



Traffic Safety Culture

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Message from the Guest Editors

Dear Colleagues,

Traffic safety culture (TSC) is an emerging concept in the field of traffic safety research. It refers to “a set of shared patterns of behavior, norms, and expectations relating to certain road safety behaviors”. This definition implies a relationship between beliefs, attitudes, and behaviors. Individuals who hold certain beliefs are more likely to act in specific ways. Across different societal structures and populations, traffic safety culture paradigms aim to empower individuals and organizations to make safer transportation decisions by transforming their values and attitudes. Therefore, developing safe TSC requires an in-depth understanding of the prevailing culture of each population. This helps to identify high-risk road users, support the decision-making process regarding traffic safety policies and programs, and assists with the implementation of a zero-fatality road system.

Despite numerous attempts to study cultural transformation related to traffic behavior, [...]

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