

عنوان مقاله:

Influence of In-Car Advertisements on Drivers Visual Distraction

محل انتشار:

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خلاصه مقاله:

With the rapid advancement of technology and mobile applications, the use of mobilebased applications at urban transportation programs has been proliferating. In most cities of Iran, especially large cities, internet taxi services have become a substitute for traditional services, and the use of them has become an epidemic. the lower prices which are offered by internet taxis, have led to more users using these services. However, these low transfers' price has make drivers discontent and protest. With this in mind, finding a solution to create added income for these taxis will result in the economic development of this service, increased drivers incomes, as well as the motivation of different companies to provide more favorable service to passengers. One of the ways to create value for these services is to use the advertising tools inside the car. The main issue with regard to advertising inside the cars is the distraction of drivers, which is an important safety issue. In this paper, the effects of in-car advertisements on visual distraction of drivers .have been investigated by 15 field-tests on drivers. In these tests different advertisements' scenarios were displayed

کلمات کلیدی:

advertisement, visual distraction, traffic safety

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