

UTC Project Info	
Project Title	One Size Doesn't Fit All: Exploring the Importance of Personality Traits, Sanctions, and Fear Appeals on Teen Driver Cell Phone Usage and Texting While Driving (TWD) Law Compliance
University	NCA&T
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Funding Source(s) & match amounts provided (by each agency or organization)	NCA&T – 50,851
Total Project Cost (includes cost sharing)	\$100,851
Agency ID or Contract #	2014-OE-02
Start and End Dates	Sept. 1, 2014 – Sept. 15, 2015
Brief Description of Research Project	<p>In this study, we will investigate the role of the “Big Five” personality types (i.e., neuroticism, extraversion, openness, agreeableness, and conscientiousness), fear appeals and sanctions as factors which may be associated with the motivation to adopt safety behaviors and to comply with regulations regarding texting while driving (TWD). The objective is to determine how organizations can use knowledge about a teenage driver’s disposition to design more effective methods to deter texting while driving (TWD) behaviors.</p> <p>Texting while driving (TWD) is a growing problem among teenage drivers. The proposed project is designed to identify key components of teen TWD law compliance by conducting an extensive review of the literature, developing a TWD law compliance survey, administering the survey to teenagers, and identifying TWD law compliance profiles of teenagers.</p>
Describe Implementation of Research Outcomes (or why not implemented)	