

The Effect of Cinematic Portrayals of Aggressive or Risky Driving on Speeding Behaviour

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Introduction

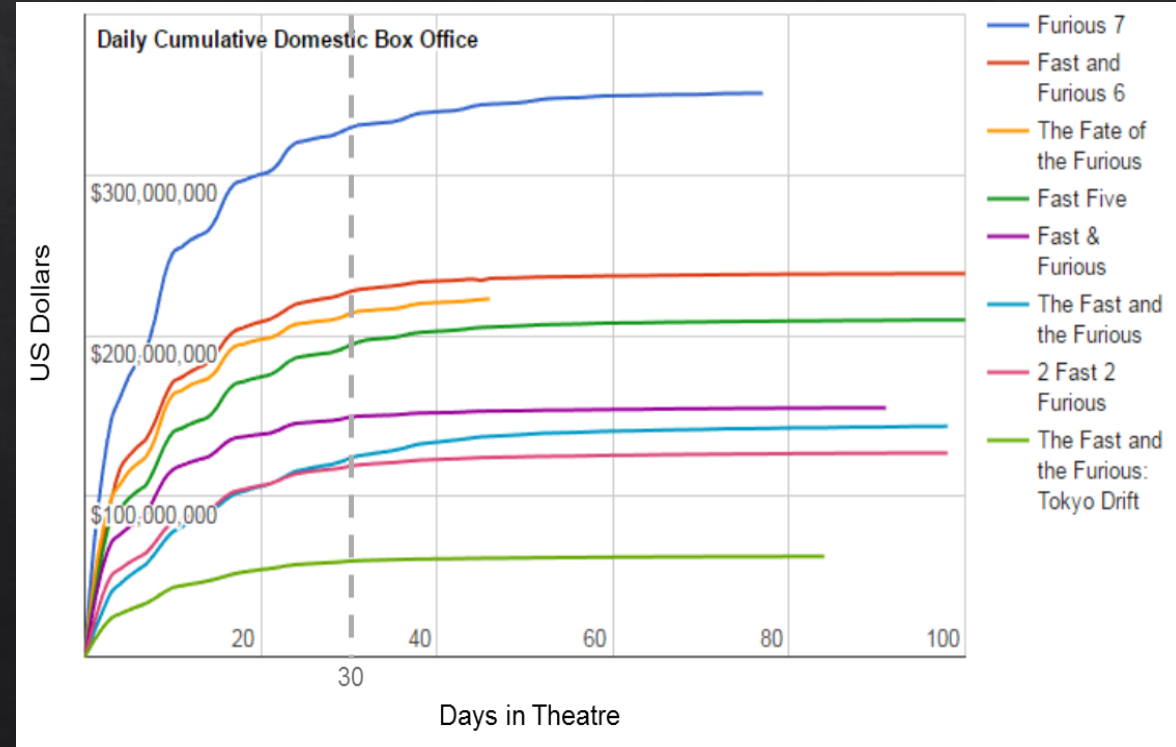
- Aggressive driving & media glorifications
- Imitation/Modelling
- NASCAR broadcasts & aggressive driving accidents (Vitaglione, 2012)
 - West Virginia accident reports
 - Significant decrease on day of race
 - Significant increase on fifth day post-race
 - Delay in modelling?
 - Sensitive measure?



Aim of Current Research

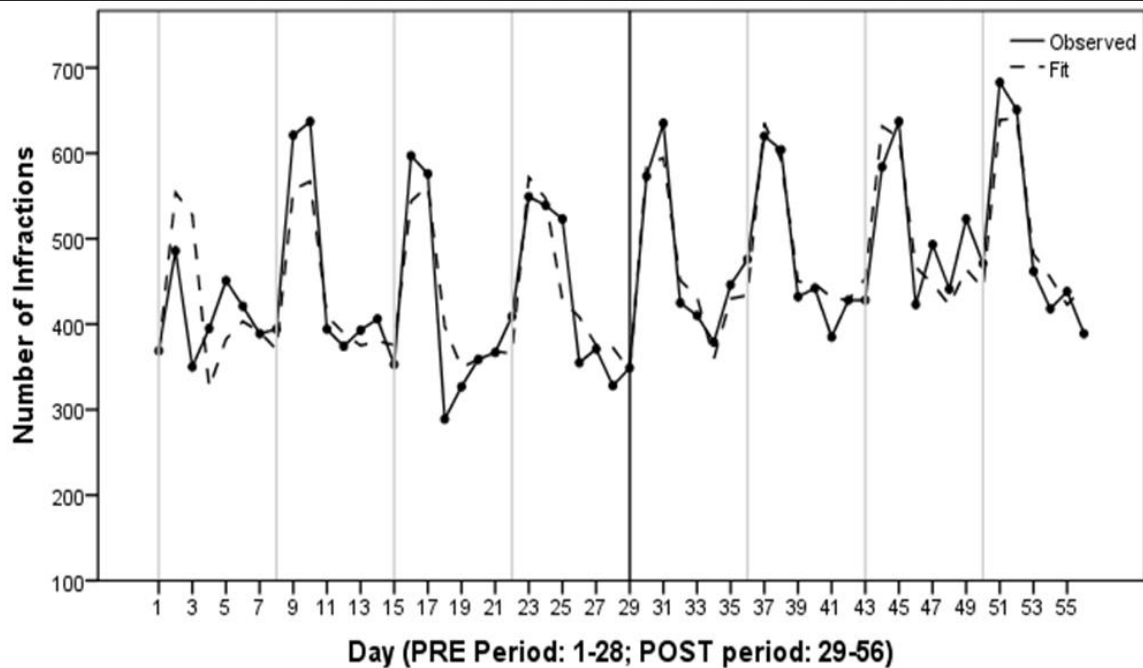
- To investigate capacity of motion pictures, depicting aggressive or risky driving, to influence imitation or modelling of speeding behaviour
- Hypotheses:
 - Increases in number of speeding infractions observed when motion pictures released & playing in theatres
 - Changes most noticeable during first two weeks post-movie release

- Time Periods
 - Greatest increase in domestic box office within first 30 days in theatres
 - Four week pre- & post-movie release time period selected
 - Friday marked first day of pre- & post-periods, weeks, & weekends
- Time series regression analysis

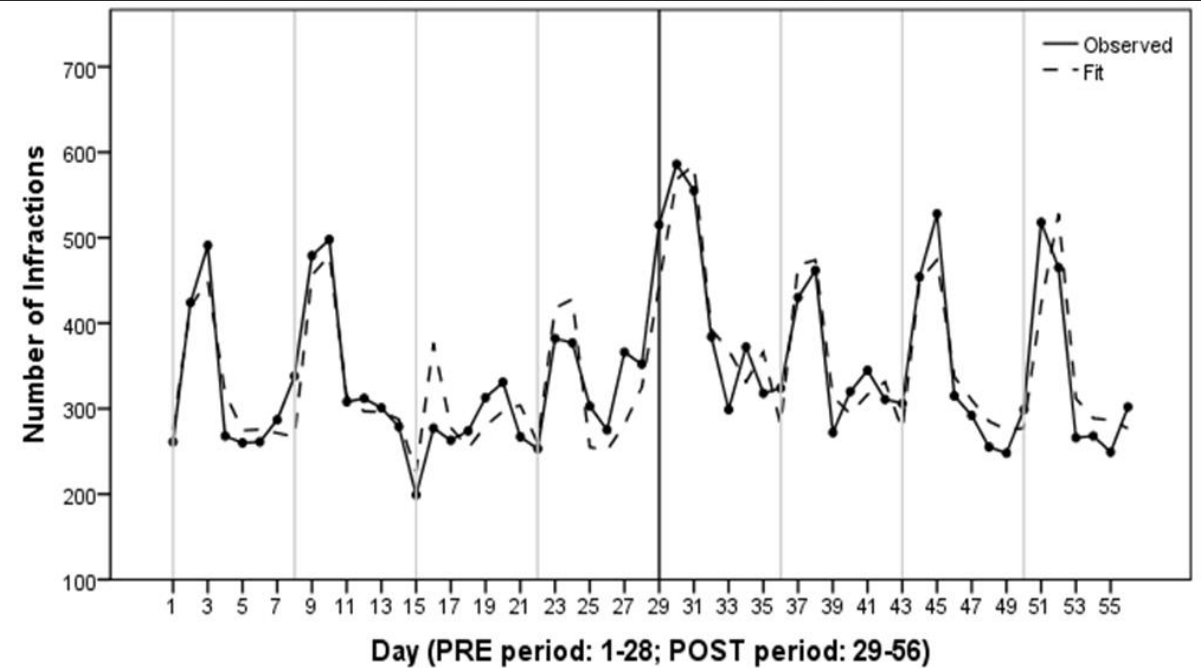


Results

- Time series models
 - Control variables: Precipitation, traffic volume, Saturday, & Sunday
 - Phase variables: Post-movie release weeks (#1) & weekends (#2)



Fast and Furious 6



Furious 7

Furious 7

- Significant control variables:
 - Precipitation & Saturday
 - Sunday (Model #1)
 - Traffic volume (Model #2)
- Significant phase variables:
 - Post-movie release Week 1
(estimate = 84)
 - Post-movie release Weekend 1
(estimate = 102)

Easter 2013 & 2014 Comparison Analyses

- Same significant control variables for each model
- No significant phase variables
- Good Friday & Easter did not account for increases in speeding infractions opening week & weekend

Fast and Furious 6

- Significant control variables:
 - Precipitation, Saturday, & Sunday
 - Traffic volume (Model #2)
- Significant phase variables:
 - Post-movie release Week 2, 3, & 4 (estimate = 67, 87, & 90)

2014 Comparison Analyses

- Similar pattern of significant control variables
- Same significant post-movie release Week 2, 3, & 4
- Increases in speeding infractions for post-movie release weeks 2-4 not unique to movie release

Conclusions

- Evidence of early modelling effects of aggressive driving (i.e., speeding) following release of *Furious 7*
- Opening weekend & first week
- *Furious 7* vs *Fast and Furious 6*
- **Implications:**
 - Increase enforcement
 - Target movie-goer
 - Raise driver awareness
 - Production company messages & disclaimers

