

Conspicuity – Articles by Kevin Williams (compiled by SMARTER May, 2021)

This document provides multiple links to the work of Kevin Williams on subject of the motorcycle/motorcyclist conspicuity. In the U. S. this crash scenario is often called a Looked But Failed to See (LBFTS) crash. In the U.K, Australia, and New Zealand this scenario is called the SMIDSY crash for Sorry Mate, I Didn't See You.

Low or limited motorcycle and motorcycle rider conspicuity has been long recognized as an important motorcyclist crash contributory factor. Crash investigations from many countries indicate that between half and three-quarters of all motorcyclist crashes involve collision with another vehicle. In many of these collisions the other vehicle violated the motorcyclists' right-of-way (ROW). Most of these ROW violation crashes involving motorcyclists are attributed to perception errors on the part of the other vehicle driver. The driver of the other vehicle violated the motorcyclists ROW because they 'looked but failed to see' (LBFS). LBFS crashes happen when the car driver pulls into the path of an oncoming motorcyclist and claims not to have seen him/her approaching.

While the overall evidence certainly does indicate there is a benefit to riders who make themselves and their motorcycle more conspicuous (high-viz), there remain many unanswered questions.

In this series of six articles, Kevin succinctly summaries the research.

(A) Create a Contrast

<https://scienceofbeingseen.wordpress.com/2018/10/05/14-strategies-create-a-contrast/>

(B) Create a Shape

<https://scienceofbeingseen.wordpress.com/2018/11/16/15-strategies-create-a-shape/>

(C) Are Dipped (low beam) Headlights Effective

<https://scienceofbeingseen.wordpress.com/2018/12/01/16-strategies-are-dipped-headlights-effective-drls/>

(D) Daytime Running Lights (DRLs)

<https://scienceofbeingseen.wordpress.com/2018/12/08/17-strategies-alternative-drls/>

(E) Night time conspicuity

<https://scienceofbeingseen.wordpress.com/2018/12/15/18-strategies-night-time-conspicuity/>

(F) Discussion – Conspicuity issue of Cognitive Failure?

<https://scienceofbeingseen.wordpress.com/2018/04/30/discussion-conspicuity-issue-or-cognitive-failure/>