

Teens, Peers & Driving:

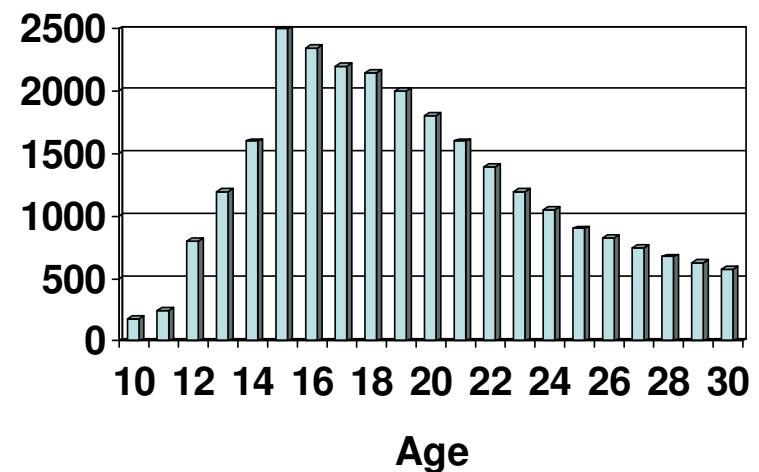
THE PERFECT STORM?

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Developmental Risk Factors

- Valuing Deviant/Risky Behavior
 - Thrill-seeking
 - Quest to appear “mature”
 - Autonomy-seeking
- Deviant Teens are the Most Vocal
 - Research from Heterogeneous groupings

Property Crime Arrests by Age
(Per 100,000 Population)



Developmental Risk Factors

- Difficulty of Handling Peer Pressure Effectively
- Need for Social Acceptance/
Social/emotional Survival

Low social acceptance predicts future
increases in :

hostility as rated by others
social withdrawal

and *decreases in:*

sense of self-worth
support from peers
sense of companionship

Developmental Risk Factors

- No Teens are Immune
 - Studies of Popular Teens and Peer Influence

	Percent of Teens Using Alcohol or Marijuana		
	Age 13		
Popular Teens (Age 13)	9.0%		
Average Teens (Age 13)	7.4%		

Developmental Risk Factors

- No Teens are Immune
 - Studies of Popular Teens and Peer Influence

Popular Teens Increase more Quickly in Alcohol/Drug Use than Less Popular Teens.

	Percent of Teens Using Alcohol or Marijuana		
	Age 13	Age 14	
Popular Teens (Age 13)	9.0%	27.2%	
Average Teens (Age 13)	7.4%	8.6%	

Developmental Risk Factors

- No Teens are Immune
 - Studies of Popular Teens and Peer Influence

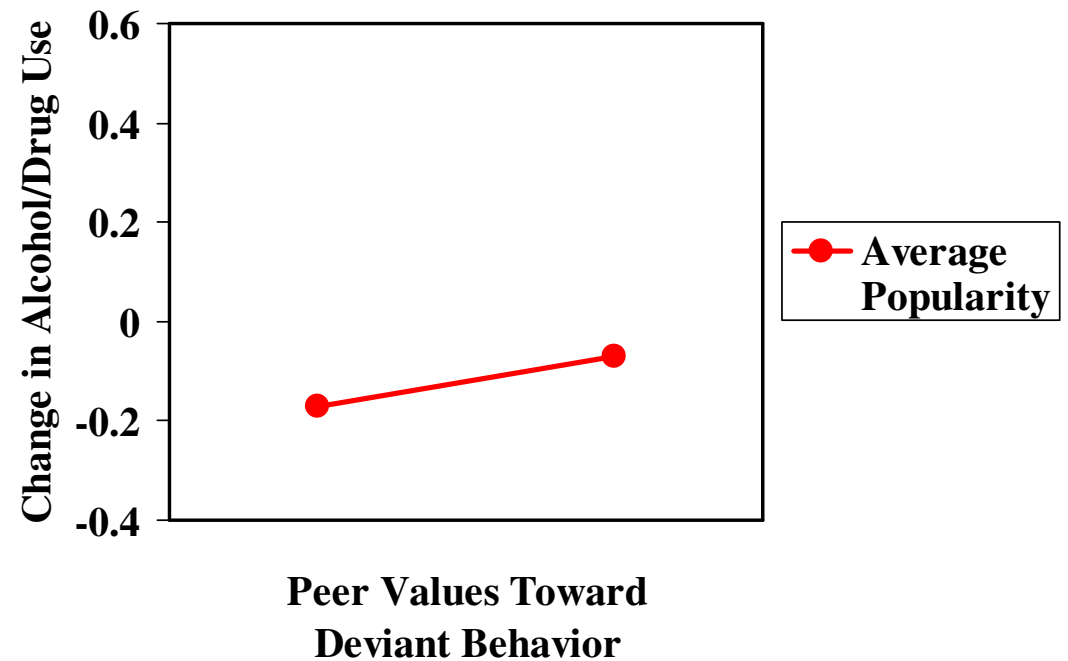
These higher levels are sustained over time.

WHY?

	Percent of Teens Using Alcohol or Marijuana		
	Age 13	Age 14	Age 16
Popular Teens (Age 13)	9.0%	27.2%	52.0%
Average Teens (Age 13)	7.4%	8.6%	29.3%

Developmental Risk Factors

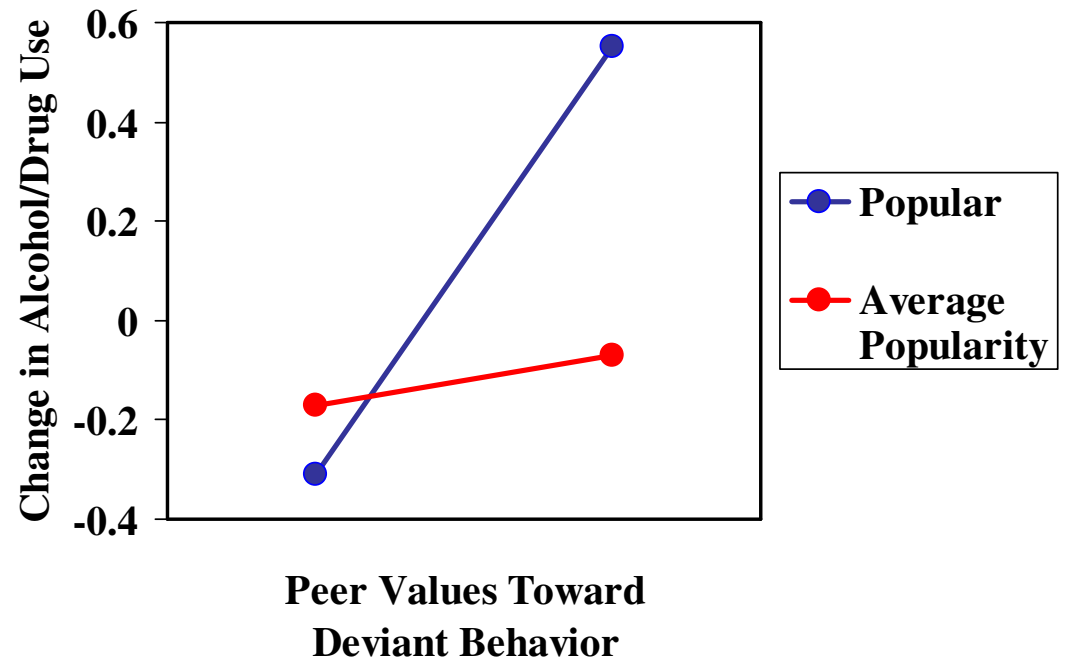
- Interaction of Popularity and Peer Norms Supporting Deviant Behavior



Developmental Risk Factors

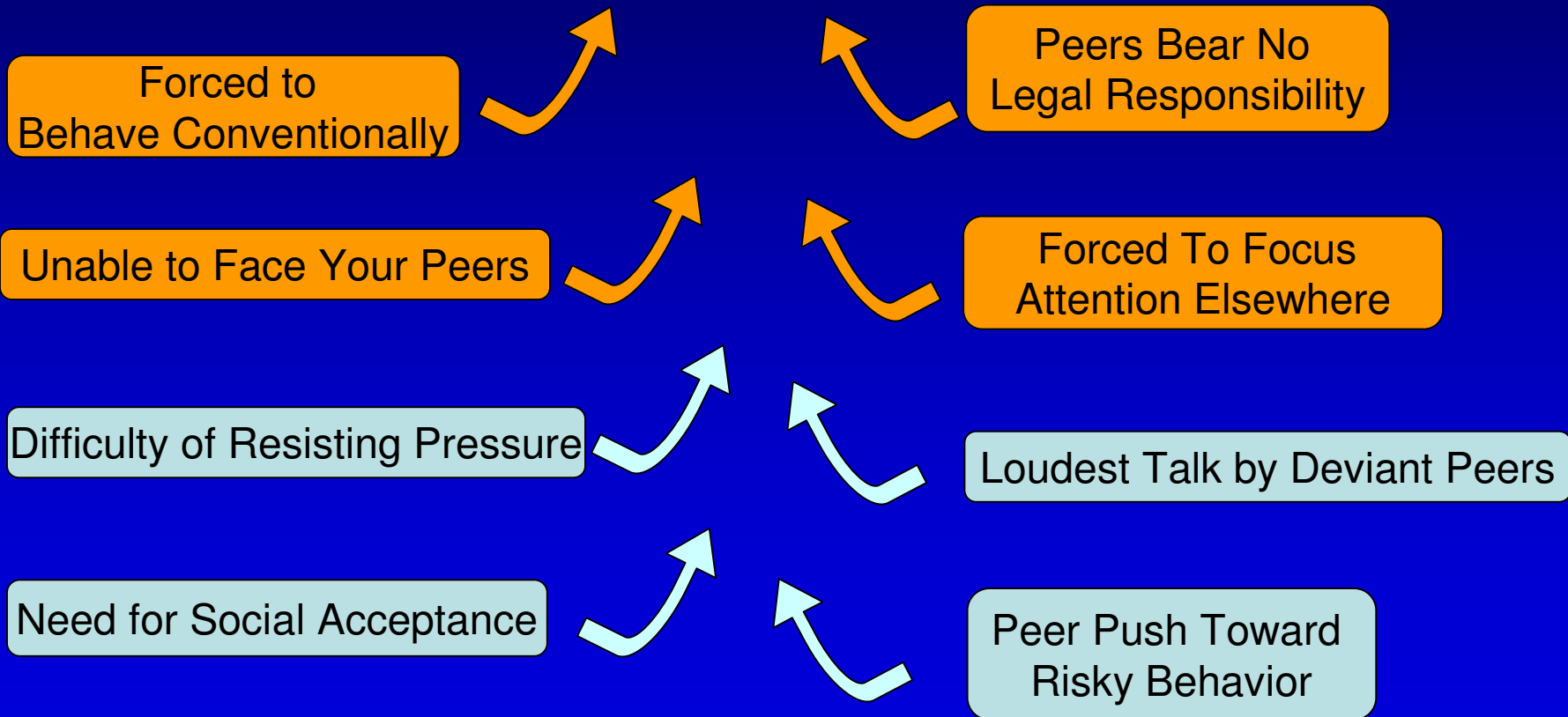
- Interaction of Popularity and Peer Norms Supporting Deviant Behavior

Popular teens' future alcohol/drug use is more tightly linked to their peer values than is unpopular teens' future use.



THE PERFECT STORM?

Higher Accident & Death Rates When Teens Drive with Peers



Key Points from Relevant Research

- Peer Norms and Values are extremely strong socializing agents
- Fighting Peer Norms is a *very* uphill battle.
 - Ultimately, we (almost) all do get socialized to live with our peers
 - Trying to hold back a developmental tide?
- With Development, Peer Norms will eventually become more responsibility-focused
- One goal: ‘Speeding’ along that process

Influencing Teen & Peer Values

- Goal: Enhance the Status of Responsible Driving
- Two Potentially Useful Teen Values:
 - Competence and Skill
 - Money & 'Stuff'!

Influencing Teen & Peer Values

- A “Professional Driver” Program...
 - Skill-based written test
 - Provisional entry after 1 year with no accidents or moving violations.
 - Full entry after 2 years (older teens can have higher status).
- Provide a *Visible Payoff* :
 - Rebate on auto insurance (not just a discount)
 - Check written in teen’s name (with parental consent)
 - Gas card (via oil company partnership?)
 - I-Tunes certificate
 - Partnership with admired groups (Small/classy/cool auto decals?)

*Complete descriptions of research
described in this presentation are
available at:*

www.teenresearch.org