2020 Lifesavers: Evolving Safety Priorities and Solutions
Keeping a New Generation of Motorcyclists Safe

Improving Operator Perception

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Motorcycle Safety Foundation

BMW Motorrad

HONDA

INDIAN

YAMAHA

BMW

KTM

PIAGGIO

KAWASAKI

SUZUKI

BRP

Since 1973
Motorcycle Safety Foundation (MSF) Mission

To make motorcycling safer and more enjoyable by ensuring access to lifelong quality education and training for current and prospective riders, and by advocating a safer riding environment.

It’s about:

1. Rider having access to MSF’s formal courses
2. Non-riders sharing the road
3. RiderCoaches, RiderCoach Trainers, Quality Assurance Specialists and Program Administrators
You’re given a bag of 100 pennies to support highway and traffic safety?

How would you divide the pennies among the following countermeasures?

<table>
<thead>
<tr>
<th>Formal Education and Training</th>
<th>Enforcement</th>
<th>Engineering</th>
<th>Emergency Services</th>
<th>Public Information Campaigns</th>
</tr>
</thead>
</table>
## Operator Self-Check

*Place a number from 1 (low) to 10 (high) in the space provided.*

<table>
<thead>
<tr>
<th>Item</th>
<th>You</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operator Knowledge</td>
<td></td>
</tr>
<tr>
<td>Operator Skill</td>
<td></td>
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<tr>
<td>Perceptual Ability in Traffic</td>
<td></td>
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<tr>
<td>Degree of Cooperation in Traffic</td>
<td></td>
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<tr>
<td>Likelihood of Being in a Crash</td>
<td></td>
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<tr>
<td>Emotional Commitment To Safety</td>
<td></td>
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</tbody>
</table>
1. What is the primary cause of crashes?
   Interaction of factors

2. Who is a good operator?
   One who reduces contributing factors

3. How does a good operator reduce factors?
   Applies a strategy—S.E.E. (Search-Evaluate-Execute)

4. How long does it take to reduce risk?
   In an instant if it is a priority!

5. What is the primary challenge to be safe?
   Choose to operate within personal and situational limits (good risk offset) and be mindful of collision traps
Risk Offset: Average Skill

Good

Average

Bad

Risk

Skill
Where to look ... What to look for

Conclusion
For an identical traffic situation, one operator may not see a problem when another perceives a collision trap.
**S.E.E.: Strategic Perception**

**Search**
- VISUAL
  - Acuity
  - Far-Near & Side-to-Side

**Evaluate**
- COGNITIVE
  - Attention
  - Judgment
  - Priority

**Execute**
- MOTOR SKILL
  - Smooth
  - Well-timed
**SERIOUS ABOUT SAFETY?**

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

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

**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?
Improving Operator Perception

Strategic Perception + Executive Function = Safer Operators
Key Adult & Brain-Based Learning Principles

- Learner meaningfulness
- Account for affect
- Intrinsic motivation
- High challenge with low threat
- Experiential within a safe learning environment

Brain Based Learning Characteristics

- Active Processing
- Orchestrated Immersion
- Relaxed Alertness
Contemporary *Learning* Practices

Older to Newer: Learning That Sticks

- Knowledge-sharing → Behavior-changing
- Rote memorization → Guided discovery
- One-way information → Emotional engagement
- Hearing words → Novel, memorable activities
- Canned presentation → Creative activities
- Knowledge rituals → Executive function
- Surface learning → Deeper learning
Measuring Education and Training Outcomes

1. Reaction (smiley faces, likes RiderCoaches and course)
2. Learning (improvement: knowledge, skill, self)
3. Performance (can do: knowledge, skill, attitude)
4. Behavior (actually do: positive risk offset)
5. Results (less crashing, injuries, fatalities)
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