Pedestrian Red Light Crossing Behaviour

Pedestrians' Beliefs about Red Light Crossing Behaviour: A Qualitative Study

Mahdi Moshki[1], *Saeid Pour Doulati[1,2,3], , Abdoljavad Khajavi[1], Leila Doshmangir[4,5]
[1] Social Development & Health Promotion Research Center, Gonabad University of Medical Sciences, Gonabad, Iran
[2] Road Traffic Injury Research Center, Tabriz University of Medical Sciences, Tabriz, Iran.
[3] East Azerbijan Province Health Center, Tabriz University of Medical Sciences, Tabriz, Iran.
[4] Department of Health Services Management, School of Management and Medical Informatics, Tabriz University of Medical Sciences, Tabriz, Iran.
[5] Health Services Management Research Center, Tabriz University of Medical Sciences, Tabriz, Iran
E-mail: s.pourdoulati@gmail.com
PhD student of Healt Promotion, Gonabad University of Medical Sciences, Gonabad, Iran

Abstract

Background

Pedestrians unsafe crossing behaviours play an essential role in traffic accidents and expose them at risk of thruma and death. The aim of this study was to elicit pedestians readily accessibel beliefs concerning red light crossing behaviour based on the Theory of Planned Behaviour (TPB) and to make recommendations for injury prevention interventions.

Methods

We conducted this qualitative study in Tabirz, one of the metropolitan cities of Iran. Semi-structured open-ended questions were used to interview with 30 pedestrians to elicit salient consequences, social referents, and circumstances regarding their red light crossing behavior. Directed content and frequency analysis were used to analyze the content of the interviews.

Results

Directed content analysis revealed ten categories explaining pedestrians red light crossing behavior. Time-saving identified both as the most popular advantage and as the most popular positive feeling. Getting injured was known as the most critical disadvantage. The leading negative feeling was representing a low level of culture. The leading approving and behaving referents were friends/peers, in contrast, family members were the most dominant disapproving and not-behaving referents. Being in a hurry elicited as the most important facilitator. The fear of accident introduced as the most influential deterrent factor.

Conclusion

This study elicited the underlying beliefs of pedestrians red light crossing behavior based on the theory of planned behavior. Identifying these salient beliefs would help injury prevention and safety promotion planners to set more precise intevention goals to achive more effective and favorable results. To determine the predictive power of these factors in pedestrians red light crossing behaviour more precise quantitative research is necessary.

Key words: Attitude, Theory of Planned Behavior, Elicitation, Pedestrians