



Behavioral Decision Making Group Colloquium Series

is pleased to present



Paul Atchley

Professor and Associate Dean for Academic
Innovation and Student Success

University of Kansas

Fooling ourselves: Why do we drive distracted even though we know it's dangerous?

ABSTRACT

Distracted driving is leading us backward. In 2016 we will pass 40,000 road deaths in the US for the first time in almost a decade despite safer cars, better roads and improved emergency services. There is 50 years of distracted driving work showing phones impair driving. This talk will review those studies, briefly, but the focus will be on why we can convince ourselves to ignore compelling data and place ourselves at risk. The talk will examine the value of immediate information, the disconnect of risk and behavior, and the “grand illusion” we call human perception. The talk will conclude with a discussion of how we might tackle this problem to improve safety for all who use our roads today.

SHORT BIO

Dr. Atchley has been conducting research and teaching about cognitive factors related to driving for over 25 years. He is currently a professor at the University of Kansas. Dr. Atchley received his Ph.D. from the University of California, Riverside in 1996 and completed postdoctoral training at the Beckman Institute at the University of Illinois in 1998. He has published numerous peer-reviewed articles and chapters on issues of vision and attention including their relationship to driving. He has also received awards for his service, research, teaching and student advising. Dr. Atchley's work has been highlighted by national and international press such as the BBC, NPR, and the New York Times. He is part of efforts and the state and national level to reduce distracted driving. Dr. Atchley works with groups including the National Safety Council, LifeSavers, FocusDriven and We Save Lives to provide clear, compelling and consistently well-received talks about the science of distracted driving.

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