

## University of Groningen

### Driving feedback

Dogan, Ebru

**IMPORTANT NOTE: You are advised to consult the publisher's version (publisher's PDF) if you wish to cite from it. Please check the document version below.**

*Document Version*

Early version, also known as pre-print

*Publication date:*

2013

[Link to publication in University of Groningen/UMCG research database](#)

*Citation for published version (APA):*

Dogan, E. (2013). Driving feedback: psychological factors influencing the effectiveness of feedback. [S.n.].

**Copyright**

Other than for strictly personal use, it is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), unless the work is under an open content license (like Creative Commons).

**Take-down policy**

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Downloaded from the University of Groningen/UMCG research database (Pure): <http://www.rug.nl/research/portal>. For technical reasons the number of authors shown on this cover page is limited to 10 maximum.

Drivers often deviate from safe and sustainable driver behavior. Providing extrinsic feedback has been considered to be a promising strategy to increase drivers' awareness and to promote behavior change. However, as yet, little is known about which factors influence the effectiveness of feedback. In three studies, employing the driving simulator, video-based tests, and scenarios, I investigated whether and to what extent cognitive and motivational factors related to the individual, the driving context, and feedback content influence the effectiveness of feedback on driving performance.

The results of my dissertation indicate that the presence of extrinsic feedback, as such, is not always sufficient to motivate and facilitate safe and sustainable driving behavior. Instead, providing clear guidelines directed at specific goals, as well as presenting information on worthwhile (rather than less-worthy) outcomes appear to improve the effectiveness of feedback. Hence, policy makers and engineers should take individual motives and cognitive limitations into account when designing and providing feedback to drivers, as these motives and cognitive limits ultimately drive the effectiveness of feedback.