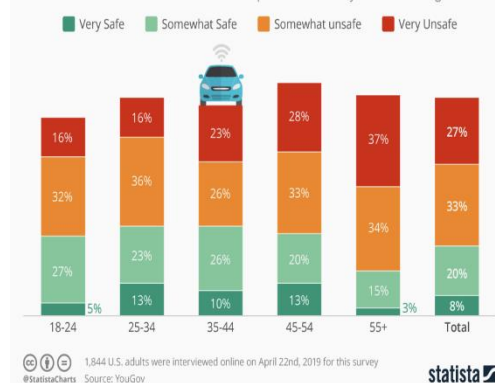
PEDESTRIANS' AND CYCLISTS' PERCEPTION OF AND BEHAVIORAL RESPONSES TO DRIVERLESS CARS

This research aims to investigate pedestrians' and cyclists' perceptions of and behavioral responses to driverless cars. We will conduct a survey that collects individuals demographic and socio-economic characteristics, their frequency of walking and biking, and their current perceptions of walking or biking safety. We will then ask the individuals to answer a series of stated preference questions that are intended to gauge whether their perceptions of safety and walking and biking behavior will change in the presence of driverless cars (see below for potential stated preference questions).

We will design the online survey on Qualtrics' platform and purchase a sample from Qualtrics. Survey respondents will be de-identified so the survey study will qualify for IRB exemption. We will analyze survey responses using multinomial logistic regression with respondents' preferences as the dependent variables and their socio-economic characteristics, frequency of walking and biking, and current perceptions of walking and biking safety as the independent variables.



Self-Driving Cars Still Cause for Concern for Pedestrians
Share of U.S. adults that would feel safe as a pedestrian in a city with self-driving cars



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