A study on using mobile phone while driving

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Abstract
This review on behavioral, experimental, and real-world studies shows a strong relationship between cell phone use while driving and a deterioration in driving performance leading to an increased risk of collision. Although the problem of talking while driving has attracted the attention of governments at all levels, the legislative attempts to curb cell phone use by drivers have been less than successful. While automotive manufacturers develop more active safety features to avoid car accidents and minimize the harmful effects of accidents, it is equally important to develop cost-effective technological solutions that can accurately identify the driving mode of cell phone users and help stop or reduce the use of cell phones by drivers. Safety-based insurance policies, built on an integrated driving monitoring system, are also critically needed to encourage safe driving behaviors, especially for already challenged young drivers. In order to perform a better economic analysis of restricting cell phone use while driving, it is highly desirable to have accurate reporting of cell phone involvement in collisions on police reports.

Keywords
Behavioral, experimental, Safety-based insurance policies, integrated driving monitoring system

1 Introduction

Cellular telephones (cell phones) were first introduced in the United States in the mid-1980s, and their use has since experienced explosive growth. Today there are more than 262 million cell phone subscribers, representing 84 percent of the United States population. Cell phone technology has become very useful for people on the move, which is demonstrated by surveys that show that the majority of users reported using their phones while driving. Cell phone use by drivers, although difficult to quantify, has been estimated through observational data by the federal government at six percent of drivers in 2007 (IIHS, 2006). This rate means that at any moment during the day, one million passenger vehicles in the United State are being driven by people on hand-held cell phones.

2. Review of Literature

This study is one of the few empirical studies which have investigated the adoption of mobile commerce in India, which is considered one of the fastest growing countries in terms of mobile usage. The study relates to inclusion of both utilitarian and credibility aspect of adoption intention. It gives an empirical basis on which mobile and banking companies can base their mobile payments marketing strategy.


Mobile content needs to be developed specifically for mobile, with clear images and good quality sound to enable users to continue to come back and enjoy new segments and features. Mobile Phones must be small, reliable, and convenient devices that can provide the full spectrum of information and entertainment options to users.


3. Objectives

1. To ensuring the percentage of people using mobile phone while driving.
2. To take steps to stop this dangerous action before the loss of people.
3. To make awareness about the accidents to the people, who are all don’t have awareness about this actions.

4. Research Methodology

Research design: The research design is a plan of action that guides the entire search. The research design used here is descriptive research design which is concerned with describing the characteristics of particular individual or group. Also taking into account the fact that the subject of the study is purely qualitative and quantitative in nature, the design is generally concerns with narrations of facts with specific prediction of concern group or situation.

In the present study, An extensive use of both primary and secondary data was made. The study has been made in descriptive and analytical way.

Sampling method: Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher.

Primary data: Primary data has been collected from the people’s in our Area. Questionnaire has been used to collect the data from the person. Secondary data: Secondary data has been collected from the journals and websites related to this topic.

5. Findings

1. It is interpreted that 80% of the responders feel that mobile phone will decrease their waste on time and 20% feel that mobile phone will not decrease time.
2. That 90% of the responders feel that the money is safe and 10% of the responders doesn’t feel that money is safe in mobile phone.
3. That 77% of the responders feel that the accidents in this will become higher and 23% of the responders feel that the accident maybe increase but not higher.

6. Conclusion

From the study, that the mobile phone is more becoming part of the people. Where the people use to contact others or text others and also using their smartphones for many uses like purchasing in online, and ordering food in online, etc. As the cell phones which came into the industry it overcome with the many features like camera, fm radio, games, and many more. It attracts the people to buy it. But now they all are addicted to this mobile like chatting, using social media and playing games. It affects the people constantly.

References


