

Texting and Driving Interview Guide

Introduction: Thank you for meeting with me. Today I am gathering data for a class project, where I am working on forming an advertising plan for the National Highway Traffic Safety Association (NHTSA). Before we get started, I wanted to ask if it is okay if I record this interview?

Probe for:

- Why people use their phones while driving
- Phone Engagement and Driving Habits
- Prove that research is out of date due to terminology
- Help us with a better term than texting.

Driving Habits:

- How often do you drive? Daily, Weekly, Monthly?
- What do you usually do when you drive?
- How do you feel about texting and driving?
- Do you think the driving laws are too strict, if so why or why not?
- What is your perception of a good driver? Bad driver?
- What are your reasons for using a phone while you drive?

Social Media Habits:

- How many social media apps/accounts do you have?
- What social media app do you use the most?
- About how many hours per day do you spend on social media?
- Do you check social media as soon as you wake up in the morning?

Phone Engagement Habits and Driving Habits:

- When was the last time you used your phone behind the wheel?
- What feeling would you say is developed by having the skill to type and drive?
- Do you text and drive when you have a passenger(s) in the car with you?
- Do you think texting while driving increases your chances of being in an accident?
- Do you or have you ever texted while driving?

Bigger Picture - Negative Consequences

- Do you ever think about the consequences using your phone and driving have?
- Do you know any friends or family who has been in an accident due to distracted driving?
- Do you know anyone who has been in an accident due to distracted driving? Who caused the accident and why?

Social Media Aspect:

- What do you think about the phrase texting and driving? Do you think it best represents what people do behind the wheel especially with so many apps? Why?
- Do you think you could come up with a better term? What is it? Why?
- What do you think about the phrase, tap or tapping?

Wrap Up:

Inform them about the different usage of Phone Engagement while driving. Highlighting how current studies are out of date due to the terminology of *TEXT*.

Thank them for their time.