



Visibility studies undertaken to date

Driver visibility study (1995-1996): OSCAR 2 measuring visibility hit rates of roadside panels, using infra-red eye-tracking methodology. Introduced the basic concept of visibility hit rates for poster panels. Modelled visibility in terms of panel size, eccentricity (offset from road) and distance. Respondents: drivers and passengers.

Maximum visibility study (1996-1997): assessing the furthest distance at which a panel can be seen with full concentration on the panel, using psychophysical methods.

Pedestrian visibility study (1998-1999): measuring visibility hit rates for poster panels in roadside and pedestrian environments, using infra-red eye-tracking methodology. Respondents: pedestrians.

Nottingham driver attention study (2000-2001): establishing how drivers' & passengers' attention is distributed down the road ahead – using real-world in-car eye camera technology. Respondents: drivers and passengers.

“Inclusivity” pilot (2002): comparing a set of active search methods as alternatives to passive eye-tracking methods (for speed, convenience and portability).

Wave 1 (aka Travel Wave) (2003-2004): using an active search method selected on the basis of the “Inclusivity” pilot to estimate hit rates for panels from transport media (buses, tube, rail, taxi). Respondents: pedestrians.

Wave 2 (aka Retail Wave) (2003-2004): using the active search method to estimate hit rates for panels in retail environments (supermarket car-parks, malls, pedestrian shopping precincts, petrol stations, telephone kiosk). Respondents: pedestrians.

Video analysis of driver eye behaviour (2004-2005): using video analysis of gaze data from Nottingham driver attention study to assess hit rates on roadside panels and buses. Respondents: drivers and passengers.

Pedestrian visual behaviour: walking speed and head-up study (2005): specifying key aspects of walking for use in pedestrian visibility modelling via literature searches and observational data.

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Wave 3 (2006): using the active search method to provide supplementary data on panel hit rates in key transport environments (buses and tube). Respondents: pedestrians.

Wave 4 (2007-2008): using a passive eye-tracking method to estimate panel hit rates in key transport and retail environments, with contemporary roadside panels, providing an up-to-date database across environments with new eye camera technology. Respondents: drivers and pedestrians.

Wave 5 (2008): a passive eye-tracking method to update estimates of panel hit rates for telephone kiosks and taxis. Respondents: drivers and pedestrians.

Dynamic Images (2008-2009): pilot to understand the effect of moving images (scrolling or digital displays as well as buses and taxis) on hit rates. In progress.

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