

Relationships between Sensation Seeking, Speeding Attitudes and Driving Violations among a Sample of Motorsports Spectators and Drivers

Zümrüt Yıldırım-Yenier

Evelyn Vingilis

David L. Wiesenthal

Robert E. Mann

Jane Seeley



INTRODUCTION

Once there was only horse racing...



Motor racing started in the late of 1800`s with the invention and development of motorized vehicles and has become a popular sport.

Motorsport

- Commonly held in Canada, Australia, and the US
- Both positive and negative effects on the general public and attendees:

Positive:

- Safety related messages
- Social and psychological benefits

Negative:

- Promotion of alcohol
- Noise and air pollution
- Collision and injury risks on the race track

Motorsport and risky driving on public roads

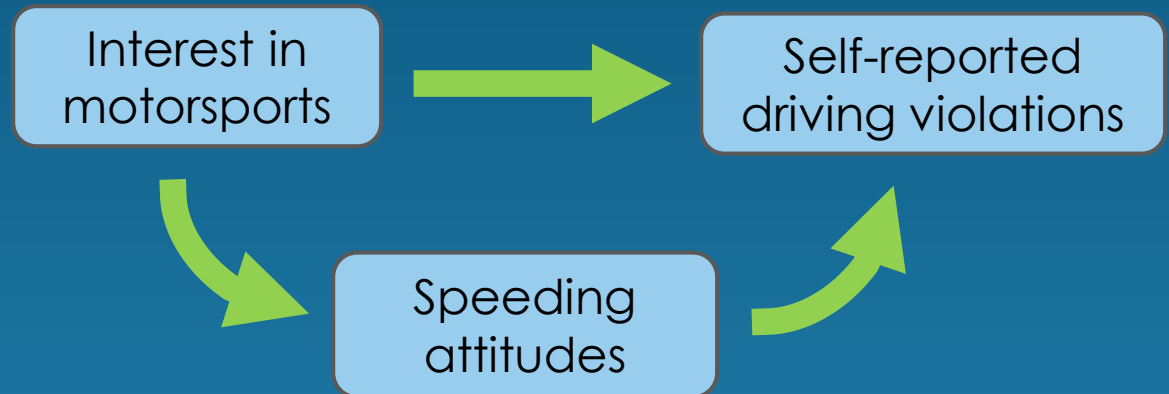
○ Fischer, Hatch, and Paix (1986)

- Grand Prix in 1985 in Australia
- 34% increase in casualties resulting from collisions on public roads
- Off-track imitation of motorsports driving



Motorsports and risky driving on public roads

- **Warn, Tranter, and Kingham (2004)**
(among males under 25 years of age)



Motorsports and risky driving on public roads

- **Tranter and Warn (2008)**

(among males over 25 years of age)

Interest in motorsports

Speeding violations

Speeding attitudes



Sensation seeking

- A trait defined as the need for novel and intense sensations and experiences (*Zuckerman, 1994*)
 - Associated with involving in dangerous sports
 - Demonstrated relationships with interest in motorsport, speeding attitudes, and driving violations (*Warn, et al., 2004; Tranter & Warn, 2008*)

Theoretical framework

Vicarious learning (Bandura, 1986)

1. Acquire new behavior patterns and evaluative standards just by observing other people`s behaviors and the results of these behaviors
Particular acts performed and glorified such as high speed driving
2. Strengthen/weaken inhibitions on already learned behaviors based on rewarding or punishing consequences
May be perceived as less dangerous
Drivers` high-level skills and crash-protective cars
3. Vicarious emotional arousal
Anticipate experiencing similar emotions if they are to perform similar behaviours

Theoretical framework

- These points are mainly related to spectators` exposure
- Motorsport drivers had more speeding violations on public roads than non-racing drivers (Williams and O'Neill, 1974)
- No study on spectators and drivers

Objective

To examine the relationships between sensation seeking, speeding attitudes and speeding violations among motorsports spectators and drivers

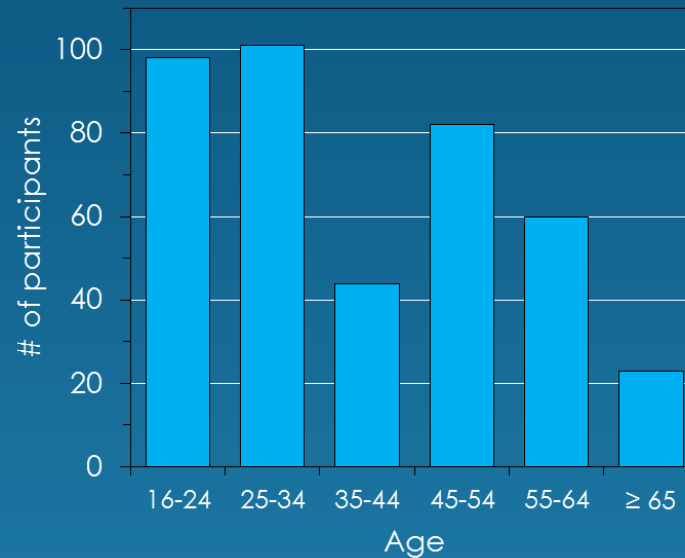
Procedure

- Web-based survey
- Members and visitors of car club and racing websites in southern Ontario
- 134 identified websites
 - 111 had an active email address
- The response rate was 26.1%

Sample

METHOD

- 408 subjects (381 male, 27 female)



- Driving frequency (h/week): $M = 14.2$; $SD = 10.8$

Measures

Motorsport involvement

- “Have you ever attended an official racing event as a **SPECTATOR**?”
- “Have you ever been a **DRIVER** in an official racing event?”

A new category formed including;

- 136 only spectators
- 224 drivers
- 48 not involved

Measures

Sensation seeking

- Driving-specific measure
- 8-item Driver Thrill Seeking Scale (Stradling et al., 2004)
 - “I get a real thrill out of driving fast”
 - “I sometimes like to frighten myself a little while driving”

Scored on “1=strongly disagree – 7=strongly agree”

Measures

Attitudes

- *Attitudes towards speed limits on roadways*
- *Competitive attitudes towards driving*
 - If the current speed limits on different roadways should be changed
(e.g. roads in the city, two-lane highways)
 - Scored on “1=lowered, 2=kept the same, 3=raised”

Measures

Attitudes

➤ *Competitive attitudes towards driving*

5-item scale (Patil, et al. 2006)

- “It is fun to beat other drivers when the light changes”
- “It is a thrill to out-maneuver other drivers”
- Scored on “1=strongly disagree – 4=strongly agree”

Measures

Self-reported driving violations

- 16 general driving violation items (based on the DBQ)
- Frequency of performing each violation in general
 - Exceed the speed limit in populated areas (*speeding*)
 - Honk your horn out of frustration (*aggressive driving*)

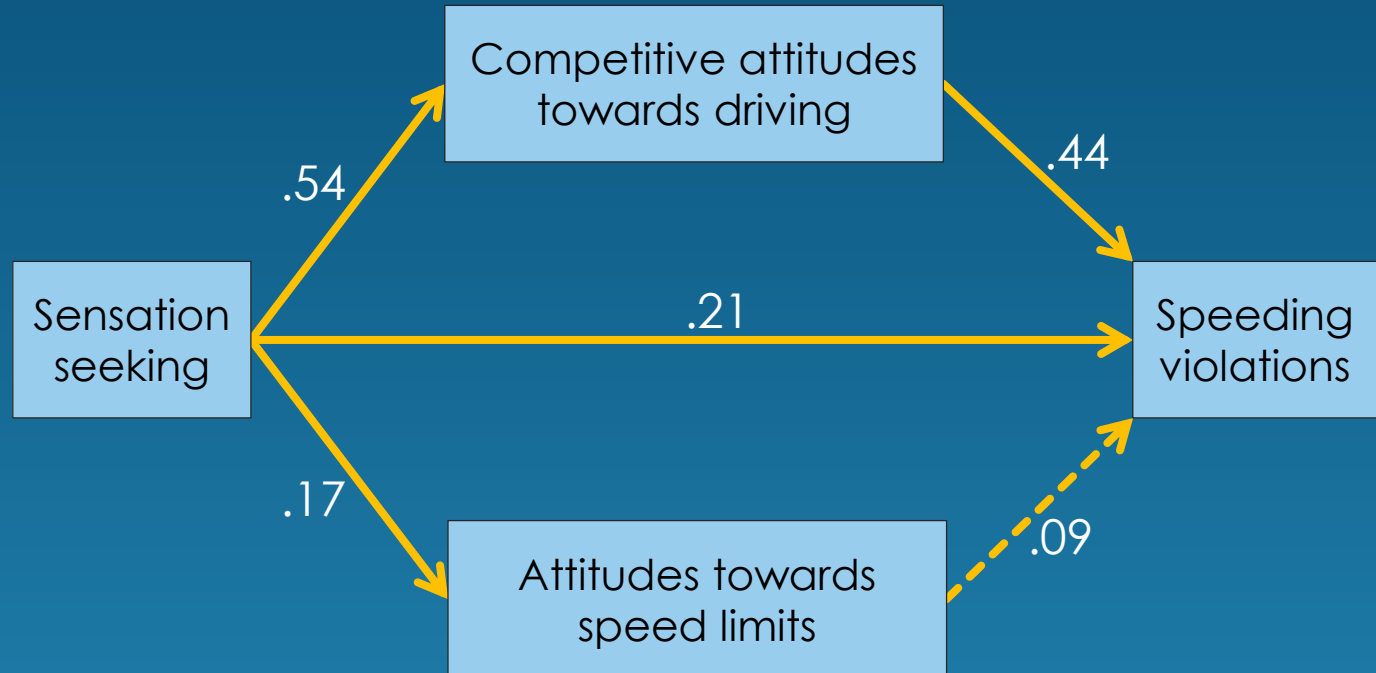
Scored on “0=never – 5=nearly all the time”

Factor analysis:

- speeding violations & aggressive violations

Path analysis

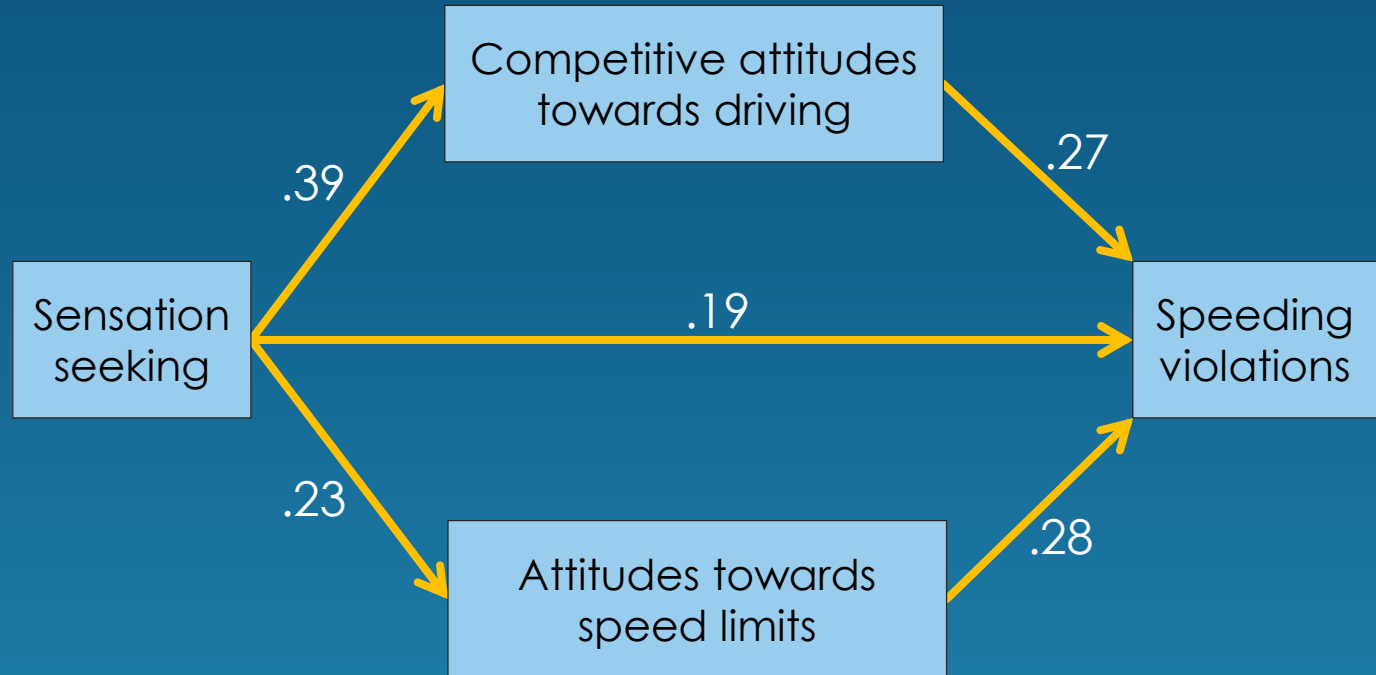
Spectators:



$\chi^2/df=1.58/1$; RMSEA=.065; SRMR=.03; CFI=1.00

Path analysis

Drivers:



$\chi^2/df=1.02/1$; RMSEA=.01; SRMR=.02; CFI=1.00

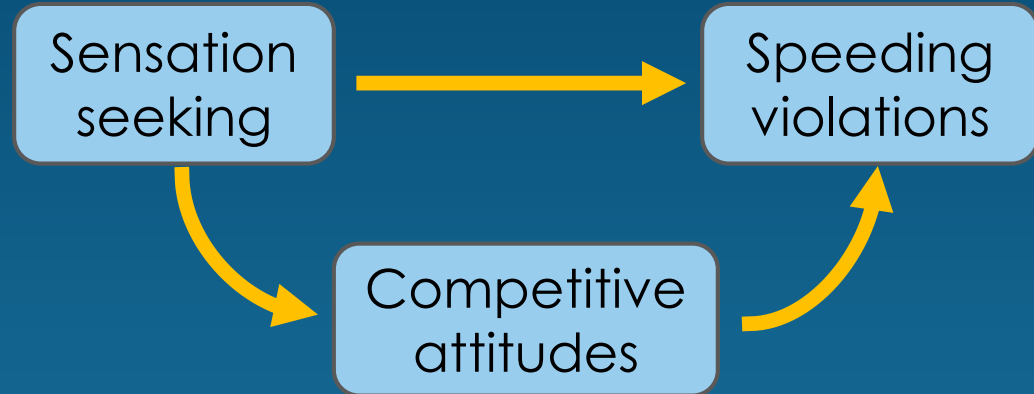
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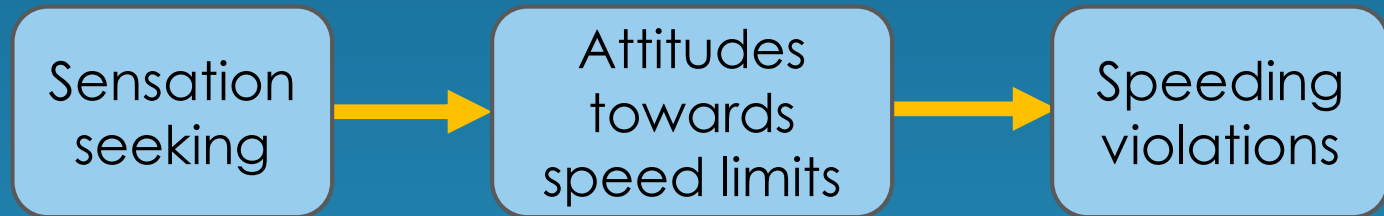
RESULTS

DISCUSSION

Spectators & Drivers



Only Drivers





THANK YOU

(email: zumruty@gmail.com)