

Effect of a Traffic Psychology Workshop on Enhancing Positive Attitudes towards Road Safety Awareness among Youths

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Abstract : This study examined the effectiveness of a Traffic Psychology Workshop in enhancing positive attitudes towards road safety awareness among youths. We predicted that youths' attitudes towards road safety would be more positive after they participated in the one-day workshop. We examined their attitudes towards road safety awareness before and after they attended a one-day workshop. There were 21 participants who completed the pre and post-studies (9 males & 12 females, mean age 22.86, SD=2.03). A Wilcoxon signed-ranks test showed that the mean for post-test ranks for students' attitudes towards road safety awareness was higher than the mean pre-test ranks, $z = -3.16$, $p = .00$. The study showed that the Traffic Psychology Module which focuses on the three elements: i) personality & emotion; Sensation, perception and visual; and mental workload could have positive effects on youths' attitudes towards road safety awareness. We believe that the Traffic Psychology Module could be used as a guide by relevant authorities, such as the Sabah Road Safety Department, in implementing road safety awareness workshops and programs for the public, particularly road-users.

Keywords : attitude, road safety, traffic psychology, youth

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