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# The Fatal Attraction to Distraction

Could this new Apple feature potentially save lives  
on our roads?



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You're sat in your car, the light's red, and you're stuck in the horrible 5pm Sydney traffic. What do you do? You grab your iPhone and check all your notifications – iMessages, Facebook, and Instagram – it's second nature! But did you know that by doing this you're breaking the law? In Australia, a recent law has been implemented making it illegal for all drivers to operate a phone while driving. Learners and P platers aren't even allowed to use hands-free devices. So, how do you solve the temptation to read that iMessage while you're stopped at the red light? Apple has a solution.

As the rise of the iPhone has increased over the past decade, so has the issue of distracted driving. It's a very common notion, with 63% of young people aged 15-24 admitting to reading texts while driving. But this notion has evidently increased on-road fines, accidents and even fatalities. Apple may have the solution with their new Do Not Disturb While Driving feature. It is the first introduction to a driving mode that prevents owners from receiving messages

and calls or opening applications while driving.

Before we get into how the feature works, let's look at some confronting statistics. The New South Wales Centre for Road Safety have released many campaigns to show the devastating effects of texting and driving, with slogans such as 'It's not worth it', and, 'Get your hand off it.' According to their findings, from 2011-2014 there were 236 car crashes caused by mobile phone distractions and 116 of those were fatal. They also found that 'simply taking your eyes off the road for longer than two seconds, doubles the risk of a crash.' They further discuss this through showing how far you travel 'blind' when you glance at your phone while driving. For example, while travelling at 50km per hour, and glancing at your phone for two seconds, you travel 28 metres 'blind'. This is a confronting fact, and maybe the new Apple feature will help prevent people from driving 'blind' and reduce future road accidents and fatalities.



statistics in regards to the distraction of the mobile phone, let's get to know this new Apple feature. When the Do Not Disturb While Driving setting is activated, it can detect when you're in your car and will automatically go into driving mode. If someone tries to contact you, an automatic message will be sent in reply, informing them that you're driving. You're also able to personally customise this automatic message. If someone is urgently trying to contact you, they can type the word 'urgent' to make sure your phone gets a notification instead of staying silent. Then you can either ask Siri to read the message to you or you can pull over to read it. With various customisable settings, this feature is handy in preventing distraction while on the road. However, it's not like everyone who drives a car owns an iPhone, so it's not possible that this feature will ultimately put a stop to ALL road accidents. And for many of those who do own iPhones, it's not guaranteed that everyone will update their phones or even activate the Do Not Disturb While Driving

mode. However, it may just save some people from road fines and losing their license or even worse, physically harming themselves and others on the road.

With the new IOS update installed and driving mode activated, it's now impossible for you to check your notifications while you're stuck at that red light. Instead, turn on the radio, chew at your fingernails and look forward to checking all your notifications as soon as you get home! Isn't that better than losing three demerit points and paying \$298? By looking at these road statistics, it's safe to say that resisting the urge to check your iPhone is one of the safest precautions you can take while driving. As this is a recently new feature, it'll be interesting to assess future road statistics and make a conclusion of how the Do Not Disturb While Driving Feature affected road accidents, fines and fatality statistics for iPhone owners.



#### References:

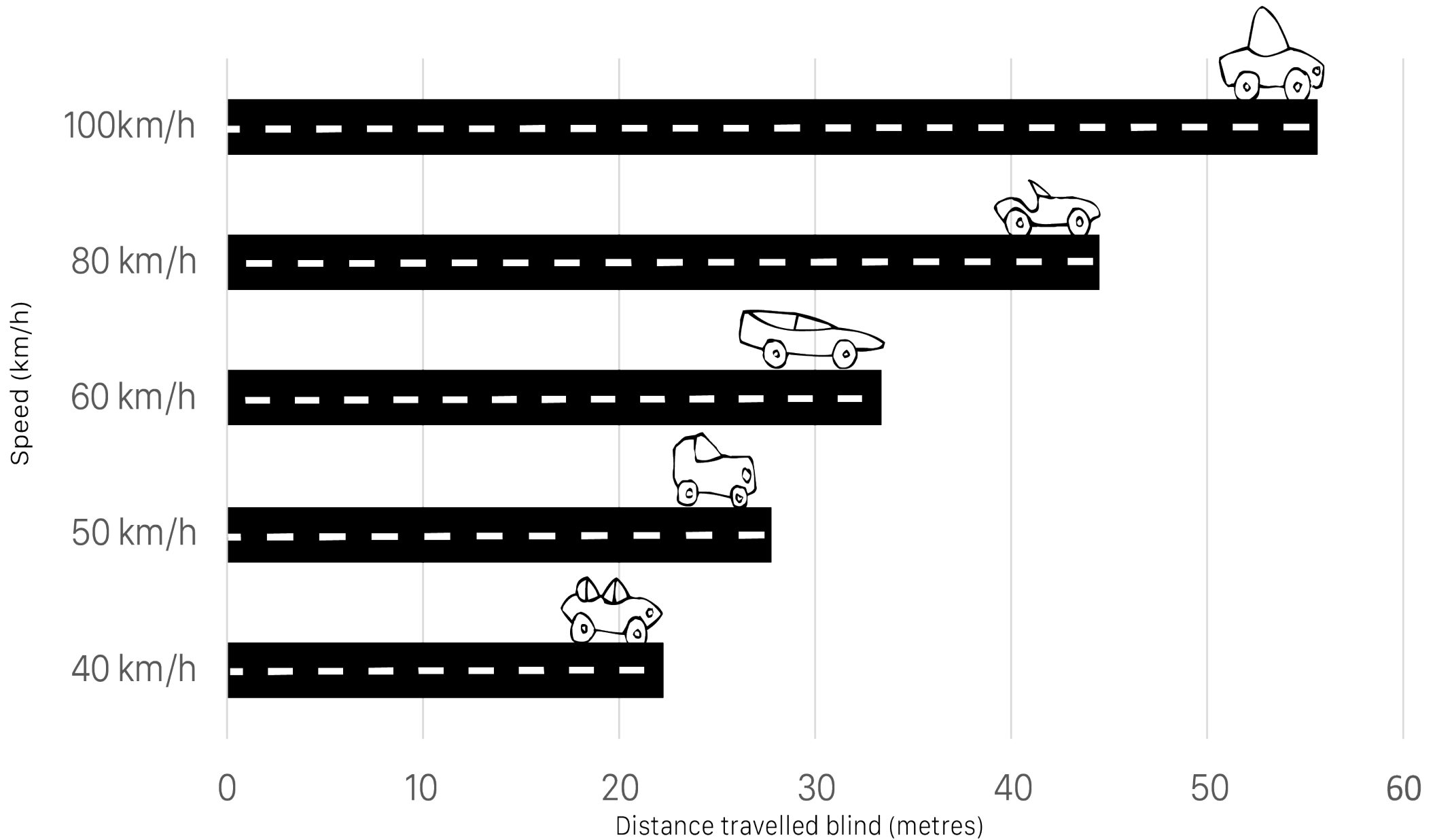
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# Metres travelled "blind" in 2 seconds





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