

User and societal awareness and acceptance



This thematic interest group brings the user's and society's perspective into the current debate on automated connected driving (CAD). It focuses on the acceptance of automation and automated road transport, the needs for more awareness on the societal and economic benefits of autonomous driving and the needs for building users' trust in the new technologies.

Challenges

- Road users are not aware of the advantages and possibilities of CAD and about safety and liability matters which directly impact their trust
- Users concerns over data protection and cybersecurity
- CAD costs remain high for some segments of the population
- Generational gap will affect acceptance of CAD, young people will be more willing to take advantage of new technologies and new mobility trends

Research Needs

- Investigate how CAD can be integrated into new mobility trends such as car-sharing and other alternative mobility services
- Citizens and public authorities could influence the evolution of CAD but more research is needed to know what tools and processes could enable maximum influence and stimulate public debate
- Market competition, user choice and the related societal benefits can be boosted through open data policies and open data standards and platforms
- Explore until what extent trust, acceptance and adoption of road automation develop over time

Statements

- Accident liability should be removed from drivers of conditionally automated cars who show typical and reasonable user behaviour
- Drivers should have the freedom to change options for the decisions taken by the cars (e.g. driving style)
- The behaviour of automated vehicles should be predictable (without connectivity) by other road users, at least in the transition period
- The equity of citizens with respect to mobility will be affected by Automated Road Transport (ART) (cost of travelling, accessibility)
- Driving licences should be linked to the level of automation of the car

Expected Impact

- Autonomous cars will reduce accidents caused mainly by human errors, improving people's safety.
- CAD will improve travel efficiency, reducing congestion and ensuring optimal driving behavior that will improve the quality of life of citizens. Road users will save a considerable amount of time during their daily commute, for example, the time they spend parking.
- Automated trucks platooning will also economically impact society by making the transportation of goods safer and faster.

