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Title: Coping Appraisal and Threat Appraisal, Which one is a better predictor of unsafe driving behaviors and intention in Yazd citizens

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Abstract: Introduction: Coping appraisal is a cognitive mediating process in Protection Motivation Theory which evaluates one’s ability to cope with, or avert of threatened danger and included perceived self-efficacy, response efficacy and perceived costs of protective behavior. Threat appraisal process evaluates the factors associated with the behavior that potentially creates danger, including the intrinsic and extrinsic rewards accompanying the behavior, the severity of the danger, and one’s vulnerability to it. There are some evidences for their effects on intention and behavior of some safety areas but there isn't any study on intention and behavior of driving. The current study aimed to determine the status of these processes regarding driving behavior.

Methods: In this cross-sectional study, total number of 379, 19 years old and above people, which had a driving license entered in the study with a clustered random sampling from 10 health care centers in the city of Yazd in Iran. Data collection instruments was a self-report questionnaire included subscales for measuring coping appraisal, threat appraisal, unsafe driving intention and items of deliberate violations of Manchester driving behavior questionnaire. The validity and reliability of the questionnaire was examined and approved. The data were analyzed using SPSS software and, Pearson correlation coefficient and Linear Regression statistical tests.

Results: There was a negative significant correlation between coping appraisal and intention (r=-0.329) and unsafe driving behavior(r=-0.536) and positive significant correlation between threat appraisal and intention (r=0.255) and unsafe driving behavior(r=0.413) at 0.01 level. Coping and threat appraisal both predicted % 31.1 of variance in unsafe driving behavior in which the coping appraisal (β=0.441) exceeded the threat appraisal (β=0.180). They also predicted 11.7% of variances in intention to unsafe driving which the predictability of coping appraisal was statistically significant (P=0.000).

Conclusion: cognitive mediating process of coping appraisal was a more powerful predictor of intention to unsafe driving behavior. Therefore increasing self efficacy and response efficacy, and decreasing perceived cost of drivers aimed at facilitating the acceptance of safe behavior could be noteworthy as a principle in education.

Key words: Coping appraisal, threat appraisal, protection motivation, unsafe driving behavior

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