

**Trends in Use of
Mobile Devices**

AY 2010-2011

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OR

ON THE ROAD



What are the Trends?

TRENDS IN USAGE

- WHERE IS IT HAPPENING?

Trends in Lifestyle

Trends in the News

Today's News Story:

Hands-Free Info

U.S. teen imprisoned for texting death
April 13, 2011

A young driver who killed a passenger while read-
ing a text message while driving, has been
sentenced to 10 years in jail.

Prosecutors argued Monday that the 19-year-old
boy, who was charged with manslaughter, was
distracted by his cell phone while driving. The
boy's attorney said his client was not responsible
for the death.

On Monday, the boy was sentenced to 10 years in
jail. He will be released in 2021. The boy's
attorney said his client was not responsible for
the death.

Hands-Free news update:
Lawmakers are looking for
ways to make it easier to use
cell phones while driving.

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Zits

By Jerry Scott and Jim Borgman

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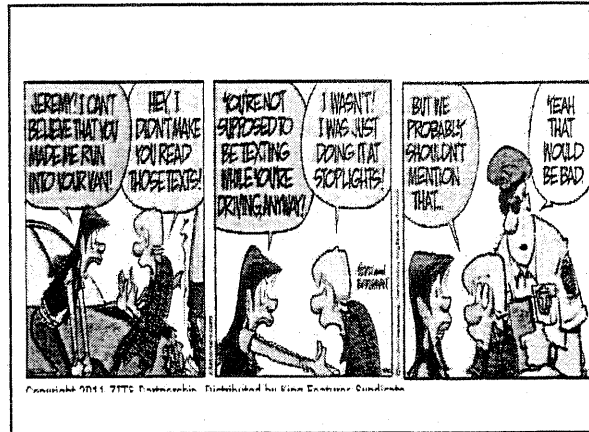
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Sara

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We now have since 2000 reached 100 million wireless service subscribers—more than 1/3 of us population has cell phone.

THE CELL PHONE
© 2000 Verizon Wireless

According to the National Safety Council, the use of cell phones while driving increases chance of getting into crash by 400%

- HOW BAD IS IT?**
- Study from Carnegie Mellon University found just listening to a cell phone while driving can reduce brain activity associated with driving 37%
 - Hands-free devices just as distracting as handheld models

Insurance Institute for Highway Safety analysis of 120 separate cell phone studies found that chances of an accident increases whether a driver is using hands-free devices or a hand-held phone.

HOW BAD IS IT?

- In 2008, distracted driving caused 16% of all fatalities and 21 percent of crashes resulting in injury-515,000 wounded
- Latest statistics from NSC show 28%, or 1.6 million a year, caused by cell phone use

TRENDS IN THE COURTS

- March 2010: San Antonio Police Officer's Car Kills One, Injures Another. Officer Using Phone At Time Of Accident. Lawsuit Filed March 30
- December 2009: Jennifer Smith's Mother Was Killed By A Driver Talking On A Cell Phone In Okla. Filed Lawsuit Against Companies That Provided Driver's Phone And Wireless Service

Trends with Young Drivers


Teen Drivers Why High Risk?

- BRAIN IS NOT FULLY MATURE-
- THE AREA OF THE BRAIN THAT WEIGHS CONSEQUENCES, SUPPRESSES IMPULSES AND ORGANIZES THOUGHTS DOES NOT MATURE FULLY UNTIL AGE 25
- HORMONES-
- INEXPERIENCE

DWT: R U AN IDIOT?

- AAA estimates nearly 50 percent of teens admit to texting while driving
- The increased reaction times caused by DWT were greater than those caused by alcohol consumption to the legal limit and marijuana use.

UK researchers report that drivers' reaction time slowed 35 percent and their steering control decreased 91 percent when they sent and received text messages in a driving simulator. One researcher puts the crash risk for DWT at the level of driving after consuming three to four alcoholic drinks.



TWD

- Twd: Eyes Off Of The Road For 4.6 Seconds Out Of Every 6 Seconds
- Meaning That At 55 Mph Driver Will Have Eyes Off Road For More Than Length Of Football Field
- Twd= 20x More Likely To Crash

THIS JUST IN...

TEENS.....

SEX.....

DRUGS.....

And.....

HYPER-TEXTING

Trend- Commercial Drivers



Trend= Federal Law


- OCTOBER 2009: BAN ON USE OF CELL PHONES IN FEDERAL VEHICLES OR ANY VEHICLE WHILE ON GOVT. BUSINESS
- MARCH 31, 2010: US TRANSPORTATION SECRETARY ANNOUNCED FED RULE PROHIBITING TEXTING BY INTERSTATE COMMERCE TRUCKS AND BUSES

State Laws:

- No State Yet Completely Bans All Types Of Cell Phone Use
- Novice Drivers: ~~21~~ 30 States, Including Texas Ban Cell Phone Use By Young, Novice Drivers
- Only ~~17~~ 19 States So Far Ban Use Of Cell Phone By School Bus Drivers!
- ~~20~~ 31 States Ban Text Messaging For All Drivers (12 new in 2010)
- 8 States ban all drivers from using handheld phone

DONT DIAL AND DRIVE IN NEW JERSEY

- Are These Bans Effective?
- Since March 2008, In New Jersey, 224,725 Citations Have Been Issued, 9,770 A Month For Violating State Cell Phone Law
- Study Showed That Twd Increased 40% Between 2008 & 2009 In Nj
- Fine Is \$100, Plus Costs



TEXAS LAW

- Sec. 545.425Tc: Use Of Wireless Communication Device
 - No Use Of Wireless Device In School Crossing Zone
 - Except If Vehicle Is Stopped Or
 - Hands-free Device
 - City Must Post Sign
 - No Use Of Wireless Device Which Operating Passenger Bus With A Minor Passenger Unless Bus Is Stopped
 - Exception: Emergency

TEXAS LAW

- SEC. 545.424 TC:
 - (A) person UNDER 18 MAY NOT OPERATE VEHICLE DURING FIRST 12 MONTHS OF DL WHILE USING A WIRELESS DEVICE, EXCEPT IN CASE OF EMERGENCY
 - (B) Person Under 17 With Restricted Motorcycle License During First 12 Months Following Issuance Of DL May Not Operate Motorcycle Or Moped While Using A Wireless Communication Device, Except In Emergency

SEC. 545.424 TC

***SECONDARY ENFORCEMENT:**
 (e) Peace officer may not stop vehicle or detain operator for sole purpose of determining whether operator violated this section.

DEFINED

- Wireless Communication Device:
 - Means A Handheld Or Hands-free Device That Uses Commercial Mobile Service As Defined By 47 Usc, Sec. 332

DEFINED

- Hands-free Device:
 - Means Speakerphone Capability Or Telephone Attachment Or Other Equipment, Regardless Of Whether Permanently Installed In MV, That Allows Communication Without Use Of Either Hand

MUNICIPALITIES

- The Austin, Texas Cell Phone Law:
"A driver of a motor vehicle may not use a wireless communication device to view, send, or compose an electronic message or engage other application software while operating a motor vehicle."
- The new ordinance does not prohibit talking or dialing a cell phone or engaging in the prohibited behavior while a vehicle is stopped, emergency situations or affect GPS interaction.
- ORDINANCE NO. 20091022-028

- STEPHENVILLE
 - BANNED TEXT AND HAND-HELD-\$200
- EL PASO
 - NOTEXTING OR HAND-HELOD-\$500
- GALVESTON
 - BANNED TEXTING-\$500
- MISSOURI CITY
 - BANNED TEXTING

TRENDS IN TECHNOLOGY

- FOCUS DRIVEN
 - www.focusdriven.org
- TEXTECUTION
 - Software program

- New Software—End Texting and Driving:
- Zapmytext.com
 - Blocks all texts, emails, and internet browsing when car going more than 10 mph
 - \$4.99 month – works with most smart phones

TRENDS IN TECHNOLOGY

- GPS SOFTWARE-
 - APPLICATIONS THAT INTERRUPT OPERATION OF PHONE IF CAR MOVING AT PRESET SPEED
 - (Illume's IZUP, United Efficiency's TXTBlocker)
 - DriveAssist for Teens by Aegis Mobility- redirects all communications to message center when car is moving

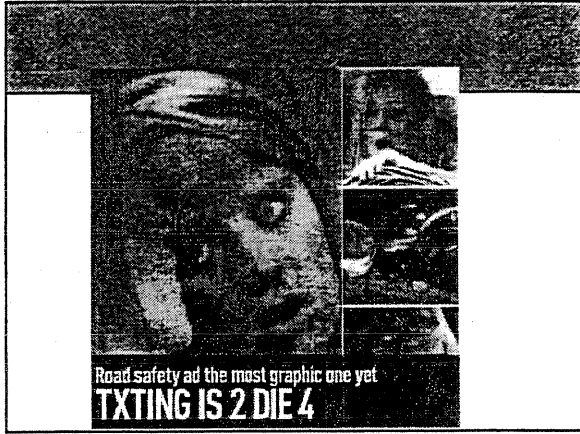


And Other Trends

- PSA are Running in All 50 States
 - Most are Paid for by the Telecom Industry
- Yet, Telecom Industry has been Integral in Killing Related Legislation
- Many Doubt if anyone has the Muscle to Push Through Meaningful Change.

CHANGING BEHAVIORS:

- VERIZON: A LOT OF PEOPLE WANT YOU TO GET HOME SAFELY, SO PLEASE DON'T TEXT AND DRIVE.

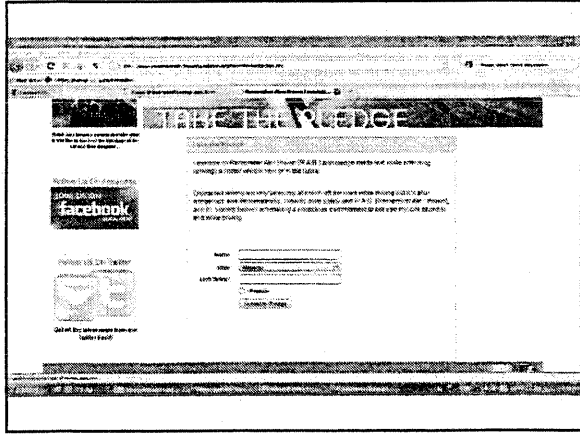


"WHERE U AT?"

"THIS IS THE TEXT MY DAUGHTER WAS READING WHEN SHE DROVE INTO ONCOMING TRAFFIC"

NO TEXT IS WORTH DYING FOR

www.youtube.com/watch?v=DebhWD6ljZs



RESOURCES

- STATE CELL PHONE LAWS:
 - www.ghsa.org/html/stateinfo/laws/cellphone_laws.html
- US DOT SITE:
 - www.distraction.gov
- FCC DISTRACTED DRIVING CLEARINGHOUSE
 - http://www.fcc.gov/cib/driving_clearinghouse.html
 - www.distraction.gov
- TRY THIS SIMULATION:
<http://www.nytimes.com/interactive/2009/07/19/technology/20090719-driving-game.html>
- The Oprah show on January 15, 2010:
 - <http://www.oprah.com/oprahshow/Watch-the-Full-Hour-Americas-New-Deadly-Obsession-Video>

Thanks for
your
attention!
(Here and on
the Road!)

