



# The 30<sup>th</sup> Annual Conference of The Research Institute of Human Factors in Road Safety Department of Management with Bar-Ilan Center of Smart Cities Thursday, July 28th, 2022



Conference Manager: Dr. Yishai Spivak

Conference Moderator: Dr. Boaz Wultz

## Conference Program

**08:45 Organizing**

**09:00 Dr. Boaz Wultz**, Instructor

**09:10 Dvar Tora - Shmuel Amrani**, Manager, Faculty of Social Sciences, Bar Ilan University, Israel

**09:25 Prof. Amnon Albeck**, Rector, Bar Ilan University, Israel

**09:40 Prof. Gil Epstein**, Dean, Social Sciences Faculty, Bar Ilan University, Israel

**09:55 Prof. Eyal Yaniv**, Chair, Bar Ilan Center of Smart Cities, Bar Ilan University, Israel

**10:05 Avi Wagner**, Head of the Municipal Relations Department, Smart Cities Center, Bar Ilan University

**10:20 Avi Naor**, Chairman, National Authority of Road Safety

**Directions of action to reduce carnage on the roads**

**10:35 Prof. Tova Rosenbloom**, Chair, Research Institute of Human Factors in Road Safety, Bar Ilan University, Israel

**10:50 Dr. Mali Sher**, Head of Research Collaboration Squad, Research and Development Department, Traffic Police

**Directions of action of the Traffic Police**

**11:05 Dr. Dany Hazan & Prof. Tova Rosenbloom**, Bar Ilan University, Israel

**Continuous effect of a long night shift by surgery interns on accuracy in work, wear, safety and health in the days after the shift**

**11:20 Break**

**11:50 Dr. Oscar Oviedo-Trespalacios**, Queensland University of Technology (QUT), Australia  
**Understanding sexual activity while driving as a form of distracted driving**

**12:10 Dr. Apostolos Ziakopoulos**, National Technical University of Athens, Department of Transportation Planning and Engineering, Athens, Greece

**A review of the interactions between Autonomous Vehicles and Vulnerable Road Users**

**12:30 Dr. Rich C. McIlroy**, University of Southampton, United Kingdom

**To what extent do our walking and cycling behaviours relate to each other, and do we cycle as well as we think we do? Piloting the walking and cycling behaviour questionnaires in the UK.**

**12:50 Dr. Shiran Zadka Peer**, Bar Ilan University, Israel

**Nudge Personalization Regarding Road Safety**

**13:10 Break**

### Panel in memory of Dr. Dan Link

**13:40 Dr. Benny Frischer**, Editor-In-Chief, Tnuva Vetahbura

**Inter-Ministerial Committee for Approval of Traffic and Safety Devices**

**14:00 Eng. Udi Efrat**, A man of Traffic and Transportation

**Dr. Dan Link – Memories**

**14:20 Dr. Luciana Iorio**, Ministry of Sustainable Infrastructures and Sustainable Mobility, Rome, Italy.

**UNECE Global Forum for Road Traffic Safety policies as key factors for safe, sustainable and inclusive mobility: Special focus - Initiative in memory of Dr. Dan Link, Israel Representative to WP1**

**14:50 Dr. Avinoam Borowsky**, Ben-Gurion University of the Negev, Israel

**Driver distraction and its effects on partially automated driving performance: A driving simulator study among young-experienced drivers**

**15:10 Dr. Anja Katharina Huemer**, Technische Universität Braunschweig, Germany

**Secondary task engagement, risk-taking, and safety-related equipment use in German bicycle and e-scooter riders – An observation**

**15:30 Michelle Spektor**, Co-founder IPgallery Inc., PhD Candidate Technion, Israel Smart Transportation Research Center (ISTRC)

**Where autonomous vehicles meet with the safety and well-being of pedestrians?**

**15:50 Prof. Gil Luria**, Department of Human Services, Faculty of Social Welfare and Health Sciences University of Haifa, Israel

**The use of risk homeostasis theory to reduce smartphone use during low-speed driving**

**16:10 Emma Hood**, Old Dominion University, Norfolk, Virginia, US

**A Field Study of Pedestrian Crossing Behavior In A U.S. Downtown Urban City**

**16:30 Break**

**16:40 Prof. Eyal Yaniv**, Head, Bar Ilan center for Smart Cities, Bar Ilan University, Israel  
**Road Safety in Era of Smart Cities**

**17:00 Tchiya Alon**, Transportation Research Institute, Technion

**ISTRC - The Israeli Smart Transportation Research Center**

**17:20 Ran Levi and Alon Ozeri**, B.A Studies, Physics and Engineering, Bar Ilan University, Israel  
**Smart crosswalk**

**17:40 Dr. Jonathan Abir**, CEO, AdKnight

**Vulnerable road users' safety – technology challenges**

**18:00 Meital Lehavi**, Deputy Mayor of Tel Aviv yafo, in charge of Transportation, Road Safety and LGBTQ Communit, Tel Aviv-Yafo Municipality

**Vision-o from the perspectives of innovation & smart mobility**

**18:20 Dr. Boaz Wultz**, Conference Closing

The proceedings will be conducted in Hebrew (simultaneously translated to English) and in English (simultaneously translated to Hebrew)

Zoom Link: <https://zoom.us/j/99184706711?pwd=bDQ5ZVU3cXFGdWUoVVIBQTV4MERBQT09>

The program is subject to change

The conference is held with the support of the Department of Management, the Office of the Vice President for Research and with Schnitzer Foundation for Research in Economics and Society in Israel