



**DATE
CHANGED**

Joint seminar of PRI and PWS

Asura International Seminar/ PRI Seminar

Marie Pele, PhD

Institut Pluridisciplinaire Hubert Curien (France)

“Influence of culture on pedestrian road-crossing behaviours”

Tuesday, August 7th 2018

16:00- (17:00)

Large Conference Room, PRI

Pedestrian behaviour has become an important research area as the size of human population living in big cities increases, and their safety is considered to be a priority in infrastructure improvements projects. However, we have very little data concerning how the national traditions of individuals could influence their perception of risks when crossing the road. Indeed, when crossing the road, we have to make a trade-off between saving time and avoiding any risk of injuries. To do so, we observed pedestrians living in an Asian culture (Japan) and pedestrians living in a Western culture (France). In a first study, we investigated how culture influences the individual's perception of risks when crossing a street, using survival analysis to assess cognitive mechanisms and optimality of decisions underlying road crossing behaviour. In a second study, we investigated the influence of culture on social information used by pedestrians when crossing a street. As expected, our results show differences in decision-making processes of Japanese vs French pedestrians and could help target specific preventive, culture-specific solutions for pedestrian safety.



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