IMPACT OF CLASSICAL, HIP POP, AND ROCK MUSIC ON MOTOR ACCIDENT IN SOUTHERN PROVINCE

D.A.M. Perera[*1], W.S. Sanjeewa[2]
[1] Department of Accountancy, Faculty of Business Studies & Finance, Wayamba University of Sri Lanka
[2] Department of Insurance & Valuation, Faculty of Business Studies & Finance, Wayamba University of Sri Lanka, Sri Lanka.
[*] *methsila240@yahoo.com*

Key words: Motor Accident, Music, Southern Province

Introduction

Speed kills people. But it is not only the speed at which people drive that is the problem: the speed of the music they are listening to also has a hand in their fate. Since the realization that fast music may influence driving, there have been a variety of studies conducted different places in the world. Drivers who listen to fast music (such as Hip pop and Rock) in their cars may have more than twice as many accidents as those listening to slower tracks (Kelley, 1977; **Susan, 2000**). Because, when the tempo and the volume of music increase in the car, many people tend to give their attention to the rhythm of the music and their attention is taken away from the road and their surroundings.In addition to causing decreased attention, loud music in confined spaces can cause significant, permanent hearing loss. Most hearing loss is gradual, beginning with the loss of occasional words, and long-term exposure can eventually lead to deafness. Therefore, the purpose of this research is to determine theimpact of music in a car on the driver's performance in Southern Province.

Methodology

80 accidents reported in Southern Province for the period of 6 months from September 2013 to February 2014 were considered as the sample of this study. The details of accidents were taken from the drivers and from bystanders, depending on the conscious level of the driver, by the 5 Motor Assessors selected from few insurance companies located in Southern Province.

Primary data was collected using a structured and pre-tested questionnaire. This questionnaire was designed to summarize the eventsthat led directly to the accident. It contained both close ended questions for yes or no answers and set of predefined answers like Likert scale. The questionnaire comprised with two main phases. The first phase records the factor leading directly to the accident; and it was chosen from a list of 12 factors. The second phase records the music played

inside the car at the time of accident and its impact on the accident.

Study variables were age, sex, type of vehicle, time of incidence, place of accident, types of vehicle maneuvers, driver actions associated with accidents, type of the stereo in the vehicle, and the music listened at the time of the accident. The data collected from the respondents was analyzed by using a statistical package for social sciences (SPSS) *version 17.*

Experimental results

Car is a place where people most often listen to music. Majority of the respondents (n=73, 85%) accepted that they were listening to music at the time they met with an accident. When consider the modes of music instruments they used, 23.3% drivers indicated that they were using CD players when they met with the accident, and it is followed by USB (Visuals) (19.8%) and DVD (18.6%).Another factor that may cause for motor accident is the volume of the music (Deus, 2006). Most of the respondents accepted that they were listening to a high volume when they met with the accident.

Table 1:Correlations between Music Volume, Type and Driving Speed

		Speed	Volume	Type
Speed of the vehicle	Pearson Correlation	1	.719**	.358**
	Sig. (2-tailed)		.000	.002
	N	73	73	73
Volume of music	Pearson Correlation	.719**	1	.305**
	Sig. (2-tailed)	.000		.009
	N	73	73	73

**. Correlation is significant at the 0.01 level (2-tailed).

The findings of this research has shown that, even though there are exceptions, both the volume of music (r = .719, p<.000) and the type of music (*fast, moderate, slow*) (r = .358, p<.000) in a car does affect the speed of driving. Many of the drivers were accepted that the fast music (*such as Rock and Hip pop*) persuades them to drive fast($\bar{x}$3.70; SD = .827), and therefore, it can be caused for an accident($\bar{x}$3.79; SD = .896). When respondents were asked about music and their driving performances, majority said that fast music can alter the way they operated their motor vehicle, because their attention to the road and traffic decreases (r = .305, p=.009).

Overall, the data shows that most of drivers (41.1%) prefer to drive with fast music. There are few individuals (28.8%) who drive with the music at low volumes. When they listened to fast music it can cause poor attention to the road and in turn, meet with an accident. Therefore, both the volume of the music and the type of the music seem to be related to a driver's poor performances on the road.

References

Deus Damian Komba, (2006), Risk Factors and Road Traffic Accidents in Tanzania, *Trondheim*, Master Thesis in Development Studies, Department of Geography, Norwegian University of Science and Technology

Kelley, Patrick, (1977), Building Safe Driving Skills, Belmont, California: Fearon-Pitman Publishers, Inc.

Kumarage, A.S., Abeygoonawardena, C.R, and Wijesundera R., (1998) Identifying Causal Factors of Traffic Accident in Sri Lanka, *University of Moratuwa,* Sri Lanka

Traffic Police Center (TPC) of Sri Lanka (2012)

Susan Strick, (2000), Music Effects on Drivers' Reaction Times, (January), http://www.drdriving.org/misc/music_strick_report.html