行人倒數計時器對高齡者風險感認與不安全行為意向之關聯研究

We used Combined TAM and Theory of Planned Behavior (C-TAM-TPB) to discuss the relationship between the perception of elders' risk and unsafe behavior with count-down pedestrian signal. Risk perception is one of the key factors that affect the decision of behavior. The survey was conducted by interviewing the elders pedestrian in Taipei during March of 2008. Several statistical analysis tools were employed in this study, including descriptive statistics, multivariate statistical analysis, structural equation models. The study results showed the elder's risk perception tested to have no difference between the elder's pedestrian who crossing intersection with count-down pedestion signal or only with traffic signals but have significant different of the elder's behavior. The elder who crossed intersection with count-down with lower risk perception will occur unsafety behavior more easily. The study results of the Structural Equation Model (SEM) showed that perceived behavior control is the most dominate factor in the elder's unsafe behavior mode and its weight is 0.504. the next factor is attitude which indirect effect weight is 0.132. The last factor is subject norm which have no direct effect and indirect effect.