

TABLE 23
SOCIAL DESIRABILITY SCALE

<i>Item</i>	<i>Variable and Items</i>	M	SD
№	Compliance with Regulations(Cronbach’s alpha=0.65)	14.70	2.65
1.	I keep calm in congestion.	2.78	0.86
2.	I observe the traffic regulations even if is unlikely to be offended.	3.12	0.84
3.	I am a conscientious driver in traffic.	3.15	0.80
4.	I don’t drive a vehicle at a speed exceeding the legal limit.	2.28	0.89
5.	I maintain proper following distance.	3.37	0.72

TABLE 24
SIGNIFICANT CORRELATION COEFFICIENTS BETWEEN SOCIAL DESIRABILITY AND ATTITUDES TOWARDS RISKY BEHAVIOR ON THE ROAD

	Driving after Drinking	Communication	Limits	Peer Pressure
Social desirability	0.643**	0.477**	0.552**	0.340**

p < 0.001, p<0.01

CONCLUSION

Problem areas were defined on the basis of the literature that are related to the influence of socio-psychological factors upon risky behavior on the road. In addition, nine scales were developed that describe attitudes and behaviors related to risky driving behavior. The Schwartz questionnaire was also utilized to determine the relations between cultural values and the influence of the culture of the environment upon driving behavior. A 4-step Likert scale was used for this purpose, with the middle degree (“do not know” or “neither”) dropped. A scale modified in this manner entails a forced choice in defining one’s attitudes and behavior.

The method we developed and employed in the pilot possesses good design validity and reliability. The response data produced by the various individual items present a picture that describes problematic behavior on the road. This includes driving after alcohol use, speeding, using a mobile phone while driving, and following the bad examples of friends.

The results obtained from employing Schwartz’s culture categories confirmed our hypothesis that that they are interrelated with the scales we developed. Our data also confirm the arguments and claims in the literature that socio-cultural factors exert an important influence upon patterns of behavior on the road (Gaudry and Lassarre 2000).

All three major bipolar contradictions that society must resolve are reflected in attitudes and behavior concerning driving. More frequent risk behaviors in driving are primarily associated with such values as (intellectual and affective) autonomy, egalitarianism, and mastery. These results have a direct relevance to future traffic safety policies and accident prevention.

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