
This version is available at https://strathprints.strath.ac.uk/58274/

Strathprints is designed to allow users to access the research output of the University of Strathclyde. Unless otherwise explicitly stated on the manuscript, Copyright © and Moral Rights for the papers on this site are retained by the individual authors and/or other copyright owners. Please check the manuscript for details of any other licences that may have been applied. You may not engage in further distribution of the material for any profitmaking activities or any commercial gain. You may freely distribute both the url (https://strathprints.strath.ac.uk/) and the content of this paper for research or private study, educational, or not-for-profit purposes without prior permission or charge.

Any correspondence concerning this service should be sent to the Strathprints administrator: strathprints@strath.ac.uk

The Strathprints institutional repository (https://strathprints.strath.ac.uk) is a digital archive of University of Strathclyde research outputs. It has been developed to disseminate open access research outputs, expose data about those outputs, and enable the management and persistent access to Strathclyde's intellectual output.
Development and testing of an implementation intention intervention to reduce drivers’ speeding behaviour

Mark A. Elliott*, Sarah E. Brewster, Rebecca McCartan, & Steve W. Kelly

School of Psychological Sciences and Health, University of Strathclyde, Glasgow, UK.

* Presenting author

Abstract: Half of all speed limit offenders intend to comply with speed limits and need help implementing (i.e., converting into action) their generally safe intentions (Elliott & Armitage, 2007). A randomized controlled experiment (N=243) was therefore conducted to test a new intervention to help drivers form implementation intentions (IMPS) to avoid speeding. The experimental group specified IMPS using a volitional help sheet (Armitage, 2008). One month later, this group self-reported exceeding the speed limit less often than did the control group. IMPS also attenuated the past–subsequent behavior relationship and augmented the intention–subsequent behavior relationship. The findings were replicated in another randomized controlled experiment (N=65) in which speeding was measured objectively, using a driving simulator. The findings imply that IMPS reduced speeding by weakening habit (past behaviour), thereby allowing drivers to convert desirable intentions into action. The volitional help sheet was an effective tool for promoting IMPS to reduce speeding.