

THE INFLUENCE OF PERSONAL EXPERIENCES AND MEDIA COVERAGE OF BICYCLIST AND PEDESTRIAN CRASHES ON PERCEPTIONS AND BEHAVIOR

Friday, September 7, 2018 2:00 - 3:15 PM (US Arizona)

[College Avenue Commons \(CAVC\) Room 559](#) (Parking)



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About the Talk

About 40,000 people die in traffic crashes every year in the US, and bicyclists comprise a disproportionate percentage of those fatalities. Perhaps unsurprisingly, traffic crashes are a primary barrier to bicycling. I analyzed crowdsourced data on bicyclists' near misses and crashes to examine the factors that have the greatest influence on bicyclists' later behavior. I found that gender, bicycling frequency, and injury are important in determining future bicycling behavior. But if traffic deaths are both prevalent and have numerous negative repercussions, why has there not been a concerted call to action? Media coverage may play an important role, by determining which issues are worthy of attention and deciding how issues are framed. To examine whether the media may play a role in the public perception of crashes involving vulnerable road users, I conducted a content analysis of 200 local news articles of vehicle crashes involving a bicyclist or pedestrian.

About the Speaker

Calvin Thigpen is a postdoctoral researcher in the School of Geographical Sciences and Urban Planning at Arizona State University. He holds a PhD in Transportation Technology & Policy from the University of California, Davis. As a travel behavior researcher, he specializes in studying bicyclist behavior and safety; the development of travel skills and attitudes; and parking behavior. He has extensive experience designing surveys for data collection, including several different university campus transportation surveys (UC Davis, Cal Poly, and ASU). He serves on the TRB Bicycle Transportation committee, and he was honored earlier this year with the TRB Fred Burggraf Award for excellence in transportation research by scholars 35 years of age or younger.

This seminar is webcast live to a worldwide audience by ASU Engineering – Global Outreach and Extended Education (GOEE). To access the live webcast and archive of previous seminar recordings, please visit: <http://links.asu.edu/ASU-Transportation-Seminar>

Light refreshments will be served. Event is open to the public.



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