

Disseminating and Exploring the Potential Role of Social Media in Promoting Road Safety among Risk-Taking Youngsters and Youths (Phase II)



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ATRANS SOCIETY

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National Energy Technology Center (ENTEC)

27 August 2022

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Goal & Objectives

As skills for **safe driving** identified as top prevention against road fatalities, this study aims to **continue** raising road safety awareness and providing knowledge/technical skills of safe motorcycle driving to the **risk-taking youngsters and youth**.

The specific objectives are:

- 1) To **elaborate** risky perceptions of the risk-taking youngsters and youth motorcycle drivers
- 2) To **continue** generating ATRANS-original road safety knowledgeable messages or simulated risk/hazardous situations
- 3) To **continue** disseminating and publicizing via various social media channels along with other practical activities
- 4) To **conceptualize** feedback leading to research and policy implications

Comments from Advisors (as of 30 May 2022)

- I wonder if it would be necessary **to consider an approach that is combined with other effective means?**
- I wonder if it could be necessary for young people to be involved in the process of creating and communicating the content of social media? I would like you **to consider how to include opportunities for young people to proactively join the campaign activities** with the consciousness of the organizer or promotor to recognize traffic safety as each persons' affairs.
- I would like to ask the research team to make clear **how to evaluate the impact of the use of social media among young people** in order to raise their awareness of road safety and transform their actual behavior on the road. It will be very critical **to develop a set of indicators** to measure how much young people's awareness will be increased and their behavior will be actually changed.
- it would be good **to consider the dissemination of information content**, for example, by asking the opinions of influencers popular among young people.
- please **consider theoretical background and a process of behavioral evaluation** by using comparative manner in your activities
- The accident causes and target groups are too broad, and we would like **to see a more specific research plan**. For example, it has not been indicated which accident causes will be addressed to create educational messages.

Short video gaining more popularity

- **Short clip** are proved effective in gaining attention of people, reaching majority of the internet users.
 - ✓ In a final project of the 9th Training Course for Young Leadership in Democracy, **short clip** was chosen among social media to communicate importance of being responsible citizen to gen Z.
 - ✓ This was based on **a suggestion from a Thai influencer, VRZO** (<https://www.youtube.com/user/Vrzochannel>).

✓ The most popular short video gained 40,000 views.



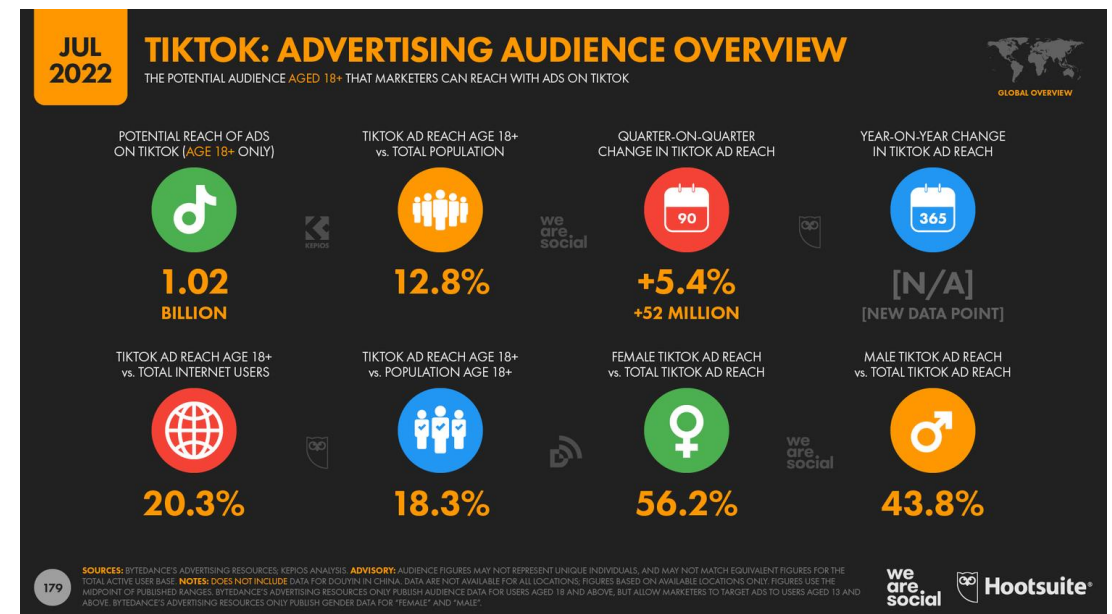
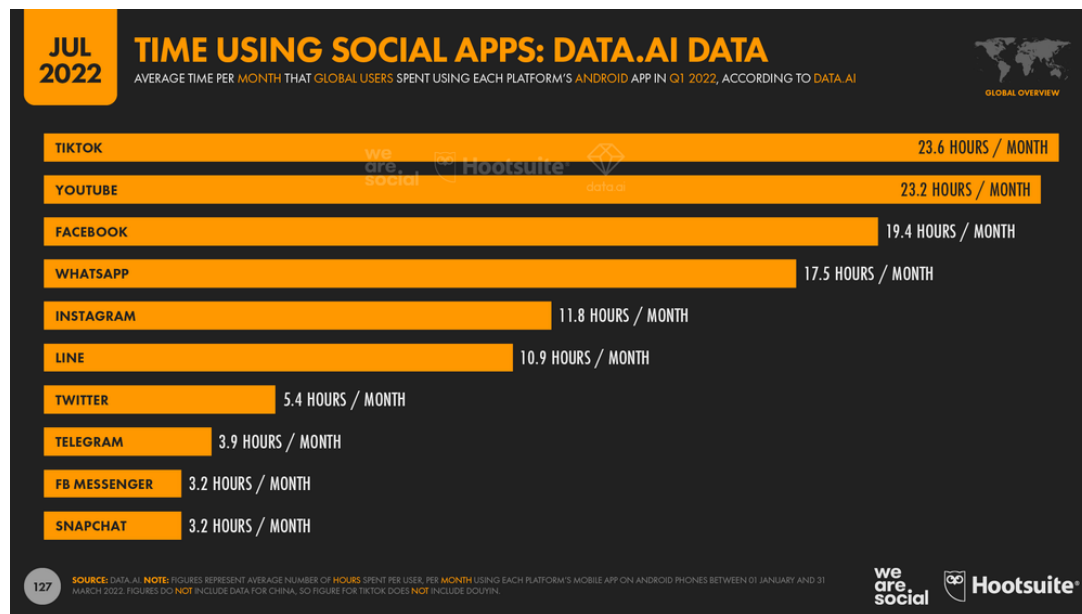
th-th.facebook.com > ... > VRZO > วิดีโอ
VRZO - ผลงานจากโครงการสอนผลิตสื่อประชาสัมพันธ์โดย VRZO...
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Facebook · VRZO · Feb 6, 2563 BE

www.facebook.com > ... > TV & Movies > VRZO > Videos
VRZO - ผลงานจากโครงการสอนผลิตสื่อประชาสัมพันธ์โดย VRZO...
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Facebook · VRZO · Feb 6, 2563 BE

ผลงานจากโครงการสอนผลิตสื่อประชาสัมพันธ์โดย VRZO ผลงานประเภท : Short Film ชื่อผลงาน : หัวหน้า(ห้อง) ชื่อทีม : Uw #พลเมืองดี

Tiktok, the interest-caught social media app in new Gen

- According to the Digital 2022: July Global Statshot Report, **Tiktok** is one of the most preferred social apps as a source of information and for internet users' entertainment.
 - ✓ Global users spend the longest time on Tiktok user with **23.6 hours/months or 95 mins a day.**
 - ✓ Over **1.02 billion potential audience** reach Advertisements on Tiktok.
 - ✓ **Internet users (78.6%) used Tiktok to look for funny and entertaining contents**, while Facebook is for messaging purposes (71.3%), and Instagram is for posting and sharing photos (70.2%).



Assumption and scope of the study

- According to Health Belief Model (HBM) developed by Rosenstock, individuals' preventive behavior is affected **by their belief in being at risk, seriousness of risk**, existence of a way to reduce incidence or severity, and higher costs vs benefits of action.
 - ✓ There is a possibility that young generation have **incorrect belief in risk** related to road usage.
- Assumption: A campaign to correct road risk perception and raise awareness of road safety through social media which help reach out to the majority of young generation can change risk-taking behavior of young generation.
- Scope: **Tiktok** clip is used as the tool to reach out to target students in a **technical school**. Students are asked to develop Tiktok clips to raise awareness in importance of **safe driving of motorcycles**. The winning teams will receive **prizes**.
 - ✓ Tiktok clip are the most popular among young generation.
 - ✓ Majority of road accidents and accident casualties are associated to motorcycles.
 - ✓ Technical school students use motorcycles as the means to commute to the school.
 - ✓ The project aims to engage the students in the stage of clip production.

Short video clips

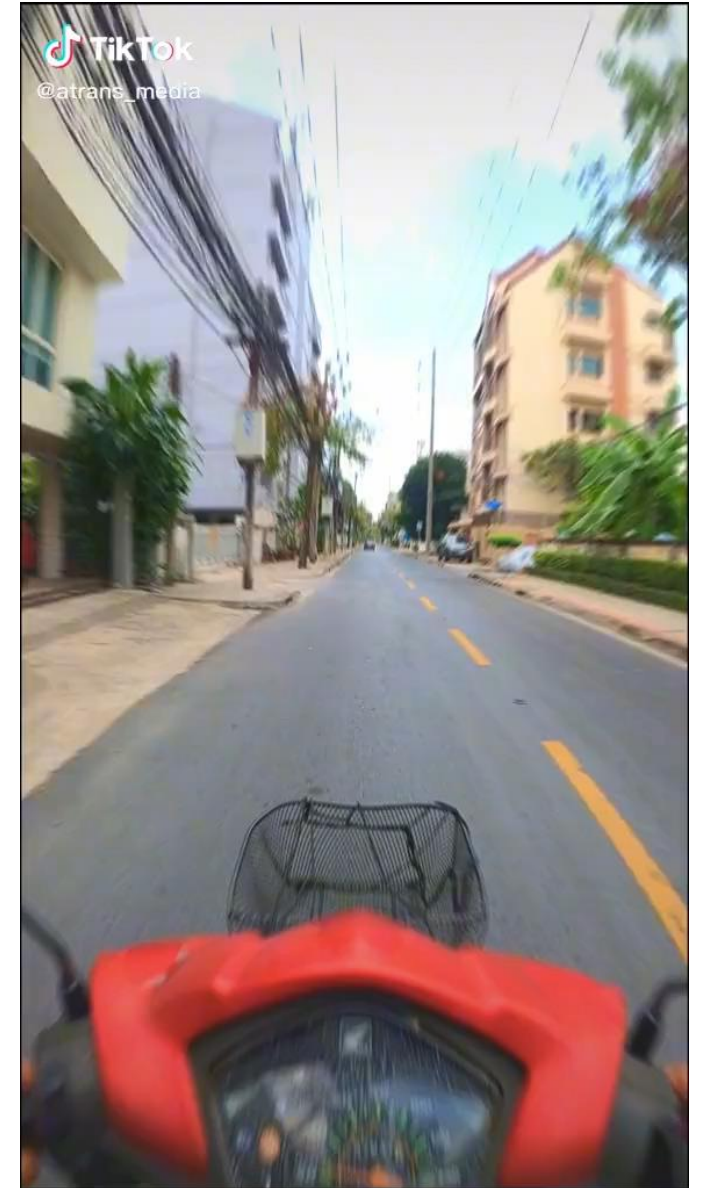


Ep.	Title	Driver's condition	Vehicle & equipment	Driving habit	Pedestrian
1	Pre-trip inspections: 5 Things to do before leaving	✓	✓		
2	Crosswalk in Thailand			✓	✓
3	Safely Fast, Smart Ride			✓	
4	Safely Walk on Different Roads				✓
5	Driving (MC) out of Soi (alley)			●	
6	Life insurance	●			
7	Fine & traffic offense.			●	

✓ On air △ In production ● planned

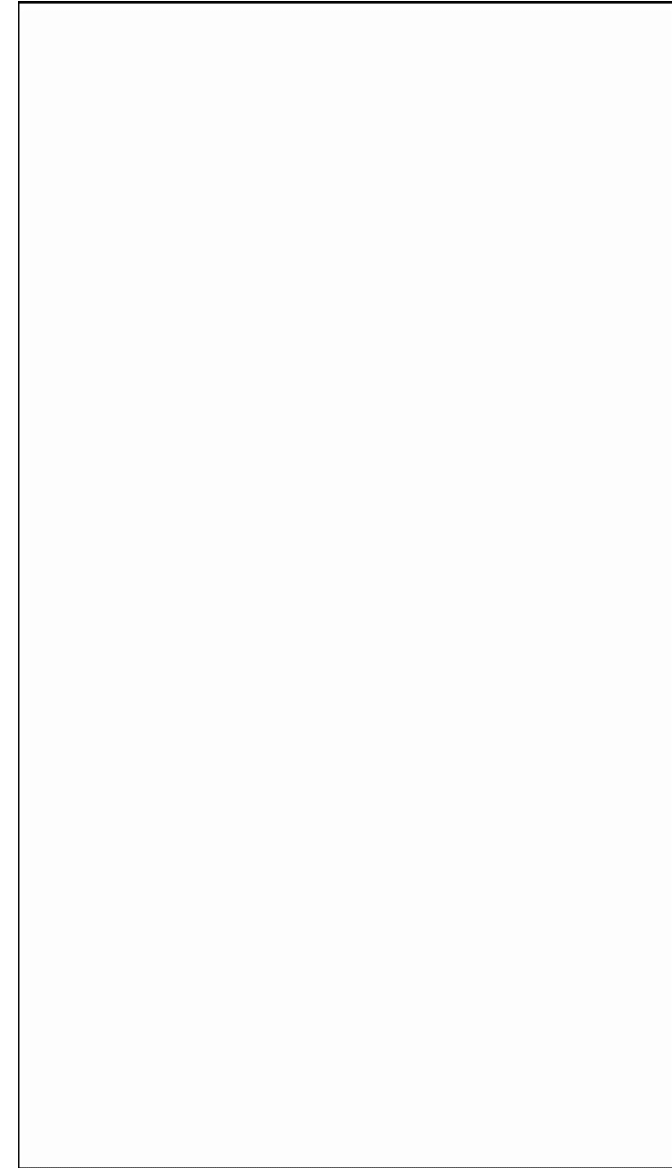
3 Episodes completed from Phase 1

https://www.tiktok.com/@atrans_media



New 2-series Episodes

https://www.tiktok.com/@atrans_media



Road safety workshop at Suphan Buri Technical School

- Workshop disseminated **three short videos** to **students** from the technical school and encourages them to participate in **quizzes** based on the video content.
 - Clip 1: Pre-trip inspections: 5 Things to do before leaving
 - Clip 2: Crosswalk in Thailand
 - Clip 3: Safely Fast Smart Ride
- Built upon the dissemination on road safety, the students were requested to **provide ideas** on **three topics** to demonstrate their road safety awareness and expectation
 - Topics 1: Current road conditions
 - Topics 2: Expected road conditions
 - Topics 3: How social media can help raise awareness of road safety
- Furthermore, **content creation contest** on road safety was arranged with **prizes**.
 - **Short video** with 30 seconds to 1.30 minutes length
 - Three themes on road safety: **100% driving license, legal customized vehicles, risky driving behavior to be avoided**

Photo gallery



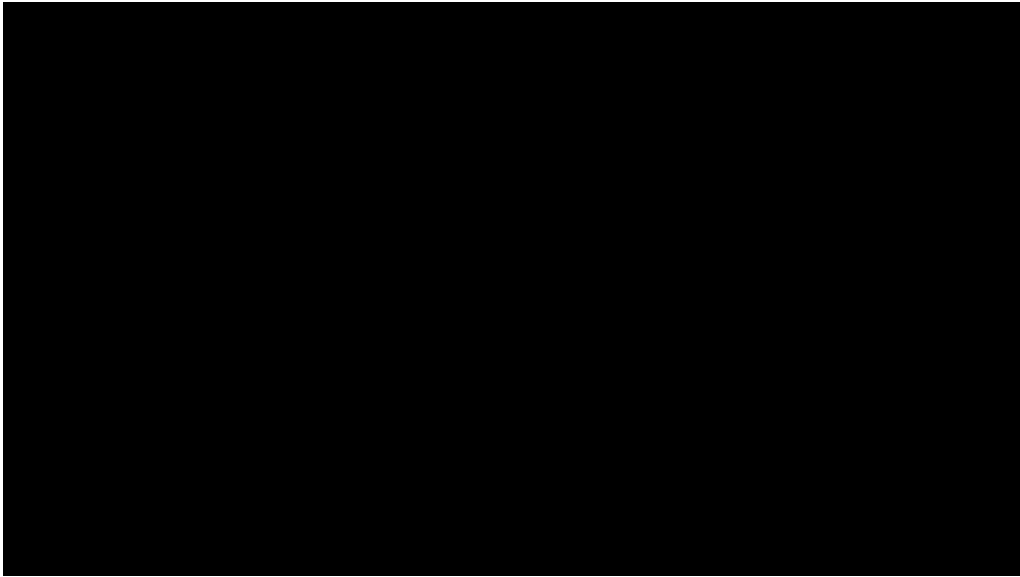
Results from quizzes on road safety awareness

- Quizzes with 10 multiple choice questions were posted to the students after three Tiktok clips
 - ✓ Clip 1: Pre-trip inspections: 5 Things to do before leaving
 - ✓ Clip 2: Crosswalk in Thailand
 - ✓ Clip 3: Safely Fast Smart Ride
- Quizzes performance of students from Suphan Buri Technical School
 - ✓ Quiz 1: 159 participants, correct answers: 35.04%, wrong answers: 64.96%
 - ✓ Quiz 2: 152 participants, correct answers: 59.35%, wrong answers: 40.65%
 - ✓ Quiz 3: 104 participants, correct answers: 50.76%, wrong answers: 49.24%
- The combination of Tiktok clips and quiz can help gain access to young generation and improve understanding on road safety to some extent
 - ✓ Creators need to create entertaining content and catch current interest of internet users, for example, viral activities.
 - ✓ Students who paid attention to the clips could correctly answer the quizzes and enjoyed them.

Analytic results from post-it notes activity

- **Current road** conditions: 109 individual ideas.
 - Technical students faced **several challenges** on road conditions, such as **holes** on a road surface (90) especially during **water-logged** (10).
 - Many routes are under-maintenance. **Traffic signs were faded** (5), heavy loaded truck causing **cracks** and **waves** (26), as well as **rugged** road surface (22).
- **Expected road** conditions: 111 individual ideas.
 - Addressing challenges above with road being **flat** (53) with **sufficient traffic light** (15) and **clear signs** (11).
 - The roads should be **bigger** (3) and **straight** (7) with **more lanes** (2). The **holes** (53) should be repaired to avoid **water-logged** (7). Some suggested **crosswalk** (2), **flyover** (2), and **underground cable** (1).
- How **social media** can help raise awareness of road safety: 108 individual ideas.
 - Different social media can **play a role in road safety**, including **campaign** (3), **short clips** (3) on **obeying traffic rules and regulations** (41). Especially, driving with consciousness, operational **traffic light systems** (7) in local areas are among interested topics.
 - Suggested channels: **Facebook** (5), **Twitter** (1), **Instagram** (1), and **Tiktok** (1). The students also mentioned social participation, for example **sharing post** (6) is important for reaching out to other internet users.

Clips by technical school students



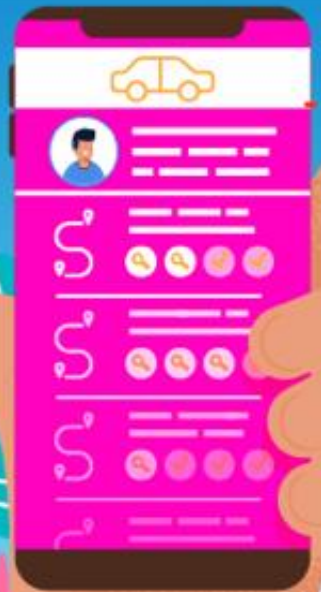
Conclusion, challenge and recommendation for future

- Conclusion
 - It is proved that **social media (Tiktok)** help reach out to **the majority of young generation**.
 - The students enjoyed entertaining video content. Therefore, **Tiktok and web-based quiz** could be the effective means for communicating importance of road safety.
 - Road safety awareness of technical school students improved through social media, and some of them were able to produce similar awareness raising content.
- Challenge
 - Student's participation level **decreases over time**.
 - Prizes are not sufficient to get involvement of most students in content creation contest.
- Recommendation for future
 - **Quizzes** should be used for upcoming activities, since they help attract students' attention.
 - For the workshop, **outdoor activities or competitions**, for example, practice on driving skills, and adventurous mini-games, after the social media contents can maximize the understanding of the students



Education
& Communication are key

for
Road Love — No Road Rage



Thank you very much

To Road Safety

