



A few thoughts on the challenges of measuring exposure

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A few exposure issues...

- Driver and passenger ID
 - Key to all exposure driving metrics
 - Technological solutions (e.g., automation)
 - Less is more, more is more...
- Common operational definitions
 - Trip distance, duration
 - Crash
- Focused and prioritized research questions
- Enhanced sensing

Driver ID

- For most drivers, vehicle sharing an issue
- RFID, blue tooth and other sensor technologies a possibility—but have issues
- Card readers, depending on implementation also a challenge
- Cost
- Principle should revolve around finding low-cost automation solutions

Example: iPhoto Faces

Organize by who, where, and when.

It's so easy to take digital photos that before you know it, you have thousands. iPhoto gives you more ways to keep track of your photos by organizing them according to who's in your pictures, where you took them, and when you took them.

Faces to see.

iPhoto introduces Faces: a new feature that automatically detects and even recognizes faces in your photos. iPhoto uses face detection to identify faces of people in your photos and face recognition to match faces that look like the same person. That makes it easy for you to add names to your photos. And it helps you find the people you're looking for. Clicking the Faces view shows you a corkboard featuring a snapshot for each person you've named. iPhoto suggests a set of possible matches you can confirm with a click.



Operational definitions

- What is a trip?
 - Duration
 - Distance
- Crash
- Suggest subcommittee!

Low cost sensing key

- Driver ID
- Location over time —map matching + bread crumbs
- Speed
- Three axis acceleration