



## PEDMOD – Models of Pedestrian Behaviour and Safety

Scientific Responsible  
Professor **George Yannis**

---

Purpose of the project is the analysis of pedestrian road crossing behaviour along urban trips. More specifically, this research aims to estimate the road crossing probability at each location along an urban trip, in relation to road, traffic and personal characteristics. Moreover, it aims to estimate pedestrians' road accident risk exposure, as a result of road crossing behaviour. Particular emphasis is put on the integration of human factors (attitudes, perceptions, motivations etc.) on pedestrian behaviour and safety analysis. For that purpose, a field research is carried out, in which pedestrians are followed along urban trips, and their behaviour is recorded, together with data on the road and traffic environment. Moreover, personal interviews are carried out on the basis of a questionnaire, for the recording of pedestrians' opinions and perceptions. Integrated choice – latent variables models are developed, combining attitudinal, perceptual and other human factors with other variables. Furthermore, the relationship between pedestrian crossing behaviour and risk exposure in urban areas is investigated.