

Wednesday, March 23rd  
Padua (Italy)  
16:15-17:15

### Online Webinar

Ask the link: [giulia.decet@unipd.it](mailto:giulia.decet@unipd.it)

### *Tova Rosenbloom*

Prof. Tova Rosenbloom, PhD, is a Psychologist. She holds the Chair in Research Institute of Human Factors in Road Safety in the Management Department at Bar Ilan University in Israel. She is a full Professor and an associate editor of the leading journal Accident Analysis and Prevention. Her research interests include perceptual, cognitive, emotional and social aspects of road users' behavior. Prof. Rosenbloom is involved in academic as well as in public committees in Israel.

She has published more than 50 journal papers on drivers and pedestrians' behavior. She has joint research projects with many institutes all over the world such as NYU (USA), NTUA (Greece), TUA (Norway), Nottingham Trente University (UK), Berkley (USA), ODU (USA), UTokyo (Japan), UNIPD (Italy) and more. She has been organizing an annual conference for the last 15 years in Bar Ilan University and has 17 Master students and 4 PhD candidates under her supervision.



# INDIVIDUAL, SOCIAL, ENVIRONMENTAL AND MACRO ASPECTS OF ROAD SAFETY

*Prof. Tova Rosenbloom*

*Bar Ilan University, Israel*

**ABSTRACT:** This presentation is based on the framework of individual, social, and environmental factors intervening in drivers' risk using an ecological systems model (Bronfenbrenner, 1979). The individual level relates to variables such as age, gender, personality, driving skills and others. The micro social level refers to parents, family, peer group and education while the micro environmental level deals with types of roads, technologies, day and night etc. The Macro level refers to culture, advertisement campaigns, the pandemic, financial crisis etc. In this level of the framework two of the works conducted by our research institute in Bar Ilan University will be discussed: The first is a comparison of valuation of freedom to take risk, risk taking and accident involvement in Norway, Greece and Israel (together with our colleagues Tor-Olav Nævestad, Alexandra Laiou, Yishay Spivak and George Yannis). The second work is a comparison conducted in some sectors in Israel of Attitudes towards and Adherence to Traffic Laws and Covid-19 Laws.

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