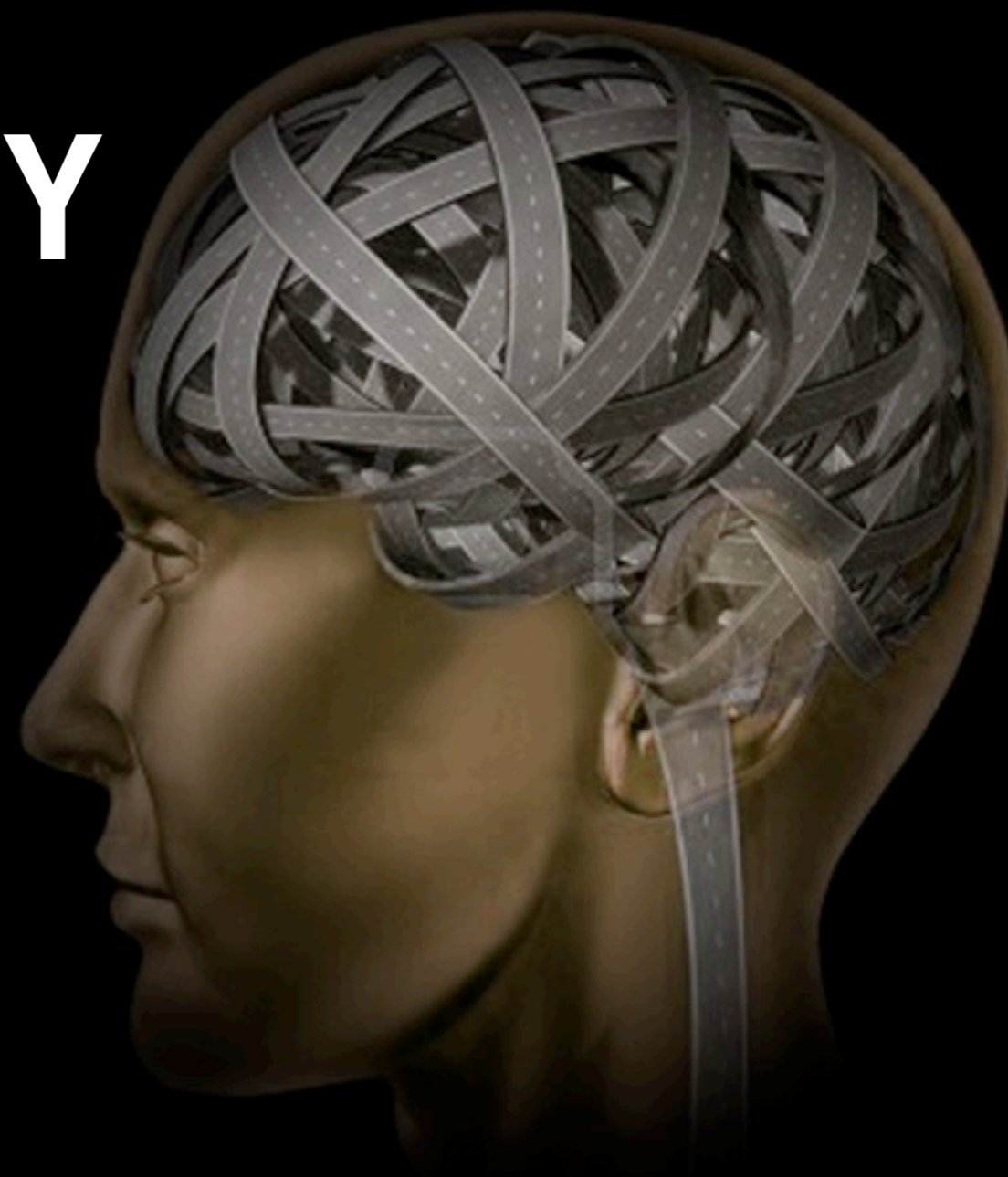


NEUROSCIENCE

APPROACH TO
ROAD SAFETY





HIGHWAY CRANE

పెద్ద
PEBBAR

AP21AE
7667

NHAI

IL&FS Transportation



10 TO 24 YEAR OLDS



source. WHO fact sheets
photo © photolibary





Road Safety Week

an initiative by Brake and everyone



STOP

GIVE WAY



RIGHT TURN PROHIBITED



LEFT TURN PROHIBITED



ONE WAY



NO ENTRY



U-TURN PROHIBITED



OVER TAKING PROHIBITED



ONE WAY



NO WAY BOTH DIRECTION

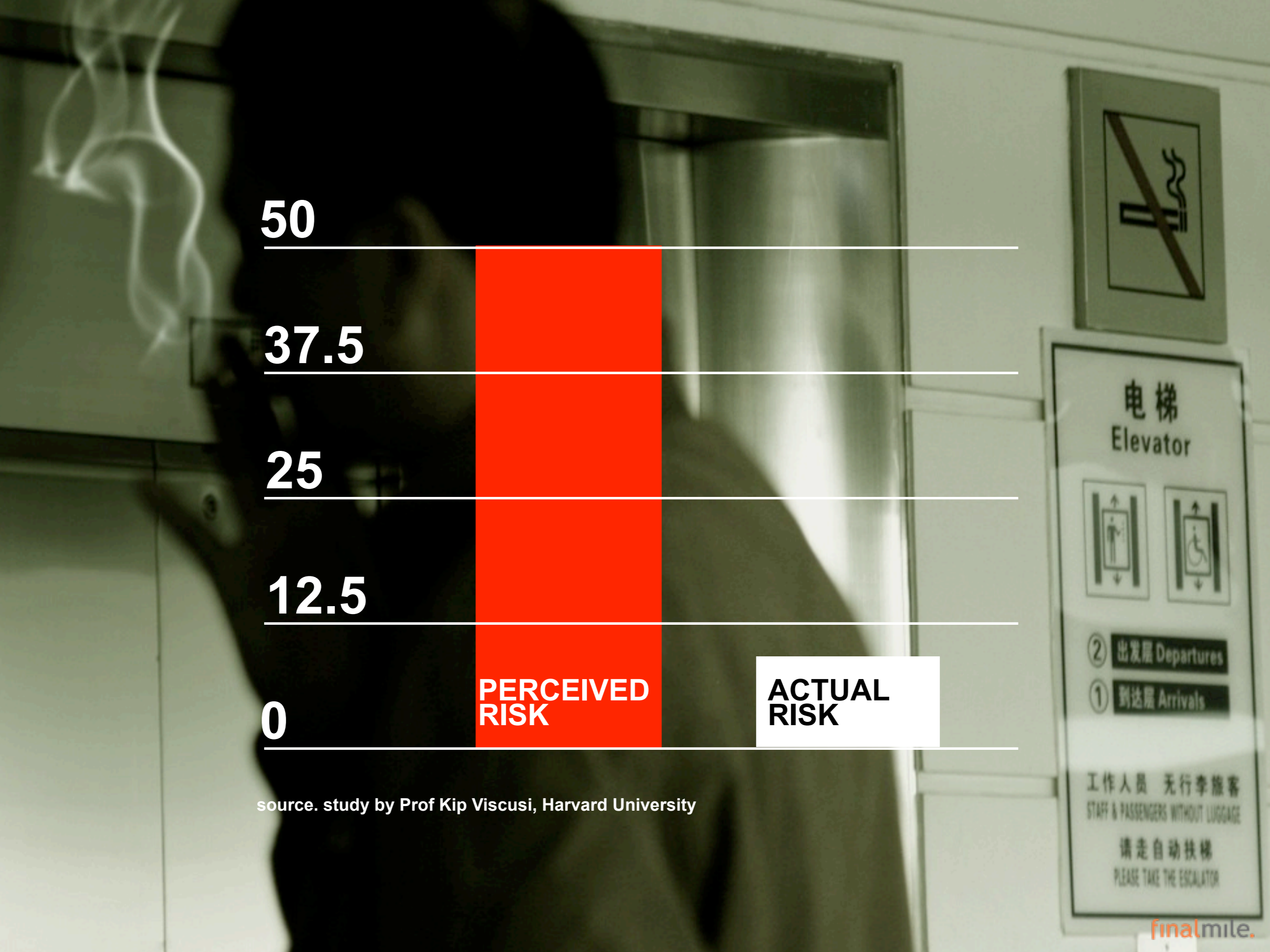


HORNS PROHIBITED



SPEED LIMIT





50

37.5

25

12.5

0

PERCEIVED RISK

ACTUAL RISK



电梯
Elevator

② 出发层 Departures
① 到达层 Arrivals

工作人员 无行李旅客
STAFF & PASSENGERS WITHOUT LUGGAGE

请走自动扶梯
PLEASE TAKE THE ESCALATOR

source. study by Prof Kip Viscusi, Harvard University

Operation ASHA

Fighting Tuberculosis in India



DOTS CENTRE

डॉट्स केन्द्र

ए सर्मक करे: 9303477712

Infarys Foundation
ಇನ್‌ಫೋಸಿಸ್ ಫೌಂಡೇಷನ್
ಅನುಸಾರಾಂತರ
ಶ್ರೀ ಕೂವಲಬಸವೇಶ್ವರ ಭಾರತೀಯ ಶಿಕ್ಷಣ ಸಮಿತಿ, ನೇರ
ಸಹಯೋಗದೊಂದಿಗೆ
ಪರಿಶುದ್ಧ ಯೋಜನೆ-2012ರ
ನಿರ್ಮಿಸಲಾದ ಶೌಚಾಲಯ
ಬಯಲು ಕೌಶಲುಕ್ರ ಗ್ರಾಮದಡಗೆ ಒಂದು ದಿಬ್ಬ ಪಟ್ಟಣ





KNOWING



DOING



A stylized illustration of a person in a dark suit standing on a ladder, using a yellow tape measure to measure the height of a large, pink, textured brain. The brain is positioned on the right side of the frame, and the person is on the left. The background is a light beige color with diagonal hatching lines. The overall style is reminiscent of a technical drawing or a scientific illustration.

COGNITIVE NEUROSCIENCE

A conceptual illustration showing a person in silhouette on a ladder, using a yellow tape measure to measure the height of a large, pink, textured brain. The brain is positioned on the right side of the frame, and the person is on the left. The background is a light, textured surface with diagonal lines. The overall style is that of a hand-drawn sketch or illustration.

COGNITIVE NEUROSCIENCE

BEHAVIOURAL ECONOMICS

BEHAVIOUR ARCHITECTURE™

COGNITIVE NEUROSCIENCE

BEHAVIOURAL ECONOMICS



24
HOUR

FITNESS

FITNESS
QUALITY FITNESS
EQUIPMENT
IN
BIODIESEL SALES
AND MORE

WEDNESDAY - 10:00 AM
THURSDAY - 10:00 AM
FRIDAY - 10:00 AM

FITNESS

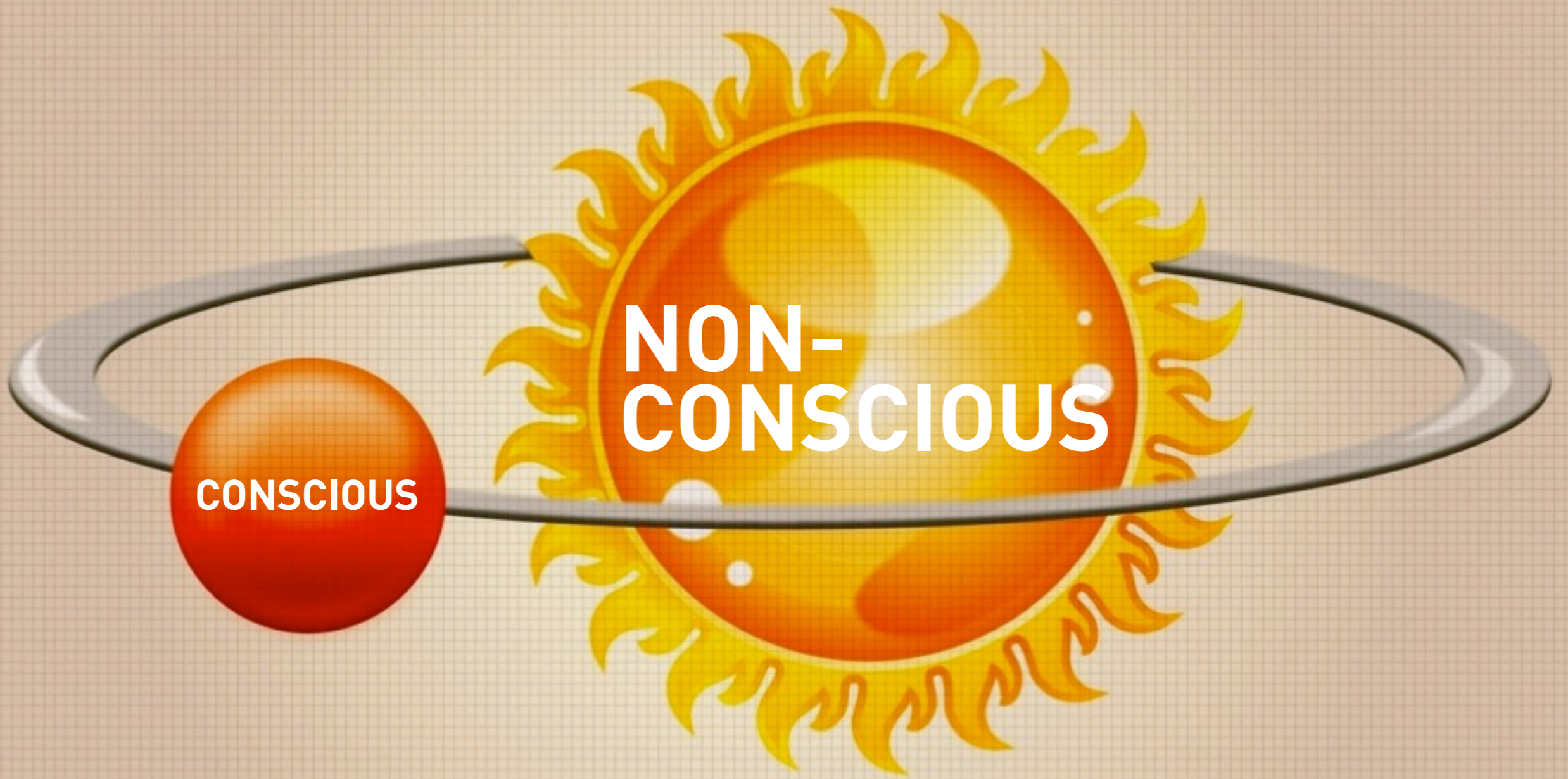
24
HOUR

24
HOUR



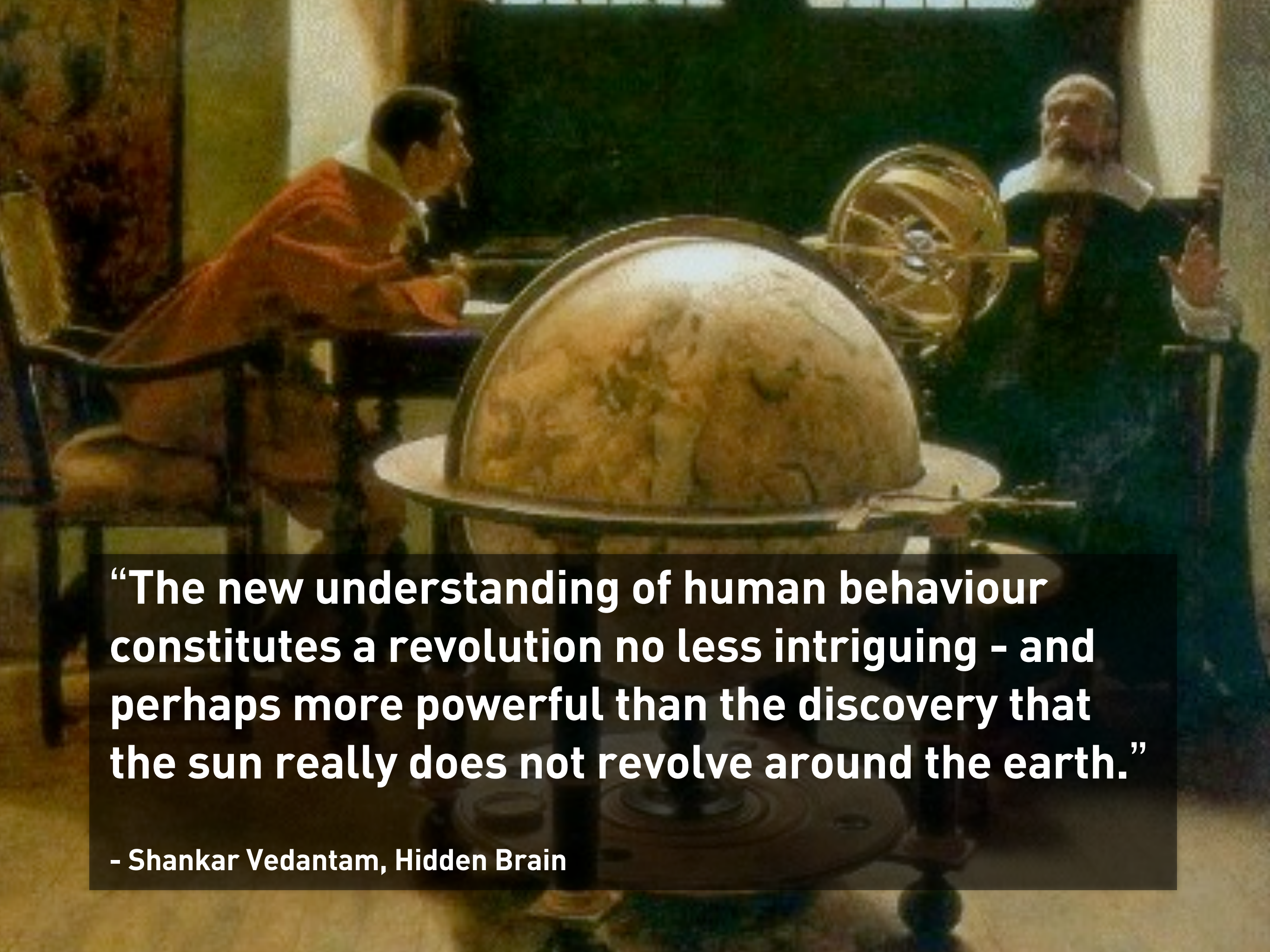
95%

**BEHAVIOR IS
DRIVEN BY NON-
CONSCIOUS**



**NON-
CONSCIOUS**

CONSCIOUS

A historical classroom scene. In the foreground, a large, illuminated globe sits on a stand. To the left, a man in a brown robe is seated at a desk, writing. In the background, a man with a long white beard, wearing a dark blue robe, stands and gestures with his hands, likely a teacher or lecturer. The room has a green chalkboard and a window with a view of a building.

“The new understanding of human behaviour constitutes a revolution no less intriguing - and perhaps more powerful than the discovery that the sun really does not revolve around the earth.”

- Shankar Vedantam, Hidden Brain

**WHY NOT
WAIT?**



PROSPECT THEORY :

WE ARE MORE LIKELY TO
GAMBLE FOR A LARGER LOSS
THAN ACCEPT A
GUARANTEED SMALLER LOSS



WHERE WILL MORE ACCIDENTS HAPPEN?

RISK COMPENSATION



**GREATER
PERCEPTION
OF SAFETY**



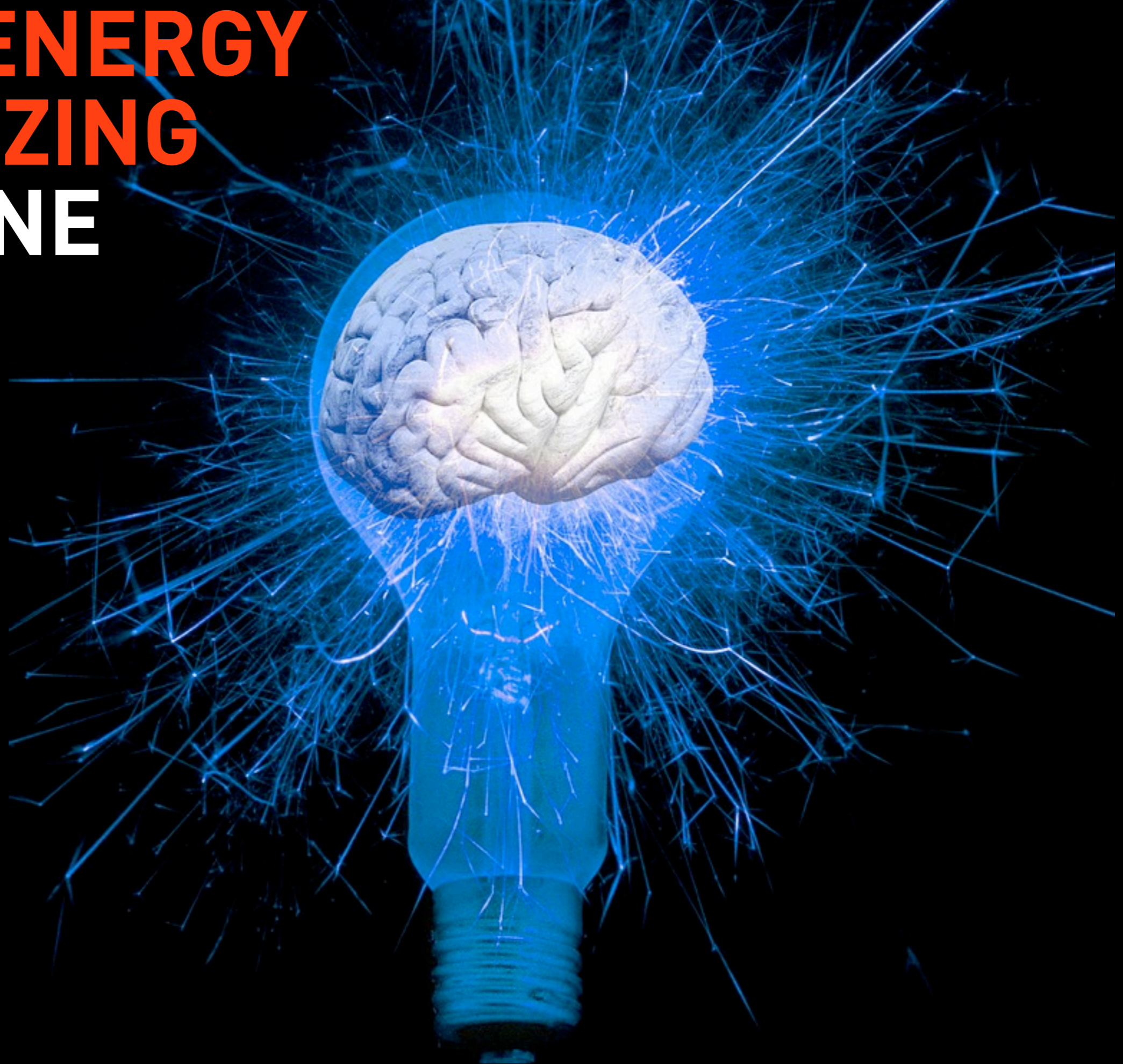
**GREATER
RISK
TAKEN**

SOURCE : THE CLASSIC THEORY OF RISK COMPENSATION (ADAMS, 1995)





MOST ENERGY OPTIMIZING MACHINE



“There is no expedient to which a man will not resort to avoid the real labor of thinking”





**OUR AIM IS
TO KEEP THIS
TOILET CLEAN**

GENTS

**Your aim will HELP
Stand closer,
It's shorter than
you think.**

**OUR AIM IS
TO KEEP THIS
TOILET CLEAN**

GENTS

**Your aim will HELP
Stand closer;
It's shorter than
you think.**





THE TRAIN INDUCES VISUAL PROCESSING ERRORS



LEIBOWITZ HYPOTHESIS:

TRAIN LOOKS SLOWER THAN WHAT IT IS -
LEADING TO JUDGEMENT ERRORS

(18 secs versus 30 secs for train approaching at 120 km/h @40%
underestimation)

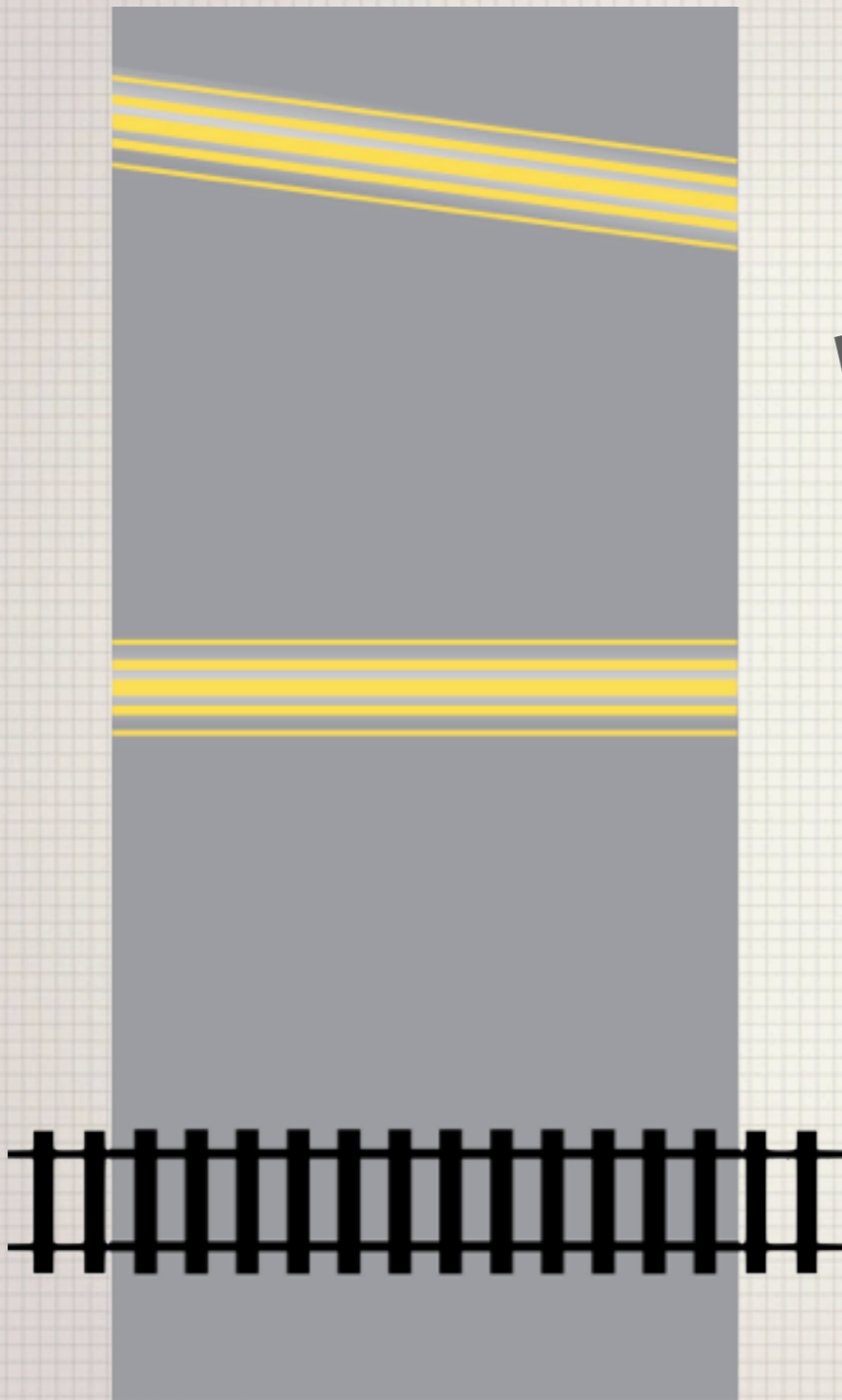
**TELL THEM THAT THE
TRAINS ARE APPROACHING
FASTER THAN THEY THINK?**

OBJECTS IN MIRROR ARE CLOSER
THAN THEY APPEAR



A photograph of a railway track with overhead power lines and people walking on the tracks. The tracks curve to the right. There are several people walking on the tracks, some carrying bags. The background shows a bridge and more tracks. The text "CREATED A SPEED REFERENCE" is overlaid on the bottom left of the image.

**CREATED A SPEED
REFERENCE**



DIAGONAL SPEED
BREAKER = **BREAKS**
FAMILIARITY =
INCREASES TASK
DIFFICULTY =
REDUCES SPEED*

*Towards a general theory of driver behaviour,
Ray Fuller, Dept of Psychology, Trinity College



TIME



USERS

2) HIGHWAYS

3) PEOPLE WHO GO IN WRONG DIRECTION

2) CROSSERS

DIRECTION

An aerial photograph of a road junction in a rural landscape. A wide, light-colored road curves from the bottom left towards the center. At the junction, a narrower road branches off to the right. The surrounding fields are a mix of vibrant green and golden-brown, suggesting different crops or stages of harvest. A single tree stands at the junction, and a small vehicle is visible on the lower road. The lighting is soft, creating long shadows.

**Two roads diverged in a wood, and I—
I took the one less traveled by,
And that has made all the difference.**

- Robert Frost