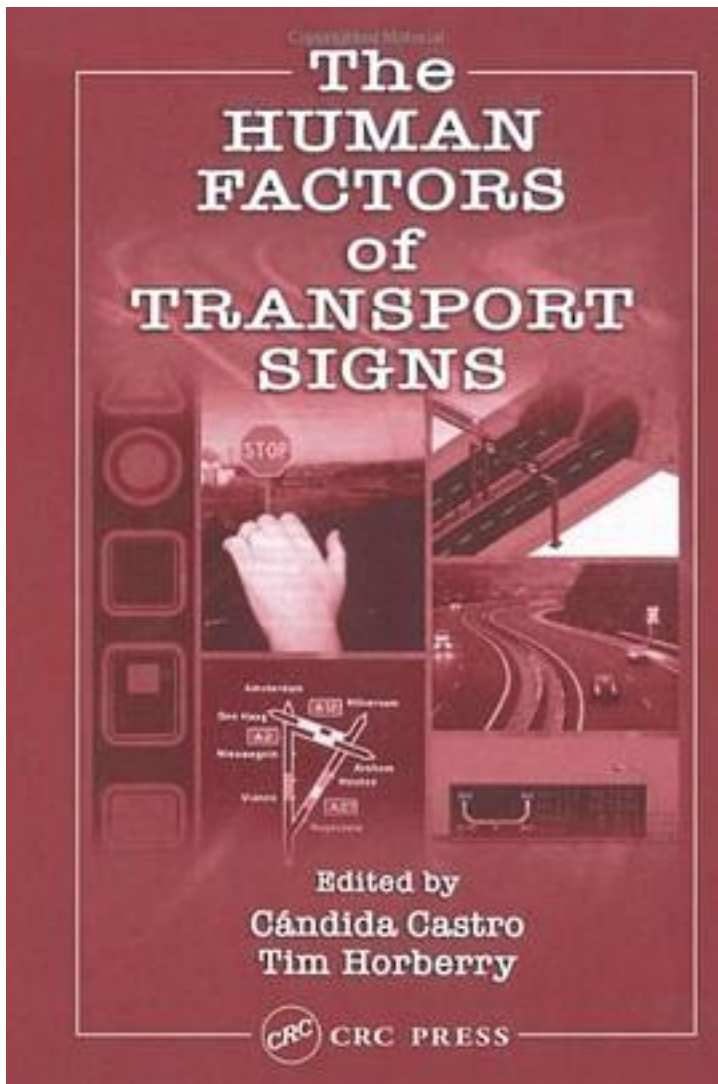


The Human Factors of Transport Signs



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The ubiquitous nature of transport signs on roadways, railways, and in airports can lead to an overload of visual information, yet little research has been done to understand the design and use of such signs from a driver's perspective. The Human Factors of Transport Signs explores key transport sign research and examines new technologies that are revolutionizing signaling. While concentrating largely on the road environment and general signing issues, the authors also address specific railway and other transport modality topics. International contributors discuss driver psychology and interaction with transport signs as well as the strengths and weaknesses of different types of signs. This text is designed to be an easily-accessible information source for professionals in transportation design, highway engineering, applied psychology, and human factors, as well as for students preparing to enter these fields. Features: Summarizes the main findings about transport signs into an easily-accessible resource Covers transport signs in the road, rail, and aviation fields Reviews new technology in the field, including Variable Message Signs and Intelligent Transport Systems Discusses the main evidence detailing the interaction of transport signs and driver behavior

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