



THE RIPPLE EFFECT OF DRIVERS' BEHAVIOURS ON THE ROAD

Launch of the 2015 study on drivers' behaviours
conducted by the London School of Economics

Invitation to a web seminar with **Dr. Chris Tennant**
from the London School of Economics

Thursday 3 December
11-12 CET

With an introduction by **Olivier Rousseau**, Goodyear Vice President
Consumer Tires EMEA

It's not just maniacs who drive aggressively and dangerously. Ordinary, everyday drivers, all of us, can get involved in antagonistic interactions with other drivers, in what we term 'combative driving'. We respond to the drivers around us, and tend to reciprocate when they drive aggressively, and when they drive co-operatively.

Yet it's easy to forget that those drivers are responding to us too: often it is our own behaviour that provoke others first. Also forgotten as we get frustrated on the road is the fact that, we can rarely reciprocate to the driver that annoyed us, but rather we tend to replay the behaviour we experienced from another, with a different driver further along the road of the journey.

This research re-emphasises the need to show consideration to other drivers. Just as combative driving can generate a chain of indirectly reciprocal provocations between drivers, considerate driving can create a ripple effect of safer journeys.

We look forward to your active participation in a lively Q&A session.

RSVP to receive login details
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The webinar will be conducted in English