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## The A to Z of DD

### Distracted Driving Glossary

Auditory Distraction	Any distraction that occurs when a driver temporarily or continually focuses attention on sounds other than the road and its environment.
Cell Phone	A portable, wireless phone that connects during travel from one radio reception cell to another. It is estimated more than 100 million people use cell phones while driving. A Nationwide Insurance <a href="#">public opinion poll</a> found 81 percent of the public admit to talking on a cell phone while driving.
Cell Phone Ban	A policy, law or rule that limits one's ability to talk on a cell phone while driving. Many <a href="#">states</a> have cell phone bans prohibiting texting and handheld phones. On Jan. 12, 2009 the National Safety Council called for all motorists to stop talking and texting while driving on both handheld and hands-free phones.
Cognitive Distraction	Any distraction or thought that absorbs one's attention to the point where actions and responses necessary for driving are impaired. Cell phone use while driving is a cognitive distraction because the mind focuses on the conversation instead of the road.
Crash Risk	The likelihood of being in a motor-vehicle crash. Every distraction has a different crash risk level. For example, drivers who use a cell phone behind the wheel are four times more likely to be in a crash.
"Death by Cell Phone"	<p>The National Safety Council's campaign to address cell phone use while driving. The campaign launched billboards in 67 markets and 37 states and features Linda Doyle, a 61-year-old wife, mother and grandmother from Oklahoma, and Joe Teater, a 12-year-old boy from Michigan, both of whom were killed in car crashes by drivers using cell phones.</p> <p>The title "<a href="#">Death by Cell Phone</a>" comes from the words of Linda's daughter, Jennifer Smith, describing the distracted driver who hit her mother, "He ran a red light and T-boned her car at 45 to 50 miles per hour, which was the posted speed limit. My mother died within a couple of hours from blunt force trauma to the head, neck and chest. I just call it death by cell phone."</p>
Distracted Driving	Any visual, cognitive or manual distraction that takes a driver's attention away from the primary task of safely operating a motor-vehicle. <a href="#">Distracted driving</a> is responsible for about 80 percent of all motor-vehicle crashes.

Hands-Free Phone	A cell phone that does not require the hands for operation. Allows one to dial and then talk without grasping the phone. Hands-free devices include wireless headsets, speakerphones and phones built into vehicles.
Handheld Phone	A cell phone that physically requires the hands for operation.
Hands-Free vs. Handheld Phones	<a href="#">Research</a> shows there is little difference between the driving safety risk of handheld vs. hands-free cell phones. Results show both types of phones (1) cause more accidents and driving errors; (2) impair reaction times; (3) and slow down overall vehicle speeds.
Personal Digital Assistant (PDA), Smartphone	A small, wireless device that provides information storage and retrieval capabilities for business and personal use. Allows remote access to e-mail and the internet. PDAs and Smartphones include iPhones, Palm Pilots and BlackBerrys.
Physical Distraction	Any distraction that takes a driver's hands off the wheel.
Reaction Time	The time between the application of a stimulus and the response to it. Research shows both handheld and hands-free cell phones use while driving impairs reaction time.
Research	<p><b><i>Epidemiological Research</i></b> The study of using data to find patterns of events, like disease and injury, among groups of people. Epidemiological research monitors data over time to (1) detect increases or decreases in trends (2) and changes in disease or injury distribution. This type of research finds cell phones are associated with a fourfold increased risk of crashing.</p> <p><b><i>Functional Magnetic Resonance Imaging (fMRI) Research</i></b> The study of following the change in blood flow due to nerve cell activity in the brain. fMRI research records all regions of the brain and allows researchers to see images of brain activity. This type of research is used to study associations between brain activity and driving tasks.</p> <p><b><i>Naturalistic Studies</i></b> The study of observing subjects as they go about normal activities under conditions as natural as possible. In-vehicle cameras have made it possible to conduct naturalistic studies on drivers participating in an everyday activity.</p> <p><b><i>Simulator Research</i></b> The study of using driving simulators to study human factors related to driving tasks, behavior and performance. Simulators are useful when it is dangerous or unethical to place drivers on real roads. For example, simulators are used when comparing the driving performance of cell phones with drinking alcohol.</p>

Short Message Service (SMS)	A communication service offered by cellular networks that allows the interchange of text messages between cell phones.
Text Messaging	The practice of sending written messages between mobile phones over cellular networks using the Short Message Service (SMS) available on most cell phones and personal digital assistants (PDAs). A Nationwide Insurance <a href="#">public opinion poll</a> found nearly 40 percent of teenagers and young adults surveyed sent and received text messages while driving.
Visual Distraction	Any distraction that takes a driver's eyes off the road.
Wireless Headsets	A headset that connects to a cell phone when in a close vicinity of one another. Wireless headsets give phones automatic hands-free capability. Research shows there is little difference between the driving safety risk of handheld vs. hands-free cell phones.

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