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UCC team studying young drivers' behaviour

RESEARCHERS at UCC are working with insurance company Liberty to examine the behaviour of young drivers and accident risk factors.

The research will be a comprehensive review of existing international and national findings focussing on driver attitudes and behaviours.

Dr Marica Cassarino, a post-doctoral researcher at the School of Applied Psychology in UCC will review published research material examining the key differences between young drivers and the rest of the population, with a particular focus on accident risk factors.

The research will be conducted over a six-month period. The final research product will be published by the researchers as a long journal review article, as well as a public information document published by Liberty Insurance.

Deirdre Ashe, director of Personal Lines at Liberty Insurance said there has been an extensive number of studies undertaken internationally on the important topic of driver behaviour.

"But what we don't have is a review of these studies on the specific attributes and behaviours of young drivers," she said.

"We're seeking insights gleaned through academic analysis which will inform our current understanding of this vast topic in a tangible way. The research supports our ambition of encouraging safer driving among our customers and consumers on Irish roads."

The project will be led by Doctor Gillian Murphy, Lecturer in the School of Applied Psychology at University College Cork.

"We're looking forward to conducting the research and publishing our findings aimed at reducing accident rates among young drivers in Ireland," she said.