

BMF CP43: Socio-cultural influences on the relationship between friends' support and safe driving behaviors

AISDL Team

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1. Project description

1.1. Main objectives

The current study has two objectives:

1. Examine how friends' safe-driving information affects Chinese drivers' safe-driving behaviors.
2. Examine how the socio-cultural values affect the relationship between friends' safe-driving information and Chinese drivers' driving behaviors.

1.2. Materials

The mindsponge theory will be used for conceptual development, and Bayesian Mindsponge Framework (BMF) analytics will be used for statistical analysis on a dataset of 1039 Chinese drivers [1-4]. The bayesvl R package, aided by the Markov chain Monte Carlo (MCMC) algorithm, will be employed for statistical analyses [5-8]. For more information on BMF analytics, portal users can refer to the following book [9]. Data and code snippets of this initial analysis were deposited at: <https://osf.io/d4xvr/>.

1.3. Main findings

The analysis shows the safe-driving information provided by friends affects Chinese drivers'

safe-driving behaviors positively. Moreover, the relationship is moderated by the drivers' income and age, suggesting that there might be socio-cultural factors influencing the information absorption process of the drivers (see Figures 1 and 2).

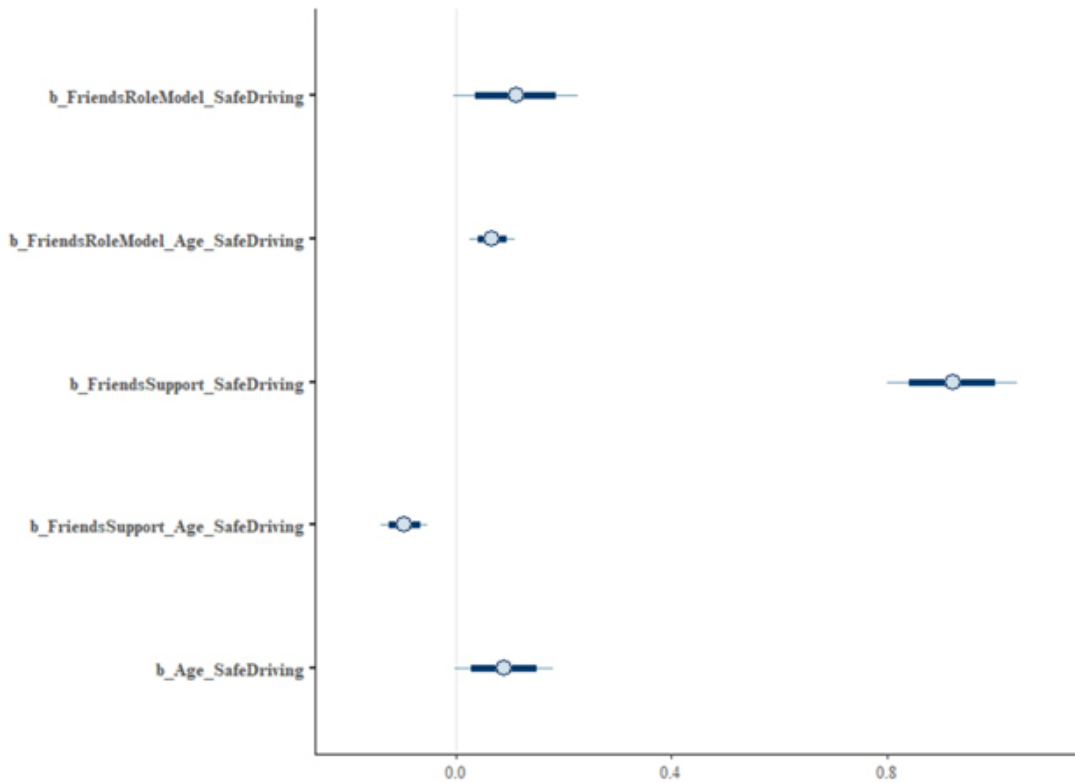


Figure 1. The moderation effects of age on the relationship between safe-driving information and safe-driving behaviors.

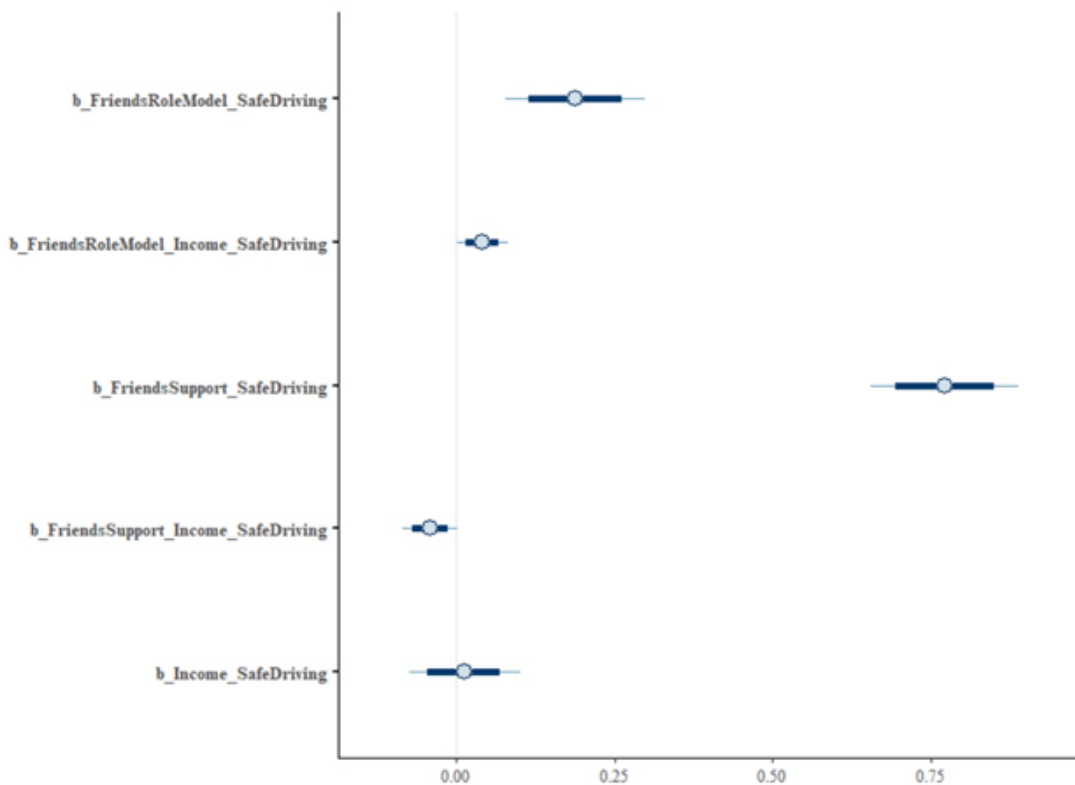


Figure 2. The moderation effects of income on the relationship between safe-driving information and safe-driving behaviors.

2. Collaboration procedure

Portal users should follow these steps for registering to participate in this research project:

1. Create an account on the website (preferably using an institution's email).
2. Comment your name, affiliation, and your desired role in the project below this post.
3. Patiently wait for the formal agreement on the project from the AISDL mentor.

If you have further inquiries, please contact us at aisdl_team@mindsponge.info

If you have been invited to join the project by an AISDL member, you are still encouraged to follow the above formal steps.

All the resources for conducting and writing the research manuscript will be distributed upon project participation.

AISDL mentor for this project: **Minh-Hoang Nguyen**

AISDL members who have joined this project: Quan-Hoang Vuong, Xiao Wang, Tam-Tri Le.

The research project strictly adheres to scientific integrity standards, including authorship rights and obligations [10], without incurring an economic burden at participants' expenses [11].

References

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