

## ***DISTRACTION: FRIEND OR FOE***

Clifford Nass

### **Nissan Distinguished Keynote Lecture**

The classic image in the psychology of driver-car interaction is that of a driver that wants to pay attention to the road: the job of designers is to avoid drawing the driver's attention away from the road. A number of changes in drivers and cars makes this approach obsolete. Specifically, the following questions are pertinent:

- Do drivers want to pay attention to the road?
- Can drivers pay attention to the road?
- Is attention/distraction the right metric for assessing the effects (positive or negative) of design?
- How do new interfaces necessitate a change in our thinking about attention/distraction?
- How do fully automated (autonomous) and partially automated vehicles necessitate a change in our thinking about attention/distraction?
- How can interface design improve driver attention/performance (as opposed to merely reducing attentional demands)?

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