The presentation reviews definitions of conspicuity, including passive and active and summarizes its role in risk reduction for motorcyclists. With a focus on rider choices that reflect a safety attitude, Ochs reviews programs that the Motorcycle Safety Foundation has developed to assist motorcyclists in assessing and improving their hazard perception skills and judgments.
Programs and Behaviors That Can Improve Motorcyclist Conspicuity

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Subtitle

Strategic Conspicuity:

Rider Behaviors Appropriate for Being

Less Than Perfectly Conspicuous
Theme

Conspicuity is a two-way phenomenon:

riders and everyone else

If a tree branch falls in the forest but no one hears it, did it make a sound?

If a rider and motorcycle are visible but no one sees them, were they conspicuous?
http://www.myvidster.com/video/249582/The_monkey_business_illusion
The problem is not with the limitations on motor control, but with limitations on attention resources and awareness.

Chabris and Simons

the invisible gorilla
Conspicuity

A term to define the condition of:

• Being visible, easy to notice, or obvious
• Ability of an object to draw attention to itself, even if no one is actively searching for it

Is this even possible?
“I didn’t see the motorcycle.”

http://www.youtube.com/watch?feature=player_embedded&v=gBmE92n5mEl
Rider Strategic Conspicuity

Passive: riding gear and motorcycle

Active: perception and executive functions
Passive
(Requires some action by the rider)

Rider

– Bright clothing
– Reflective clothing
– White or bright helmet
  • Lighting and Reflection
– Contrast
– Hand signals
  • Semi-active
Passive
(Requires some action by the rider)

Motorcycle

- Headlight
  - Modulated
- Tail light
- Brake light
  - Flashing
- Turn signals
- Reflectors
- Extra lighting
- Horn
Active

Rider strategy

– Search-Evaluate-Execute
– Assume not conspicuous
– Assume others are asleep, blind or drunk
– Have a good time-and-space safety margin
– Have at least two escape paths
– Make a good lane choice
– Choose a good lane position
– Be aware of blind spots
– *Support development of drivers*
Risk Reduction

Physical Skill

+ Perception

+ Executive Functions
Executive Functions

- Regulate goal-oriented behavior
  - Make safety a top-of-mind priority
- Actions in light of
  - Current situational cues
  - Personally relevant values
## Serious About Safety?

As a car or truck driver, respond to the following statements.

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>1. I signal for turns and lane changes.</td>
<td>__ Yes __ Sometimes __ No</td>
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<tr>
<td>2. I stop completely at stop signs.</td>
<td>__ Yes __ Sometimes __ No</td>
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<tr>
<td>3. I stop completely before turning right on red.</td>
<td>__ Yes __ Sometimes __ No</td>
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<td>4. I make decisions based on safety.</td>
<td>__ Yes __ Sometimes __ No</td>
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<td>5. Others consider me a courteous driver.</td>
<td>__ Yes __ Sometimes __ No</td>
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<td>6. I turn my head to check blind spots when changing lanes.</td>
<td>__ Yes __ Sometimes __ No</td>
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<td>7. I buckle up.</td>
<td>__ Yes __ Sometimes __ No</td>
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<td>8. I do honk at bad drivers.</td>
<td>__ Yes __ Sometimes __ No</td>
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<tr>
<td>9. I use my cell phone to talk or text.</td>
<td>__ Yes __ Sometimes __ No</td>
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<tr>
<td>10. I need to brake hard or swerve when driving normally.</td>
<td>__ Yes __ Sometimes __ No</td>
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<tr>
<td>11. I am in a hurry when I drive.</td>
<td>__ Yes __ Sometimes __ No</td>
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<tr>
<td>12. My friends crash and get tickets.</td>
<td>__ Yes __ Sometimes __ No</td>
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</tbody>
</table>

**Discussion point:**

Anything but a **Yes** on 1-7 and a **No** on 8-12 may indicate a less than ideal emotional commitment to safety.

Agree or disagree? Why?
VISUAL
Acuity
Gaze

COGNITIVE
Perception
Executive Functions

MOTOR SKILL
Precision
Smoothness

Search
Evaluate
Execute

S.E.E.
What do you see?
Front lower right surface?

Back upper left surface?

Front upper left surface?

Back lower right surface?
Front lower right surface?

Back lower right surface?
Back upper left surface?

Front upper left surface?
Sign Perception

One U.S. Sign

(Two examples)
Left Turn Only
Sharp Left Turn
Sets of 2 U.S. Signs

(Two examples)
No U-Turn

Multiple Curves
Sharp Right Turn

Narrow Bridge
You are traveling on a U.S. roadway and observe this...
Traffic Controls & Roadway Features
Highway Users
Surface Conditions
Escape Paths
Another Example
You are traveling on a U.S. roadway and observe this...
Ponder Point

One must have safety as a priority to effectively use the speed of the eyes and mind.
Street Smart – *Rider Perception Program*

Mat actual size 35 x 25”
MSF website: www.msf-usa.org

Rider Perception Sampler
Thank You

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