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Invited Lecture

## **Individual differences of road users and their impact on their performance**

Research Institute of Human Factors in Road Safety, Management department, Bar Ilan University, Israel

Friday June 22<sup>nd</sup>, 2018, 14:00

Railways Amphitheater, Materials Resistance Building, NTUA Campus

**ABSTRACT:** The human factor is crucial in road safety and relates to psychological, perceptual, cognitive, social, demographic and emotional aspects of drivers and pedestrians. The presentation will be based on the state of the art in the area of individual difference of road users and more specifically to age, gender, marital status, driving experience, personality traits, religiosity, distraction, and how all these factors are associated with drivers' and pedestrians' behavior on-roads and their capability such as hazard perception.

The presentation will also relate to interaction of these individual differences with state elements such as enforcement, punishment, fatigue, social pressure and pressure of time.



Prof. Tova Rosenbloom, PhD, is a Chartered Psychologist. She holds the Chair in Research Institute of Human Factors in Road Safety in the Management department at Bar Ilan University in Israel. She is an associate professor in Bar Ilan University and an associate editor of Accident analysis and prevention (Q1). Her research interests include perceptual, cognitive, emotional and social aspects of road users' behavior. Prof. Rosenbloom is

involved in academic as well as in public committees in Israel. She has published 52 journal papers on drivers and pedestrians behavior. She has been organizing an annual conference for the last 15 years in Bar Ilan University and has 17 Master students and 4 PhD candidates in her supervision.