Trends in Driver Distraction

John D. Lee
Department of Industrial and Systems Engineering
University of Wisconsin-Madison
New types of distraction
Many new types of driving and non-driving distractions
20+ Million lines of code

In the navigation system

http://spectrum.ieee.org/green-tech/advanced-cars/this-car-runs-on-code
Attentive cars as an answer

Trends in distraction

- New distractions that seem like the old, but are not—selecting from a list of songs
- New devices brought into cars with a dramatic new capacity to distract
- Increasing computerization of cars with behaviors and warnings that can distract
- The rapid rate of technology change exceeds that of policy
- Attentive cars can complement the limits of regulations, public awareness, and training