

See Bike



www.nottingham.ac.uk/go/accident-research-unit

Say Bike

A Road Safety Intervention

Drivers in our experiments often looked at an oncoming motorcyclist only to have forgotten seeing them seconds later when they were ready to cross the junction. This is not as surprising as it seems – we have a very limited capacity for remembering detailed visual information. The PRC model makes it clear that we have a separate capacity for remembering verbal information. This creates a simple way of being sure that drivers remember any motorcyclists that they look at...

See Bike, Say Bike!

Simply saying “bike” is enough to transfer the visual image of the motorcyclist into verbal storage. This doubles the amount of short-term memory available for the driver and dramatically reduces the chances that they will have forgotten an oncoming motorcyclist at the point that they enter the junction.

