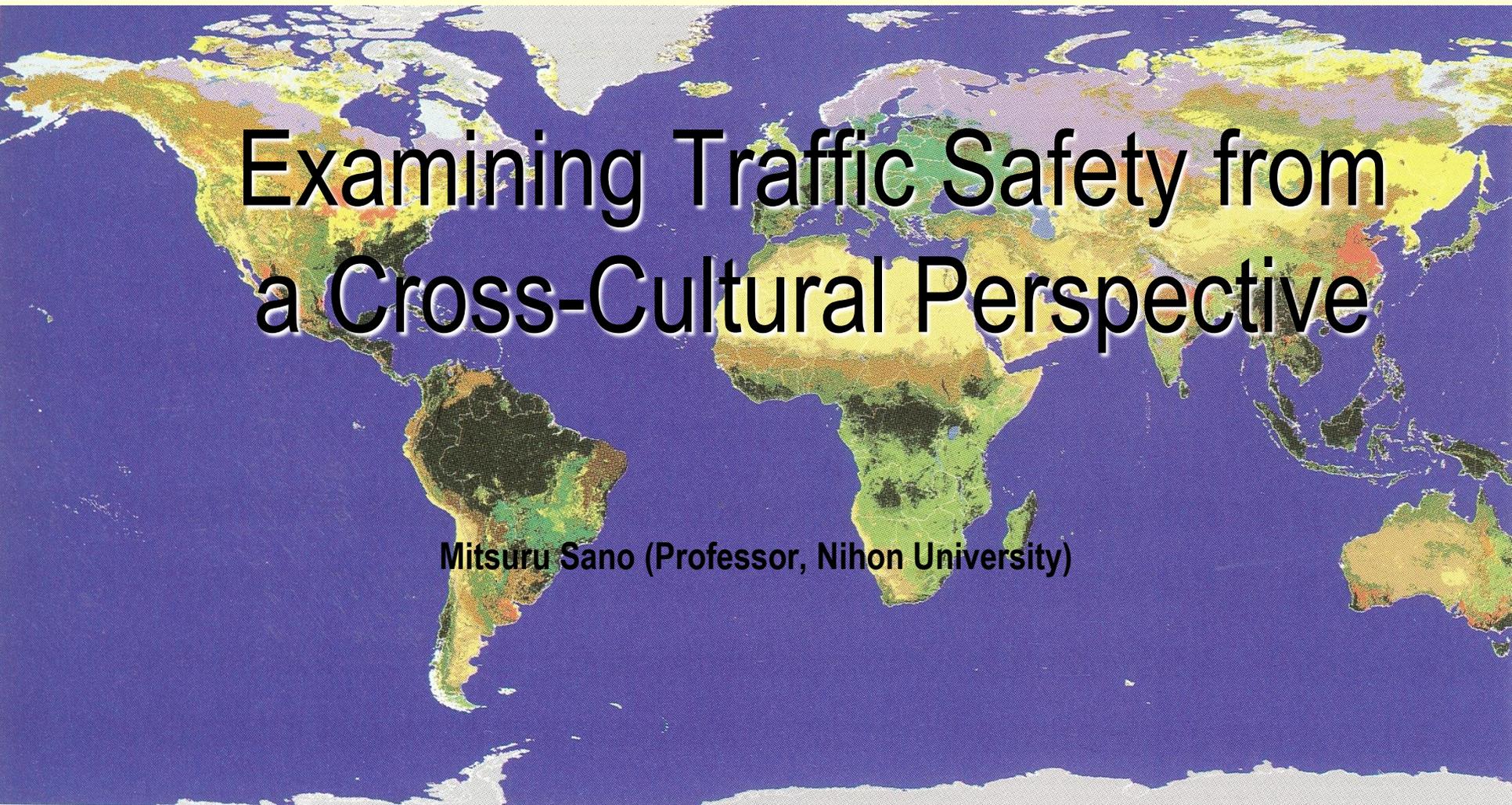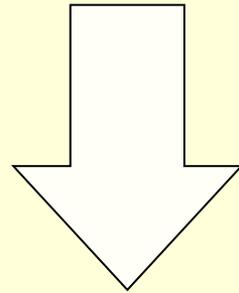# Examining Traffic Safety from a Cross-Cultural Perspective

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Spatial movement via various modes of transportation
in the realms of human economic activity and everyday behavior

"Lifestyle-defining factor" similar to the basic necessities of food, shelter, and clothing

Assumptions

- Recognition of traffic is not necessarily <u>common on a global scale</u>.

- With regard to traffic safety, in particular, there exist level differences depending on the stage of development of traffic.

- Furthermore, there are differences depending on the ethnicity, historicality, political climate, morality, natural environment, etc. of each country.

- In particular, traffic morality is <u>closely related to the level of maturity of traffic culture</u>, and there is <u>a similar relationship between the diffusion and the effects of traffic safety education</u>.

"Traffic Safety" from a Cultural Perspective

- **Culture:** A spatiotemporal product of human activity, existing in both tangible and intangible forms (traditions/customs and products such as constructions and structures).

- **Traffic:** A tangible/intangible product that enhances the convenience of human activities.

- **Safety:** A tangible/intangible product for making human activities comfortable.

- Recognizing the concept of "traffic" and "safety" as culture; grasping this concept from such perspectives as historical circumstances, natural/social environments, and ideas and viewpoints of things, by temporal and regional settings.

- Cultural grasp of traffic safety; suggestions for the future.

Results of the 2010 Cross-Sectional Survey

Regions with advanced traffic management systems: Japan, Germany, and Canada
    Progress in development of road networks and urban areas.
    The basic automobile traffic environment has been completed.

Regions where traffic management systems are under development: Thailand
    Delays in the development of traffic infrastructure centering on urban areas
    Many people cross roads using pedestrian crosswalks; in the backdrop is the fact that a safe walking environment has yet to be established.

However, in the case of Vietnam:
    Thirty percent of the respondents replied: "I observe laws and rules, and cross roads using pedestrian crosswalks." Could this be a reflection of the tough conditions in socialist countries where compliance with social rules is required?

Goal

- In order to establish a comfortable mobility society:

Focus on "Traffic Safety Culture"

and envision the desirable traffic safety culture by recognizing traffic safety as a culture from a comparative analysis between Japan and other countries in the world.

Awareness of Traffic Safety

- Traffic safety education:
  Has an aspect of an act with a purpose; also has indications of being compulsory, coordinative, and controlled.

- People with little traffic safety knowledge or education; those who are socially vulnerable, etc.:
  If they receive "education" without understanding the need for it, (there are cases where) they feel it as being compulsory, and thus becomes a psychological/mental burden.

What should be done?

- Traffic safety: Carry out broader dissemination and awareness-raising activities in society

- Perhaps it may be better to implement this in a form that is a little more moderate and flexible than "education."

- Perhaps it may be possible to seek this in the keyword "culture."

Culture:

That which is rooted in the community, similar to traditions and customs

Products and accumulation of selfless, devotional acts

That which has been formed by the overall system of the local community that aspires to pass down and preserve it

Promotion of Optimal "Traffic Safety"

- Ensure that traffic safety is that which can be carried out and realized by recognizing in a selfless condition that it is a part of life.

- Form an automobile traffic environment in the city as a walking space.

Now:

- It is necessary to recognize traffic safety in Japan, which is a region with an advanced traffic management system, as a culture and disseminate it widely.

- In particular, it is important to promote traffic environments in the Asian region, which has been making historical traffic development similar to Japan, from a cultural perspective.