

TITLE: The Prediction of Driver Behavior Subsequent to Receipt of Official Letters of Reprimand

DATE: July 1968

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REPORT NUMBER: Unnumbered (NRN042)

NTIS NUMBER: None

FUNDING SOURCE: Departmental Budget

PROJECT OBJECTIVE:

To isolate factors that predict the quality of a driver's record following receipt of various styles of warning letters.

SUMMARY:

One of the factors evaluated in the study "Modifying Negligent Driving Behavior Through Warning Letters" (McBride & Peck, Report #30) was the use of an accompanying questionnaire. This questionnaire was found to have no effect on subsequent driving record. However, still unanswered was the question of whether the responses to the questionnaire were correlated with subsequent driving record. If so, the questionnaire could be justified as a device for isolating negligent driver subgroups who are likely to continue violating and require further driver improvement contact. This study tested that hypothesis by means of regression analysis, in which subsequent record was predicted from the information returned on the questionnaire. The multiple correlations ranged from .12 for accidents to .32 for convictions, indicating that the device was at least worthy of further research. Severity of previous driving record was found to be the best predictor, with drivers accruing the most negligent-operator points prior to the letter also having the worst records subsequent to the letter. Drivers who expressed a high degree of anger and a low degree of fear and disgust upon receiving the letter tended to have poorer subsequent prognoses.

IMPLEMENTATION STATUS OF FINDINGS AND RECOMMENDATIONS:

The results were not judged to have sufficient utility to warrant use of the questionnaire in the W / L program.

SUPPLEMENTARY INFORMATION:

Master thesis, California State University, Sacramento, 1968.