Personality Predictors of Distracted Driving
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Introduction

Cell Phone Use While Driving (CPUWD)
- Nearly 60% of drivers view CPUWD as a potential threat to personal safety (AAA FTS, 2014).
- However, many people engage in CPUWD anyways, on a global scale, despite potential dangers involved (Strayer, Drews & Crouch, 2006).
- The current study investigates personality factors, and risk attitudes associated with engaging in CPUWD.

Domain Specific Risk
- Risk-taking is not a homogenous trait, but rather multidimensional. (Weber, Blais, Betz, 2002).
- Risk-taking is likely to be domain-specific (e.g., Smokers not more likely to go sky diving).

Differential Personality Predictors
- The HEXACO six-factor personality framework, which differs from the Big Five with its addition of the Honesty-Humility trait factor, is used to analyze possible trait-related differences.
- Different risks are associated with different constellations of personality variables (Weller & Tikir, 2010).
  - Health/Safety, Ethical different predictors than Recreational, Social risks.

Hypothesis
- We expect high Honesty-Humility, Openness, Conscientiousness, and low Emotionality to be associated with CPUWD.

Method

Participants
- We recruited an online community sample of Italian residents (N = 921).
- We excluded 117 participants’ data from the analysis due to careless responding, leaving a final sample of N = 804; Median age = 35 years; 58% female.

Measures
- Domain Specific Risk Taking (DOSPERT-R; Blais & Weber, 2009)
  - Six risk domains: Social, Recreational, Health/Safety, Investment, Gambling, Ethical.
- Cell Phone Risk Appreciation Scale (CRAS; Weller et al., 2015)
  - A measure of personal cell phone risk attitudes

CPUWD Use:
- % of trips that RP talked or SMS on their phones.

Results

CRAS
- More than one third of participants (M = 38%) reported talking on their cell phones, and about one third of participants (M = 31%) reported texting on at least half of their car trips.

Correlations between CPUWD and HEXACO Traits

<table>
<thead>
<tr>
<th>Scale</th>
<th>CRAS Total</th>
<th>CPUWD Talk</th>
<th>CPUWD Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honesty-Humility</td>
<td>.25**</td>
<td>-.19**</td>
<td>-.23**</td>
</tr>
<tr>
<td>Emotionality</td>
<td>.16**</td>
<td>.14**</td>
<td>.09</td>
</tr>
<tr>
<td>Extraversion</td>
<td>.09</td>
<td>.01</td>
<td>.06</td>
</tr>
<tr>
<td>Agreeableness</td>
<td>-.01</td>
<td>.02</td>
<td>.03</td>
</tr>
<tr>
<td>Conscientiousness</td>
<td>.28**</td>
<td>-.15**</td>
<td>-.28**</td>
</tr>
<tr>
<td>Openness</td>
<td>.21**</td>
<td>-.13**</td>
<td>-.19**</td>
</tr>
</tbody>
</table>

- Honesty-Humility, Conscientiousness, Openness, and Emotionality was associated with greater self-reports of less talking and texting while driving.

Correlations between CPUWD and DOSPERT Domains

<table>
<thead>
<tr>
<th>Risk Percept Scale</th>
<th>CRAS Total</th>
<th>CPUWD Talk</th>
<th>CPUWD Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social</td>
<td>-.15**</td>
<td>.14**</td>
<td>.20**</td>
</tr>
<tr>
<td>Recreational</td>
<td>.33**</td>
<td>-.13**</td>
<td>-.19**</td>
</tr>
<tr>
<td>Investment</td>
<td>.06</td>
<td>-.05</td>
<td>-.03</td>
</tr>
<tr>
<td>Gambling</td>
<td>.32**</td>
<td>-.15**</td>
<td>-.23**</td>
</tr>
<tr>
<td>Health/Safety</td>
<td>.42**</td>
<td>-.18**</td>
<td>-.26**</td>
</tr>
<tr>
<td>Ethical</td>
<td>.30**</td>
<td>-.12**</td>
<td>-.15**</td>
</tr>
</tbody>
</table>

- We found that self-reported CPUWD behaviors are associated with Ethical and Health/Safety risk domains.

Conclusions

- CPUWD risk-taking is most associated with Ethical and Health/Safety domains.
- We found supporting evidence that CPUWD is related to trait dimensions previously associated with this type of risky activity.
  - These traits are associated with deliberative and open-minded thinking, and low impulsive antisociality.
- Acknowledging these factors, CPUWD messages and interventions may increase their effectiveness, beyond stating the potential hazards.

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