Follow this and additional works at: [http://ir.uiowa.edu/drivingassessment](http://ir.uiowa.edu/drivingassessment)
TRAFFIC: WHY WE DRIVE THE WAY WE DO (AND WHAT IT SAYS ABOUT US)

Tom Vanderbilt

NISSAN DISTINGUISHED KEYNOTE LECTURE

The talk will present findings and implications from the New York Times bestselling book “Traffic: Why We Drive the Way We Do (and What It Says About Us),” including the dynamics of traffic flow, the social interactions of drivers, the perceptual illusions and cognitive biases to which humans behind the wheel are prone, the relationship between the built environment and our behavior, among other aspects of this complex, yet overlooked, everyday activity. There will be a particular focus on the role of science in effecting behavioral change.