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Insurance Weekly News

Findings from Massachusetts Institute of Technology in the Area of Risk Management Described (A field study on the effects of digital billboards on glance behavior during highway driving)

By a News Reporter-Staff News Editor at Insurance Weekly News -- A new study on Risk Management is now available. According to news reporting from Cambridge, Massachusetts, by VerticalNews journalists, research stated, "Developments in lighting technologies have allowed more dynamic digital billboards in locations visible from the roadway. Decades of laboratory research have shown that rapidly changing or moving stimuli presented in peripheral vision tends to 'capture' covert attention."

The news correspondents obtained a quote from the research from the Massachusetts Institute of Technology, "We report naturalistic glance and driving behavior of a large sample of drivers who were exposed to two digital billboards on a segment of highway largely free from extraneous signage. Results show a significant shift in the number and length of glances toward the billboards and an increased percentage of time glancing off road in their presence. Findings were particularly evident at the time the billboards transitioned between advertisements. Since rapidly changing stimuli are difficult to ignore, the planned increase in episodically changing digital displays near the roadway may be argued to be a potential safety concern."

According to the news reporters, the research concluded: "The impact of digital billboards on driver safety and the need for continued research are discussed."

For more information on this research see: A field study on the effects of digital billboards on glance behavior during highway driving. *Accident Analysis and Prevention*, 2016;88(1):88-96. *Accident Analysis and Prevention* can be contacted at: Pergamon-Elsevier Science Ltd, The Boulevard, Langford Lane, Kidlington, Oxford OX5 1GB, England. (Elsevier - www.elsevier.com (<http://www.elsevier.com>); *Accident Analysis and Prevention* - www.journals.elsevier.com/accident-analysis-and-prevention/ (<http://www.journals.elsevier.com/accident-analysis-and-prevention/>))

Our news journalists report that additional information may be obtained by contacting D. Belyusar, MIT, AgeLab, 77 Massachusetts Ave E40-279, Cambridge, MA 02139, United States. Additional authors for this research include B. Reimer, B. Mehler and J.F. Coughlin.

Keywords for this news article include: Cambridge, Massachusetts, United States, Risk Management, North and Central America

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