Shell driver behaviour, emotion study results released

A recent study by Shell South Africa, in partnership with Goldsmiths, University of London, used a combination of the latest wearable emotion tracking devices with chatbot technology, GPS, as well as weather and traffic information and personality questionnaires, to better understand South African motorists.

The findings revealed that journey times of those studied in South Africa proved to be shorter than motorists in Europe and Asia, averaging 27 minutes per trip vs up to 40 minutes in the Netherlands and 60 minutes in the Philippines. South African motorists in the study saved more time on the road than motorists in Asia at an average speed of 35km/h, compared with just 14km/h in Malaysia and 18km/h in the Philippines.

Furthermore, the study uncovered the tactics that South African motorists are using to remain focused and calm on the roads, and an overall high-performance mindset amongst the nation's drivers:

- **Move to the music:** drivers who listen to music achieved the strongest driver performance scores. Similarly, drivers who made a conscious effort to relax while driving listening music and other mindfulness techniques performed best behind the wheel.
- **Always look on the bright side:** drivers that displayed a high-performance, optimistic mindset and are full of life achieved the highest driving performance and smoothest journeys.
- **Family comes first:** who we drive with determines how we drive. Drivers who reported to have children, family members or friends in the car used less harsh driving techniques and achieved higher smooth trip scores.
- **Rural vs urban drivers:** motorists in rural areas had the highest performance and smooth scores compared with city slickers.
- **Passion pays off:** drivers who reported a passion or enjoyment of driving paid more attention to their performance on the road, and achieved higher performance scores.

Dr. Chris Brauer, director of innovation at Goldsmiths, University of London, said: "The nature of this study allows us to observe not only the impact of external factors such as weather and traffic on drivers whilst on the road, ut also the internal factors that we as drivers have more control over."

Brand, Fuels and Customer Experience Manager at Shell SA Frans Maluleke said: “We understand that drivers face many challenges on their daily commutes. Our aim is to utilise the findings of the research to enhance the customer experience and design offers that cater for their needs.”