The Learning Driver. Edition No. 1

Description: In many parts of the world today, drivers have access to a growing range of traveller information services. What information does the driver want? So far, while traveller information services deliver increasingly sophisticated incident reports, journey times and other such information, driver response has remained lukewarm. This thesis suggests that the problem lies in understanding the driver rather than improving the content. This thesis reports a qualitative case study based on ten in-depth interviews with drivers who had previously participated in a six week trial receiving customised traveller information. The thesis finds that drivers principally learn from their experiences. Drivers learn about using traveller information, they learn about the types of traveller information available and they also learn whether to trust the information provider. The thesis concludes that customised traveller information will become effective when it meets the current understanding and needs of the driver as an active learner whose information requirements change over time and from time to time.

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