

DAAD GSSP 2020

Project 1

Influencing Factors for Route Choice in Urban Environments

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As more and more communication becomes available in cars (Car2X, 5G), cooperation between human drivers with individual preferences and current aims of traffic management with dynamic goals (increase efficiency, avoid congestion, increase sustainability) becomes possible. The question remains how to influence drivers in this situation. At the moment, manipulative strategies are developed presenting information differently, selecting information which is thought to increase compliance and avoiding information which might lead to negative decisions. However, an increased acceptance may be gained by establishing cooperation, exchanging information and goals and negotiating respective behaviours. The dissertation first explores influencing factors which may further or hinder the selection of a certain route and then develops interaction strategies which lead to the cooperation described above. The approach is validated by studies in the driving simulator.

Prerequisites for working on this topic are a master's or diploma degree in psychology as well as sound experience with using SPSS or R. Experience in the field of traffic psychology, in particular in carrying out driving simulator studies, is helpful.

