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Public Attention to Traffic Informatics in a Major Nigerian City

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Abstract

A 2011 WHO report listed Nigeria as 191 out of 192 countries in the world with unsafe roads; recording 162 deaths per 100,0000 population from road traffic accidents. Highway safety in Nigeria has remained a grave challenge since most Nigerian roads are often considered death traps. The state of infrastructure in the country is worrisome and it is arguable that road traffic accidents are responsible for a high percentage of deaths in the country. It is also arguable that the greater responsibility for road safety rests on road users who for the love of their own lives should exhibit high sense of road safety consciousness to avoid falling victims. While many Nigerian roads are equipped with traffic informatics including traffic lights, road signs and others, the rate of fatalities recorded remain high suggesting that road users do not pay attention to traffic informatics. The objectives of the study were (1) to determine whether road users in a major Nigerian urban city consider traffic informatics as important for road safety; (2) to determine the extent these city road users pay attention to traffic informatics; and, (3) to assess road use behavior among these road users. Our results suggested that attention to traffic informatics among city road users was low.

Keywords: Road Traffic, Road User, Road Safety, Traffic Informatics, “General Street Madness”

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1. INTRODUCTION

The Nigeria Highway Code (2008), defines road as a path established over land for the passage of vehicles, people and animals which provides dependable pathway for moving people and goods from one place to another. In the developing world which includes Nigeria, road network is the most developed transport mode and the vastest in usage but most of these road networks are in deplorable conditions. The growth of urban cities overtime put pressure on existing road infrastructure thereby necessitating systems to enforce sanity and reduce mishaps on roads. Traffic jams and traffic accidents are common problems in most cities in the world. Hence, finding ways to maximize the traffic flow smoothly can reduce the numbers of the accident and can reduce the people time in road. Street informatics includes a range of signs, symbols and codes.

The International Commission of illumination (CIE) (1988) describes sign as a device that provides a visual message by virtue of its situation, shape, colour or pattern and sometimes by the use of symbols or alpha- numeric characters, which is used to transfer information. Sign is an integral part of the road environment that can include not only upright signs giving warnings and instruction to traffic, speed limits, directions and other information, but also road markings, traffic light signals, motorway matrix signals, zebra and pelican crossing and cones and cylinders used at road works (U.K. Department of Transport, (1991). Signs are not just there, but for the purpose

of communicating with teeming road users, in order to make road usage effective and road safety achievable. It is a form that is marked by an intention to communicate something meaningful (Guiraud, 1975). According to Okigbo (2012), high way facilities like drainages, shoulders, highway signs and markings are needed for the good functionality of the roads in Nigeria.

A traffic light is a signaling device positioned at a road intersection, pedestrian crossing, or other location in order to indicate when it is safe to drive, ride, or walk using a universal color code. Ideally, it comprises three main lights, a red light that means stop, a green light that mean go and yellow that means ready to stop. However only two lights apply to the pedestrians, a red light and a green light that mean go and stop respectively. Ogunmola (2013) stated that highway codes comprise signs and symbols mounted or drawn on the roads or road sides, and they form important aspects of road descriptions. He further noted that these signs and symbols are usually the combination of linguistic and non-linguistic elements, used for the purpose of giving specific instructions and information to road users, with the aim of avoiding incidences of collision on the roads in the course of usage and ultimately, to prevent road mishaps.

The issue of road or street safety in Nigeria remains a grave challenge. Onwubiko (2010) stated that Nigerian roads were death traps and Okigbo (2012) identified causes including poor design and construction, poor maintenance of already built highways, use of low quality materials in construction, poor workmanship and poor supervision of construction work and the plying of heavy traffic that were not meant for some types of roads. Greater responsibility therefore rests on road users who for the love of dear lives are expected to exhibit higher levels of safety consciousness.

Although many Nigerian roads are equipped with traffic informatics – information technologies in the area of road signals, traffic lights, signs and symbols, to control road use and ensure the safety of road users – the rate of fatalities on the roads remains high, suggesting that Nigerian road users do not pay attention to traffic informatics. This study therefore sought to assess the level of attention road users pay to traffic informatics, with particular reference to road users in Awka Urban, Anambra state, south east Nigeria, as a case in point.

2. STATEMENT OF THE PROBLEM

With modernization, the rate of road accidents on Nigerian roads has become alarming. Akinyosoye (2015) hinted that these accidents are largely attributed to the recklessness and low level of literacy about the use and interpretation of road signs. She further observed that most Nigerian road users (motorists, cyclists and pedestrians) have little or no knowledge about the semiotic signs that guide the use of roads and the result of this low level of literacy is avoidable road accidents that claim lives and destroy properties. It is expected that a combination of traffic informatics including road signs, road markings, computerized traffic lights and signals would improve road safety yet road crashes continue to occur at alarming rates in Nigeria. Could it be that road users are not paying attention to traffic informatics? Could it be that road users are distracted from traffic informatics? What could be distracting road users from paying attention to traffic informatics? Do road users acknowledge the tendencies for distraction or simply consider them normal?

3. PURPOSE OF THE STUDY

Our study determined the level of attention paid to traffic informatics by road users in Awka Urban, Anambra State, Nigeria. The idea was a purposeful rapid assessment of one major Nigerian city with the possibility of further studies focusing on other cities in Nigeria to ascertain what obtains in them. We had three objectives:

1. To determine whether road users in Awka Urban consider traffic informatics as important for road safety.
2. To ascertain the extent these road users pay attention to traffic informatics
3. To assess the road use behavior these road users

Sequel to our objectives we posed three research questions which we investigated in our study. These questions are:

1. How many road users in Awka Urban consider traffic informatics important for road safety?
2. How much attention do they pay to traffic informatics?
3. What is the road use behavior of road users in Awka Urban?

4. LITERATURE REVIEW

Relevant literature on our subject matter give a clear view of how different categories of road users approach road safety. These have been reviewed in terms of sub topics.

4.1 ROAD USERS' VULNERABILITY

Pedestrians, cyclists and motorcyclists are arguably the most vulnerable road users. However, Pedestrians are especially vulnerable because they have no protective cover. Globally, pedestrian injuries are one of the leading causes of death and injury burden, and they comprise a substantial proportion of total road traffic injuries. Based on estimated global road traffic fatalities, about 273 000 pedestrians lost their lives on the roads. This represented around 22% of all road traffic deaths. Compared with motor vehicle occupant casualties, pedestrians usually sustain more multiple injuries with greater severity in a vehicle- pedestrian crash. Certain pedestrian subgroups such as schoolchildren and elders, who frequently walk for transport and are less able to deal with traffic situations, are particularly prone to pedestrian injuries. Pedestrians' unsafe road crossing behaviours are a major contributory factor to road traffic crashes. Examples of such behaviours include running or playing on road, walking between parked vehicles or crossing behind vehicles, failure to yield right-of- way, jay walking, and walking on roadways while impaired by alcohol.

Alcohol use impairs judgement, increasing pedestrians' risk of crash with a vehicle. Pedestrians who consumed alcohol were less likely to cross the street in a crosswalk with signal. Road crossing requires attention. Talking on a mobile phone, texting, and listening to music with headphones from a portable music player distract pedestrians and put them at a greater risk of road traffic crashes. Studies showed that pedestrians who crossed roads while talking on a mobile phone were less likely to wait for traffic to stop and look at traffic before starting to cross.

Pedestrians of all ages are at risk of injury and death from road traffic crashes, but children and elders are at greater risk. Children lack the cognitive skills to make valid crossing judgments. Their small physical statures also limit their ability to see oncoming vehicles or to be seen by vehicle drivers. Elders are susceptible to pedestrian injuries because of age-related decline in their walking pace, perceptual and cognitive abilities in road crossing decisions, especially when vehicles are approaching at high speeds.

4.2 ROAD USERS ATTITUDE TOWARDS TRAFFIC INFORMATICS

In her study on addressing insecurity on Nigerian roads through literacy, language and semiotics, Akinyosoye (2015) found that the only signs that public transport operatives vividly know of are the traffic lights that are installed in some strategic places in the metropolis.

Her findings further showed thus:

> *They do not observe and respect other traffic rules such as keeping a safe distance from the vehicle in the front; avoidance of calling while driving; avoidance of drinking while driving and a host of other rules. The interviewees also gave the opinion that they hardly respect traffic signs because they see doing that as a waste of time. Apart from seeing the obedience to the traffic signs as a waste of time, they also see it as having no value in reducing heavy traffic and road accidents that are found on the major roads in the metropolis*

4.3 ROAD USER' DISTRACTION

Akinyosoye (2015) found that majority of the respondents are aware of the hazards (road accidents) related to the use of mobile phones while driving but they all showed unwillingness to stop using phones while driving, indicating a great relationship between road accidents and use of mobile phones while driving. A number of poor driving behaviours have been identified as major contributors to vehicle- pedestrian crashes. These behaviours include failure to yield to pedestrians, disobeying traffic signs and signals, improper backing, dangerous driving, exceeding speed limit, driving under the influence of alcohol or drugs, and performing distracting activities while driving. As driving is so complex and requires various cognitive processes, taking on another task when driving can mean that a driver is unable to pay sufficient attention to all the activities required for safe driving. A contributing factor frequently found in vehicle-pedestrian crashes is drivers' inattention , that is, performing distracting activities in the vehicle, which includes talking on the phone, texting, using route navigation systems, accessing email and internet, listening to the radio/music, eating, drinking, smoking, talking to passengers, and even reading.

What is clear from research is that drivers knowingly engage in activities that they consider distracting. For example, surveys suggest that the majority of drivers who are concerned about driver distraction, rate certain activities (such as reading and writing a text message and having a phone conversation) as being highly distracting

when driving, yet also they report undertaking these activities when driving on a regular (weekly) basis. With the rising use of cellular phones, there has been a corresponding increase in the number of traffic deaths and injuries sustained by people who use their cellular phones while driving.The use of mobile phone while driving is widespread and it is an issue of mounting public concern, namely the danger posed by drivers distracted by dialing, talking or texting on cell phones (Olubiyi, Jibril, Hauwa, Balarabe, 2016). The reason for the concern is accumulating evidence of risk to the public from distracted drivers (World Health Organization Report, 2011). Distraction while driving (known as DWD) is responsible for 25% of all car accidents, with many of those coming from the distractions of using a cell phone or other mobile device (Olubiyi et al, 2016).

In the area of mental distraction, a study by Carnegie Mellon University found that the amount of brain activity devoted to driving may decrease by as much as 37 % when using a cell phone (Drews, Pasupathi, & Strayer, 2008). While hands-free phones and other devices, such as speed dialling and voice activation reduce physical distraction; the most important negative factor associated with using a mobile phone while driving, whether hands-free or hand-held, is diversion of attention from driving to the conversation itself (Dragutinovic & Twisk, 2008). Compared to drivers who did not use a mobile phone, drivers who used a mobile phone while driving were about four times as likely to get involved in road traffic crashes. Redelmeier and Tibshirani (2008) observed that some drivers do not seem to be entirely aware of the adverse effects of mobile phone use on their driving performance.

Drink- or drug-driving is a big concern in pedestrian safety. Alcohol and drugs, including drugs of abuse and certain cold medications, can impair judgment of speed and distance, slow down reaction time, and affect co-ordination of body movements. In 2010, 18.1% of U.S. drivers involved in fatal pedestrian crashes were found to have positive blood alcohol concentration levels.

Younger aged and inadequate experience of drivers are also risk factors in vehicle-pedestrian crashes. Young and novice drivers tend to have less developed hazard detection skills and abilities, and less likely to stop at the sign and glance in the direction of the pedestrians than experienced drivers.

To assess road use behavior among road users, even in-depth accident investigation studies have relied upon broad definitions of distraction and inattention as contributory factors. Driver distractions have been suggested as a contributor to traffic accidents. Being distracted can make drivers less aware of other road users such as pedestrians, cyclists and road workers and less observant of road rules such as speed limits and junction controls. Paying attention is inarguably the basis of proper road use attitude. All road users are obligated to play a conscious role in road safety. But do they?

5. THEORETICAL FRAMEWORK: SELECTIVE ATTENTION

The theory of selective attention finds relevance in this study. Selective attention is the process of focusing on a particular object in the environment for a certain period of time. Attention is a limited resource, so selective attention allows us to tune out unimportant details and focus on what really matters. Selective attention theories have suggested that individuals have a tendency to orient themselves toward, or process information from only one part of the environment with the exclusion of other parts. There is an abundant amount of evidence which supports that selective attention is governed by our arousal level. The most persistent question in the literature has been whether the shifts in attention that accompany changes in the arousal level are automatic, or deliberate. One segment of the research community has dealt with this issue via the capacity models. These theories propose that we all have a limited amount of mental capacity to allocate to various tasks, at any given time. So how exactly do we decide what to pay attention to and what to ignore? How do you manage to ignore certain stimuli and concentrate on just one aspect of your environment? This is an example of selective attention. Because our ability to attend to the things around us is limited in terms of both capacity and duration, we have to be picky about the things we pay attention to.

There are many individual differences due to prior experience and perception of the material being handled. How road users perceive Traffic Informatics determined their attitude towards them and by extension the level of attention paid. At any given moment, we are subjected to a constant barrage of sensory information. The blare of a car horn from the street outside, the chatter of your friends, the click of the keys as you type a paper for school, the hum of the air conditioner as it keeps your room cool on a very hot day. But in most cases, we don't pay attention to each and every one of these sensory experiences. Instead, we center our attention on certain important elements of our environment while other things blend into the background or pass us by completely unnoticed. Likewise, the level at which road users avoid Traffic Informatics determines the level of attention paid.

6. METHODS

This study lent itself the survey design. Survey was considered appropriate for this study given the aim to assess the level of public attention to Traffic Iinformatics and road use behaviour.

The study was conducted in Awka Urban, Anambra State. The choice of Awka for this study was informed by its city status; being the capital city of Anambra State – one of the foremost states – in Nigeria.

The population for the study consisted of all residents of Awka urban who can be considered road users by extension; they include pedestrians, commercial drivers, motorcyclists and private car owners. The estimated population of residents of Awka urban is about 167,738 according to the Nigerian Bureau of Statistics (NBS).

We arrived at a sample size of 400 using Taro Yamane's statistical formula for determining sample size: $n=N/1+N(e)^2$

We used street intercept sampling to select our study units from pedestrians, commercial drivers, private motorists and motorcyclists, who are 18 years and above, within Awka Urban. A questionnaire (structured interview) was used as the measuring instrument. The questionnaire comprised four sections. Apart from the first section which assessed the demographics of the respondents, the other sections were based on the study objectives.

7. DATA PRESENTATION AND ANALYSIS

A total of 400 copies of the questionnaire were administered and 388 were filed and returned; a response rate of 97%. We considered this good enough not to jeopardize the outcome of the study.

8. DEMOGRAPHIC VARIABLES

Items 1-3 in the questionnaire were used to glean demographic information about the respondents. The results are in chart and tables.

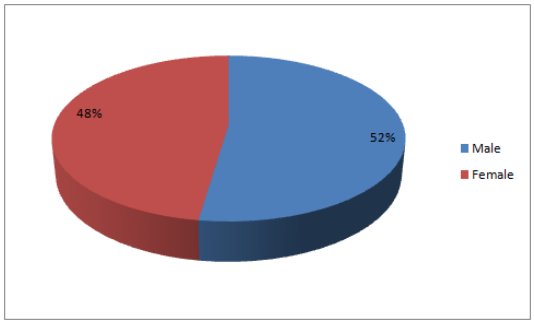

Figure 1. Respondents' Sex

Data in Figure 1 show that most of the respondents are male at 52%. The female respondents were 48% of the survey sample.

Table 1. Respondents' age

AGE RANGE	FREQUENCY	PERCENTAGE
18-25	105	27
26-35	113	29
36-45	63	16
46-55	65	17
56-65	42	11
TOTAL	388	100.00

Table 1 shows that 27% of the respondents were within the age bracket 18-25 years; 29% respondents were within the age bracket 26-35 years; 16% of the respondents were aged between 36-45 years; 17% of the respondents were

within the age bracket 46-55 years while 11% were within the age bracket 56-65 years.

Table 2. Road users' category

CATEGORY	FREQUENCY	PERCENTAGE
PEDESTRAIN	125	33
COMMERCIAL DRIVER	102	26
PRIVATE MOTORIST	95	24
MOTORCYCLIST	66	17
Total	388	100.0

Table 2 shows that 125 of the respondents representing 33% were pedestrians; 26% were commercial drivers; 24% were private motorists while17% were motorcyclists.

8. TRAFFIC INFORMATICS AND ROAD SAFETY

We used items 4-10 in the questionnaire to elicit answers to questions that were directly related to street informatics and road safety. The results are in tables.

Table 3. Respondents' perception of traffic informatics as aid in the reduction of road accidents

	FREQUENCY	PERCENTAGE
Strongly Agree	80	21
Agree	55	14
Undecided	155	40
Disagree	50	13
Strongly Disagree	48	12
TOTAL	388	100.00

Data in Table 3 show that 21% of the respondents strongly agree that traffic informatics aid in the reduction of road accidents; 14% agree; 40% were undecided; 13% disagree while 12% strongly disagree. This indicates that the consciousness of the utility of traffic informatics was not lost on majority of the respondents.

Table 4. Respondents' position on whether traffic informatics helps to direct pedestrian movement on the roads

	FREQUENCY	PERCENTAGE
Strongly Agree	122	31
Agree	128	33
Undecided	27	7
Disagree	74	19
Strongly Disagree	51	10
TOTAL	388	100.00

The data in Table 4 shows that 31% of the respondents strongly agree that traffic informatics help to direct pedestrian movement on the roads; 33% agree; 7% were undecided; 19% disagree while 10% strongly disagree. The suggestion here is that most of the respondents believe traffic informatics are a great help in directing human movement.

Table 5. Respondents' views on whether traffic informatics help to reduce traffic congestion

	FREQUENCY	PERCENTAGE
Strongly Agree	56	14
Agree	51	13
Undecided	115	30
Disagree	70	18
Strongly Disagree	96	25
TOTAL	388	100.00

Table 5 shows that 14% of the respondents strongly agree that Traffic Informatics help to reduce traffic congestion; 13% agree; 30% were undecided; 18% disagree while 25% strongly disagree. The picture here is that most of the respondents did not believe that Traffic Informatics help to reduce traffic congestion. This might be due to the peculiar unruly nature of human and vehicular movements in Nigerian cities which defy control most of the time.

Table 6. Respondents' views on whether traffic informatics prevent time wasting

	FREQUENCY	PERCENTAGE
Strongly Agree	64	16
Agree	75	19
Undecided	29	8
Disagree	81	21
Strongly Disagree	139	36
TOTAL	388	100.00

Data in Table 6 show that 16% of the respondents strongly agree that traffic informatics prevent time wasting; 19% agree; 8% were undecided; 21% disagree; while 36% strongly disagree. Our data results here show that significant number among the respondents did not see traffic Informatics as mitigation against time wasting.

Table7. Respondents' position on whether traffic informatics can be difficult to understand

	FREQUENCY	PERCENTAGE
Strongly Agree	99	26
Agree	159	41
Undecided	25	6
Disagree	51	13
Strongly Disagree	54	14
TOTAL	388	100.00

About 26% of the respondents strongly agree that traffic informatics can be difficult to understand; 41% agree; 6% were undecided; 13% disagree while 14% strongly disagreed. The import of the data in Table 7 is that a greater percentage of the respondents found it difficult to understand traffic informatics.

Table 8. Respondents' views on traffic informatics sometimes being easily missed because of where they are placed

	FREQUENCY	PERCENTAGE
Strongly Agree	177	46
Agree	85	22
Undecided	26	6
Disagree	61	16
Strongly Disagree	39	10
TOTAL	388	100.00

The data in Table 8 show that 46% of the respondents strongly agree that traffic informatics are sometimes easily

missed because of where they are placed; 22% agree; 6% were undecided; 16% disagree while 10% strongly disagreed. These results show that there are issues with the placement of traffic informatics. It would appear that in the experience of a majority of the respondents, they could not pay attention to traffic informatics because they were not placed in such a way to grab attention.

Table 9. Respondents' opinion on whether traffic informatics are usually not regularly maintained and can become decrepit

	FREQUENCY	PERCENTAGE
Strongly Agree	121	31
Agree	225	58
Undecided	5	2
Disagree	17	4
Strongly Disagree	20	5
TOTAL	388	100.00

Results from Table 9 show that 31% of the respondents strongly agree that traffic informatics are usually not regularly maintained and can become decrepit; 58% agree; 2% were undecided, 4% disagree; while 5% strongly disagree. A greater percentage of the respondents were of the view that traffic informatics was not regularly maintained. This means that the functionality of these informational elements were not guaranteed.

9. ROAD USERS ATTENTION TO TRAFFIC INFORMATICS

We attempted to establish how much attention, road users in Awka, paid to traffic informatics. In this regard, we used question items 11-13 in the questionnaire. The results are presented in tables.

Table 10. Respondents' attentiveness to traffic informatics

	FREQUENCY	PERCENTAGE
Highly Attentive	87	22
Attentive	72	19
Undecided	38	10
Somewhat Inattentive	100	26
Inattentive	91	23
TOTAL	388	100.00

In Table 10, results show that 22% of the respondents claimed to be highly attentive to traffic informatics; 19% were attentive; 10% were undecided; 26% were somewhat inattentive while 23% said they were inattentive. The pendulum seems to swing between the respondents being somewhat inattentive and out rightly inattentive. Overall, we can say that the respondents somewhat paid little attention to traffic informatics.

Table 11. The extent Respondents understood traffic informatics directives

	FREQUENCY	PERCENTAGE
Highly Understand	74	19
Made some sense	58	15
Undecided	100	26
Somewhat Misunderstand	85	22
Did not make any sense	71	18
TOTAL	388	100.00

The results in Table 11 show that 19% of the respondents highly understood traffic informatics directives, 15% claimed the made some sense; 26% were undecided; 22% somewhat misunderstood them; while 18% said they did not make sense. This suggests that for a greater number of the respondents, traffic Informatics either were

misunderstood or did not make any sense.

Table 12. The extent the Respondents observe traffic informatics directives

	FREQUENCY	PERCENTAGE
Highly Observe	42	11
Observe	55	14
Undecided	123	32
Somewhat Ignore	77	20
Ignore	91	23
TOTAL	388	100.00

Data in Table 12 show that 11% of the respondents highly observed traffic informatics directives; 14% just observed them; 32% were undecided; 20% somewhat ignored them; while 23% just ignored. We get the picture here that a greater number among the respondents simply ignored traffic Informatics that they chanced upon. This might be because they do not understand them or they simply did not make sense to them.

10. ASSESSMENT OF ROAD USERS BEHAVIOUR

We tried to establish the respondents' road use behavior. Question items 14-17 were posed for this purpose. The results are presented in tables.

Table 13. Respondents' position on the assertion that road users make phone calls while on the roads

	FREQUENCY	PERCENTAGE
Strongly Agree	151	39
Agree	122	31
Undecided	40	10
Disagree	42	11
Strongly Disagree	33	9
TOTAL	388	100.00

The results in Table 13 show that 39% of the respondents strongly agree that many road users make phone calls while on the roads; 31% agree; 10% were undecided; 11% disagree; while 9% strongly disagree. What this suggests is that the respondents largely agree that many road users appear to have this habit of making phone calls while on the roads. This has been jocularly termed, "General Street Madness" (another name for "GSM" [Global System for Mobile communication]); because people seem so oblivious of their environment when their phones buzz and they hasten to answer the calls.

Table 14. Respondents' position on the assertion that many road users send text messages while on the roads

	FREQUENCY	PERCENTAGE
Strongly Agree	89	23
Agree	133	34
Undecided	50	13
Disagree	59	15
Strongly Disagree	57	15
TOTAL	388	100.00

In Table 14 results indicate that 23% of the respondents strongly agree that many road users send text messages while on the roads; 34% agree; 13% were undecided; 15% disagree; while 15% strongly disagree. We see here the picture that suggests that a majority of the respondents either agreed or strongly agreed that, without any recourse to the inherent dangers, road users, seemingly, by force of habit, write and return text messages, even while making use of the roads.

Table 15. Respondents' views on the assertion that many road users listen to music or radio using headsets while on the roads

	FREQUENCY	PERCENTAGE
Strongly Agree	101	26
Agree	203	52
Undecided	50	13
Disagree	14	4
Strongly Disagree	20	5
TOTAL	388	100.00

Table 15 shows that 26% of the respondents strongly agree that many road users listen to music or radio using headsets; while making use of the roads; 52% agree; 13% were undecided, 4% disagree; while 5% strongly disagree. It would appear that the respondents were aware of the trend of people walking about with earpieces or headphones stuck to their ears, even while on roads in the streets.

Table 16. Respondents' views on the assertion that many road users snack while making use of the roads

	FREQUENCY	PERCENTAGE
Strongly Agree	147	38
Agree	200	52
Undecided	5	1
Disagree	15	4
Strongly Disagree	21	5
TOTAL	388	100.00

The data in Table 16 shows that 38% of the respondents strongly agree that many road users snack while making use of the roads; 52% Agree; 1% were undecided; 4% disagree; while 5% strongly disagree. What these data show is that these respondents were mostly aware of the trend of eating-on-the-go among road users.

11. CONCLUSION

This paper assessed the level of road users' attention to traffic informatics in Awka, urban, Anambra State, Nigeria. Results show that most road users pay attention to traffic informatics and understand traffic informatics directives; there was 50% compliance with traffic informatics directives. However, findings from the study also showed that many road users make phone calls while on the roads, send text messages, listen to music or radio using headsets and snack; thereby indicating higher tendencies for divided attention leading to distraction which road users might not be conscious of since most respondents claimed to pay attention to traffic informatics.

It is arguable that the greater responsibility for road safety rests on road users who for the love of their own lives should exhibit high sense of road safety consciousness to avoid falling victims to mishaps on the roads. The study therefore concludes that while many Nigerian roads are equipped with traffic informatics including traffic lights, road signs and others, the rate of fatalities recorded remain high suggesting that while road users claim to pay attention to street informatics, the level of attention is low since they also habitually entertain distractions.

12. RECOMMENDATIONS

Against the backdrop of the results, we recommended that government through its designated agency should embark upon appropriate and efficient advocacy programmes to re-educate and re-enlighten road users in the Nigeria. Traffic signs should be taught with effectiveness in schools, motor parks and markets. The law enforcement agents should carry out their duties and responsibilities with trust and integrity. All these will contribute meaningfully to the reduction of carnages and destructions that are recorded daily on Nigerian roads. There should be media advocacy that raise the level of consciousness of the road users. This media advocacy should all be inclusive in order to ensure that the right results are got. Federal Road Safety Commission (FRSC) should show commitment and dedication to duties by taking traffic campaigns to motor parks and markets. Besides, road safety clubs should be encouraged in our primary and secondary schools. Legislation and its enforcement is

one of the effective means to help reduce vehicle-pedestrian crashes. For example, overseas studies showed that drink-driving legislation and its enforcement via breath-testing campaigns could lead to 25% fewer pedestrian deaths in crashes.

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