

## University of Groningen

### Information along familiar routes

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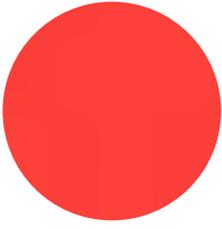
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# Chapter

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About the author







Dr. Ilse Harms is a Psychologist who obtained her PhD degree at the University of Groningen while working for the Dutch Government. She is an expert and advisor on human factors that influence traffic behaviour. Her PhD research focused on the cognitive processes involved in road users' visual information processing of familiar and unfamiliar routes and traffic situations. Through her research, Dr. Harms has demonstrated that people in a familiar traffic environment are more likely to act on autopilot and act without awareness than if they are in an unfamiliar traffic

environment. In addition, this familiarity influences various aspects of cognition that affect how people behave in traffic. New to traffic psychology research is that Dr. Harms found that traffic behaviour can be guided by stimuli, such as traffic-related objects, signs or messages, without road users being aware of these stimuli.

Currently Dr. Harms works as a senior policy advisor at the Dutch Ministry of Infrastructure and Water Management in the areas of human factors, smart mobility, advanced driver assistance systems (ADAS) and self-driving cars. Previously she has worked in an engineering company, DHV and at Rijkswaterstaat, the National Dutch Road Authority. In addition, Dr. Harms is Chair of the Board of the annual 'De VerkeersGedragDag' conference.

Dr. Harms co-wrote human factor guidelines for the Dutch Ministry of Infrastructure and Water Management that are used in the design of smart mobility services. She is the author of a position paper that forms the basis of a national covenant on distraction in traffic and she has researched the familiarity and use of ADAS that formed the basis for a policy on the safe use of driver assistance systems. Dr. Harms has formed an extensive collaborative international network of colleagues who she has drawn inspiration from to effectively apply the science of traffic psychology into best practice.

Dr. Harms has generously shared her passion about traffic psychology with the wider community. She has provided regular master classes and courses to professionals and students which have been highly appreciated. Several of Dr. Harms' studies have featured in the media. She appeared on television in the NOS news and spoke about the effect of people's cognitions with regard to traffic behaviour. She has also appeared on national and regional radio channels, including Radio538, BNR News Radio and in national and regional newspapers such as *Algemeen Dagblad*, *AD Utrecht* and *De Telegraaf*. Dr. Harms is also involved in a local neighbourhood working group that strives for improved traffic safety and a healthy and enjoyable living environment in the city of Utrecht.

