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More information is also available online at:

www.distracted.gov/

www.textinganddrivingsafety.com/texting-and-driving-stats/

www.zeroinwisconsin.gov/texting.asp

Sources:

www.nsc.org/safety_road/Distracted_Driving/Pages/The-Great-Multitasking-Lie.aspx



ZeroInWisconsin.gov



Bureau of Transportation Safety

Funded by National Highway Traffic Safety Administration

PAY ATTENTION OR PAY THE PRICE.

DISTRACTED DRIVING



MYTH VS. REALITY

MYTH 1:

DRIVERS CAN MULTI-TASK, SO TALKING ON THE PHONE WHILE DRIVING IS NOT A PROBLEM.

REALITY: The human brain cannot multi-task. Because driving and carrying on a phone conversation are two tasks that involve thinking, drivers cannot give proper attention to either task without sacrificing their performance related to the other.

MYTH 2:

TALKING TO SOMEONE ON A MOBILE PHONE IS NO DIFFERENT THAN TALKING TO SOMEONE IN THE CAR.

REALITY: Drivers who are distracted by carrying on a conversation on a mobile phone are typically more oblivious to traffic and road conditions because they are the only person involved in the conversation who has their eyes on the road. When conversing with someone else in your vehicle, that person tends to adjust the conversation when traffic is challenging, and also serves as a second set of eyes and ears, helping you to respond to changing traffic patterns and alerting you to actions requiring a quick response.

MYTH 3:

HANDS-FREE DEVICES ELIMINATE THE DANGER OF MOBILE PHONE USE WHILE DRIVING.

REALITY: Both handheld and hands-free cell phone conversations are risky while driving. According to a study by Carnegie Mellon University, *activity in the parietal lobe, the area of the brain that processes movement of visual images, decreases by as much as 37% when listening to language.*

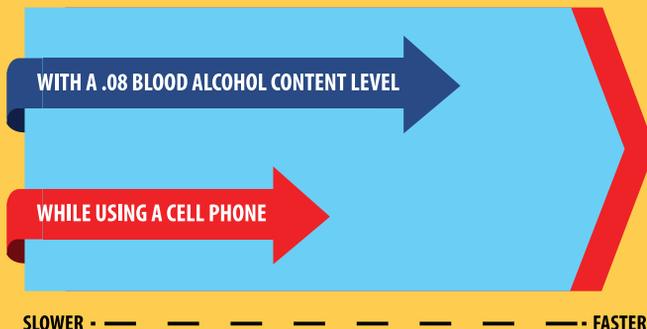
YOU PROCESS
movement & visuals

37%
LESS



So, drivers on cell phones, whether hands-free or handheld, can miss seeing up to 50% of their driving environments due to inattention blindness.

DRIVER REACTION TIME



MYTH 4:

DRIVERS TALKING ON CELL PHONES ARE LESS DANGEROUS THAN DRIVERS OPERATING UNDER THE INFLUENCE.

REALITY: A controlled driving simulator study conducted by the University of Utah found that drivers using cell phones had slower reaction times than drivers with a .08 blood alcohol content.