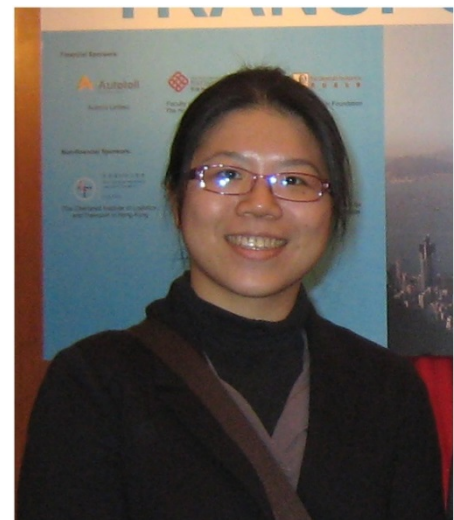


**Lunchbox seminar
series****Nathan****Carrot or stick? Understanding gamification for young driver safety interventions****Abstract:**

Carrot or stick? How to improve young drivers' driving behaviour and safety has been a critical issue around the world. Instead of "fixing the young driver", why not incentivise them to have safer driving behaviour? 'Gamification' is transforming how behaviour change initiatives are delivered with interventions now appearing in the transport field. Introducing a gamified scheme for young drivers to play might change their driving behaviour. However, we need to know what type of 'carrot' they would like the most. This study surveys young drivers in Queensland, Australia to investigate their perceptions on gamified schemes to identify the key factors for future scheme design. This project provides a base line for policy makers to design a more effective intervention to manage young driver behaviour and safety.

Biography:

Dr Barbara Yen was appointed as a Lecturer at the Griffith School of Engineering in 2017. Previously, she was Research Fellow at the Urban Research Program and Cities Research Centre, and her research is directly supported by the Transport Academic Partnership, which is funded by the Qld Dept of Transport and Main Roads, the Qld Motor Accident and Insurance Commission, and Queensland Motorways Ltd. Dr Yen is a transport economist with particular skills in econometric modelling and forecasting, project and performance evaluation, and operations research.



Dr. Barbara Yen
School of
Engineering, Griffith
University

Friday 5th May
Nathan campus

Willett Centre,
Seminar Room
N53_0.62
12.00pm–1:00pm