

以計劃行為理論探討國小學童父母指導子女「安全穿越道路」之研究

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摘要

According to the statistics of the Ministry of Transportation and Communications, one eighth death of fatal traffic accident is pedestrian. Among the pedestrian traffic accidents, crossing the roads is the most frequently occurred accidents. Pedestrian is vulnerable in traffic environment. Children are the most vulnerable pedestrian because they cannot identify danger and cannot react correctly to the traffic situations. Therefore, enhancing the safety of child pedestrians while they' re crossing the roads is necessary. Education of traffic safety is the most efficient and simple way to prevent children from traffic accidents. Generally, parents have great influences of traffic behavior on their children. Also, parents have responsibility to educate their children. Thus, theory of planning behavior (TPB) is employed to identify the factors of behavioral intention on instructing children crossing road safely of parents so as to help parents can instruct their children correctly and appropriately. In this study, the significant beliefs of each dimension are investigated by an open questionnaire. Based on the results, a structured questionnaire is developed. 300 parents of elementary school pupils in Taichung City and Miaoli County are selected by convenience sampling to investigate their intention in this study. The results show that perceived behavioral control is the most important factor to behavioral intention. Subjective norm is also an important factor; however, attitude does not have significant influence on behavioral intention. Behavioral intention and perceived behavioral control determine whether the parents will engage the instructing behavior or not. The influence of behavioral intention is larger than that of perceived behavioral control. According to our results, male, the experience of being traffic volunteer, without involving traffic accident, does not have material of traffic safety, age of parents, education and

income of parents have significant influence on behavioral intention and perceived behavioral control of instructing children. Therefore, strategies and suggestions of propaganda are proposed to enhance parents' behavioral intention and behavior of instructing their children crossing the roads.

關鍵字：theory of planning behavior, crossing the roads, elementary pupil, instruction of parents