



[Check out our website](#)



[Join the conversation on Twitter](#)

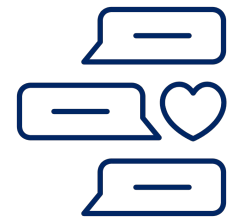


Staying Safe

OZ partnered with Liberty Mutual Insurance and Students Against Destructive Decisions (SADD) to research how teens use their phones while they are driving. We conducted both an explicit survey and an implicit association test.

The problem:

At any given moment, 660,000 people are texting and driving



THE METHODOLOGY

Implicit Association Tests

- ▶ Implicit associations – or unconscious meanings and associations – **impact behavior most** when there is little time, distraction, and many choices.
- ▶ IATs are the best in class methodology to **quantify the strength of associations** between a brand or topic and **key drivers**.
- ▶ The Process:



Identify



Benchmark



Expose



Measure

THE INSIGHTS

Understanding the Teen Mind

- ▶ When using traditional explicit measures, most teens say all the right things – that it is **risky** and **worrisome** to use their phone; that checking their phone is **not urgent**, is a **low priority** and is **unenjoyable** because it **interferes** with driving.
- ▶ **In contrast**, implicit measures reveal a markedly different pattern. Implicitly, teens see phone use while driving as **not risky** and not interfering; something that is enjoyable, high priority, and is **perfectly okay to do while driving**.

MOVING FORWARD

Tips and Tools for parents

- ▶ When it comes to **changing teens' behavior** on the road, **understanding teens' unconscious bias** can help to **change their habits and deep held beliefs on what is safe vs. dangerous behavior**.
- ▶ Through our work together, Liberty Mutual was able to assist parents with tips to encourage responsible driving among today's teens:

[Check out Liberty Mutual's Teen Driving Resources](#)

