



National Motorcycle Conference

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Motorcyclists are Rough, Dangerous, Risk Taking Psychopaths



Dr Paul S Broughton

Public Perception

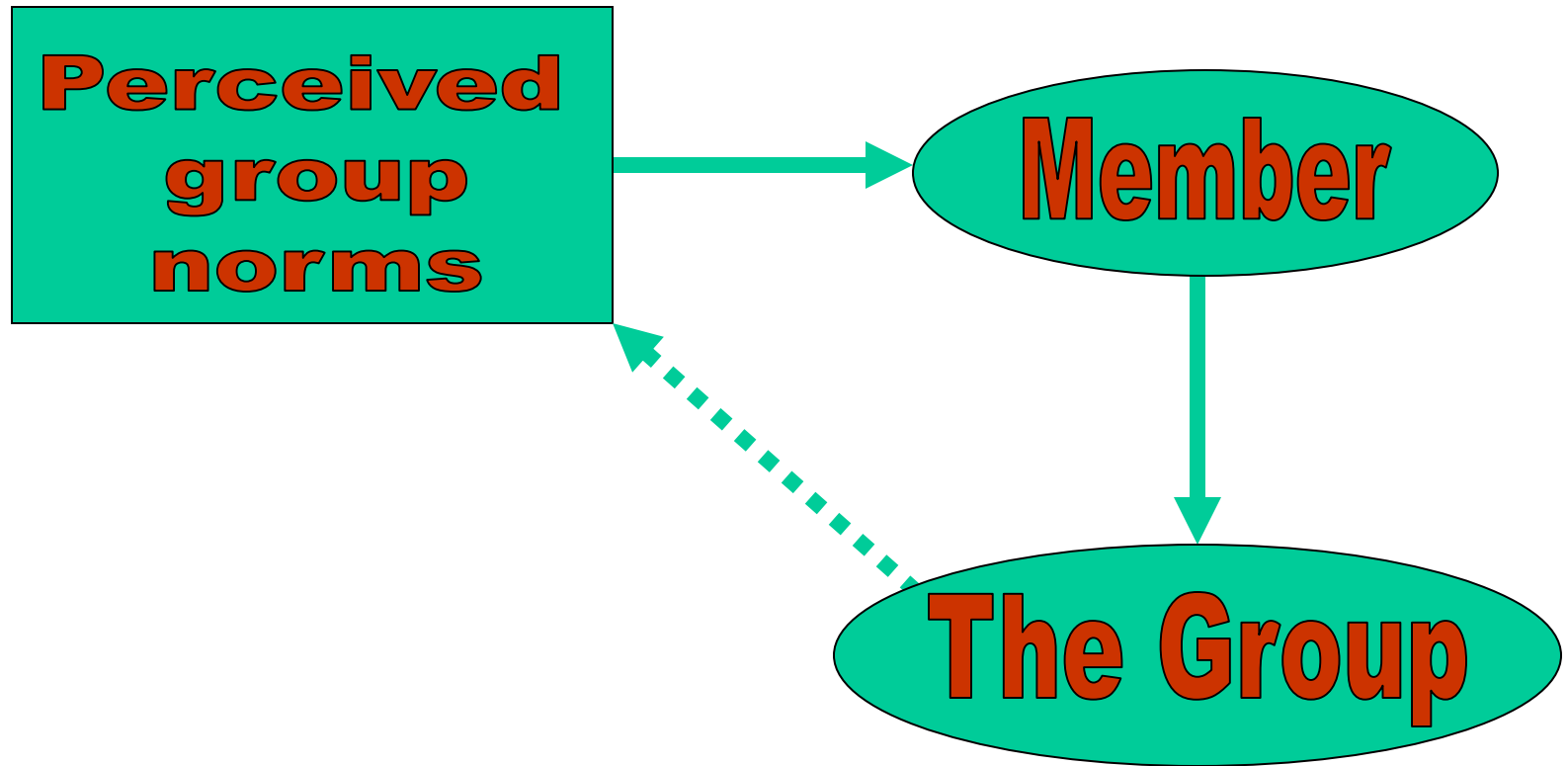
Risk takers/reckless	27%
Riders have a bad attitude/no consideration	12%
Riders have no respect for traffic laws	10%

People who like the thrill of adrenalin. Risk takers.

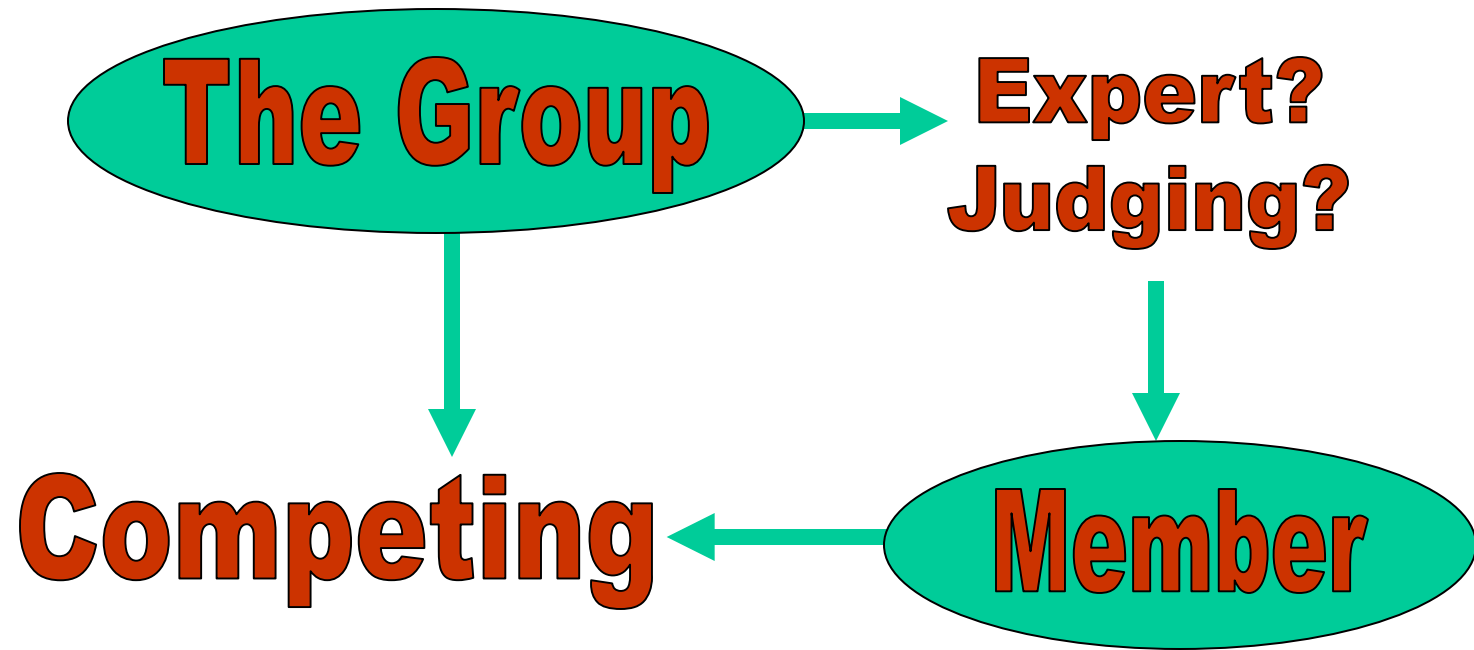
Norms and perceived norms

“The rules of behaviour that are part of the ideology of the group. Norms tend to reflect the values of the group and specify those actions that are proper and those that are inappropriate”

Group membership



Audience effect



Group riding formats



Group riders:

- Formal groups
- Planned/Informal
- Ad-hoc

Riding Norms

I think that most riders take large risks when riding; Mean=2.94

I take large risks when riding; Mean=1.90

Measured on a five point scale 1=SD/5=SA
 $t(146)=10.786; p < .001; r = .666$

Riding Norms



Norm

Riders take medium risks



Perceived Norm

Riders take higher risks

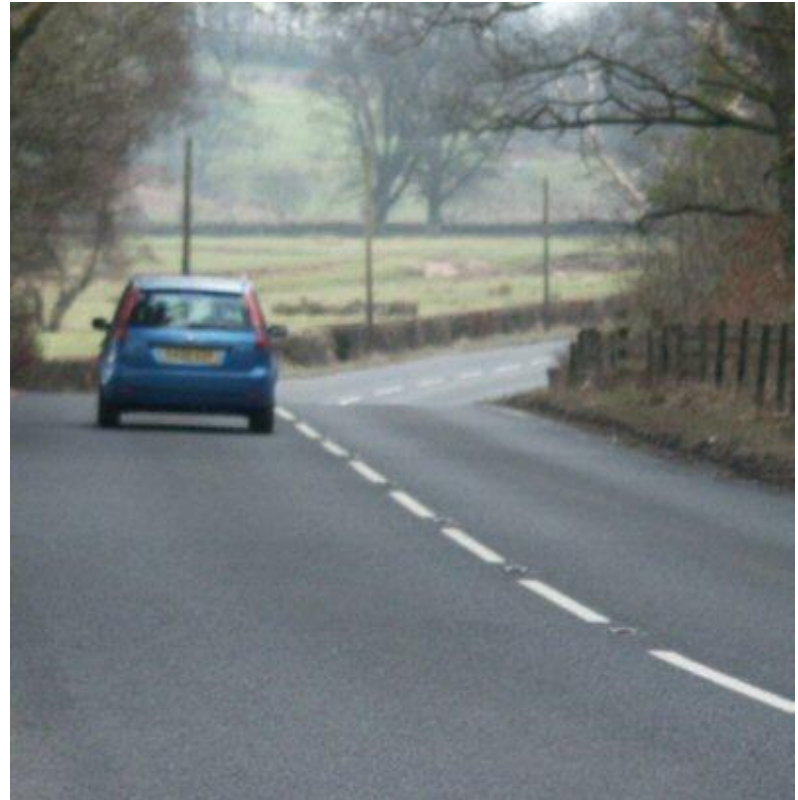
Risk taking

Overtake to keep up:

Would you?

Could you?

Should you?



High skill belief riders



Riding a bike defines who I am?

Safer in a group?

Competitive?

Respect from peers?

Group rider types

Formal group rider

- Unlikely to overtake to keep up with riding cohort.
- Ride to get respect from their peers.
- Feel that they belong to the group.
- Measure skills against those they are riding with.
- Well defined, understood, non-risky norms.

Group rider types

Competitive within group rider

- Overtake to keep up with their riding cohort.
- Need to prove that they are the better rider.
- Not slowing down when out in front.
- Ride to get respect from their peers.
- Believe they have a high level of riding skills.

Group rider types

Wrong norm rider

- Ride faster, and beyond skill level, when in group.
- Believe the group norm is that riders take risks and ride fast.

Group riding: the story so far

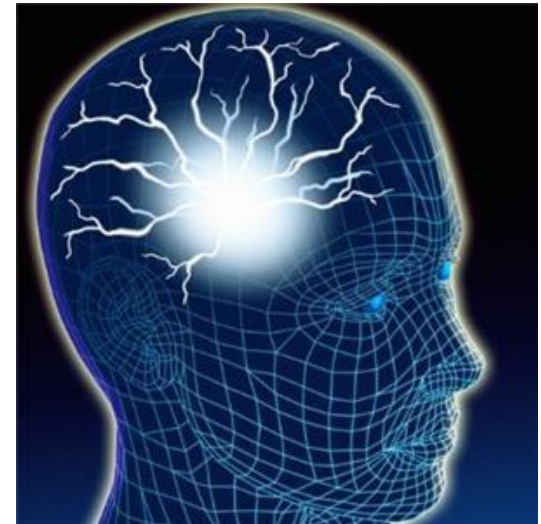
Perceived norms



Compete/Impress

What can be done?

- Correct perceived norms:
 - Peer pressure for good
- Riders become comfortable with who they are.
- Get inside the head of the rider:
 - Impulses
 - Motivations
 - Attitudes



Conclusion

Group riding can have detrimental affect on riding

Interventions should be targeted

Get inside the head

Correct perceived norms

Long term aim – change unsafe behaviour

Further information

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