The Impact of Culture on Road Safety in Jordan

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Road crashes in Jordan

Source: JTI 2011
Jordan vs. Australia

Source: WHO 2013

Deaths/100 000 Population
Est. Death/100 000 Population
Deaths/ 10 000 Vehicles
Est. Deaths/ 10 000 Vehicles

Jordan
Australia

<table>
<thead>
<tr>
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<th>Jordan</th>
<th>Australia</th>
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<tbody>
<tr>
<td>Deaths/100 000 Population</td>
<td>10.8</td>
<td>6.1</td>
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<tr>
<td>Est. Death/100 000 Population</td>
<td>22.9</td>
<td>6.1</td>
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<tr>
<td>Deaths/ 10 000 Vehicles</td>
<td>6.2</td>
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<tr>
<td>Est. Deaths/ 10 000 Vehicles</td>
<td>13.1</td>
<td>0.8</td>
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Crash Causation

Vehicle

Human

Environment
The Approach

• The Middle East Driver Behaviour Questionnaire (MEBQ)
  – Demographic characteristics
  – Driving habits
  – Attitudes
  – Behaviours
  – Traffic law enforcement
  – History of traffic violations and crashes.
Respondents

1600 → 587 (37%) → 42 (7%) → 545

- 84% males and 16% females
- 35% single and 63% married,
- 55% HS or less, 42% university degree and 3% postgraduate degree.

- Crashes (5 years) Avg: 0.87 (SD: 1.5)
- Fines Avg: 2.9 (SD: 5.3)
- Speeding Avg: 0.86 (SD: 1.5)
- Running red light Avg: 0.43 (SD: 1.13)
- Driving on the wrong lane Avg: 0.43 (SD: 1.2)
Safety responsibility as perceived by drivers

- Police: 29%
- Drivers: 63%
- Peds: 15%
- Gov't: 17%
- Councils: 19%
- Passengers: 10%
Self rating

- Much better: 30%
- Better: 21%
- Slightly better: 15%
- Average: 23%
- Slightly worse: 4%
- Worse: 1%
- Much worse: 2%
Self vs. Others

- Using mobile phones while driving: 86% Self, 41% Others
- Texting/Reading msgs: 34% Self, 38% Others
- Speeding: 86% Self, 41% Others
- Running redlight: 86% Self, 41% Others
- Traffic law should be obeyed: 72% Self
Decision to fine violated driver

- Hierarchy: 17%
- Network: 20%
- Position: 16%
- Treating Pol.: 18%
- Pol. Mood: 37%
- Risk involved: 21%
- Other people: 5%
- Others: 2%
Other Results

- Social hierarchy and personal relations and avoiding fines (67%)
- People with no influence receive fines (45%)
- Traffic rules are not enforced on people with authority (58%)
- Fines can be withdrawn after being issued (53%)
- Tolerance worsens the road safety environment (40%)
- Violating traffic laws is against religious rule (50%)
- Nepotism (*Guanxi*) in getting license (58%)
- Nepotism affects road safety negatively (67%)
Conclusion

• Drivers are predominantly males
• Drivers have high self image, masculinity and macho attitudes
• Different punishments for different violations/ violators (socio-economic)
• Social hierarchy to encourage compliance
• Positive cultural and religious values to improve safety
• Redefine the social acceptance of behaviours on roads
• Building trustful relationship between drivers and authorities
• Elimination of networking, nepotism, tolerance abuse..
• Fair and strict enforcement

• And always **POLITICAL WILL**
Thank You!