Human Factors of Visual and Cognitive Performance in Driving

Candida Castro

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Human error is involved in more than 90 percent of traffic accidents, and of those accidents, most are associated with visual distractions, or looking-but-failing-to-see errors. **Human Factors of Visual and Cognitive Performance in Driving** gathers knowledge from a human factors psychology standpoint and provides deeper insight into traffic -user behavior and the ways drivers acquire information from the road.

Emphasizes Drivers as Visual Information Processors

Because driving is an eyes-wide-open task, drivers are exposed to a multitude of visual stimuli along their journey. This information must be correctly processed in order to make the right decisions and perform precise safety maneuvers. With contributions from more than 20 leading experts, this detailed resource discusses road and markings design, new technologies, signage, distraction, safety, situation awareness, workload, driving experience, fatigue, and driving interventions with the goal of improving driving behavior and preventing accidents.

Addresses These Key Areas:

- Visual attention and in-vehicle technologies

- Interventions to reduce road trauma

- Avoiding collisions and the failures involved in that endeavor

Using jargon-free language that is easily understood, this book compresses research from the past few decades into one accessible resource. It clearly and cohesively provides ergonomics and human factor engineers, industrial designers, and highway and roadway engineers with an overarching understanding of

the incessant visual demands drivers face.

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From reader reviews:

Cory Marshall:

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Terry Smith:

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