Flood driving fatalities are on the rise despite appeals to the general public. While much is known about the demography of flood driving fatalities, less is known about the psychological mechanisms of flood driving behaviour and how this might be used to influence behaviour change.

**RESEARCH QUESTIONS**

The aim of this research is to discover the psychological determinants of floodwater driving and to find ways to discourage or shape it.

**STUDY ONE**

The first study aims to begin the investigation into the relationship between cultural worldview, psychological disorder, personality factors and intention to cross a flooded roadway?

**PROPOSED RESEARCH METHODS**

Participants will:
- Be asked to engage with a range of vignettes (through written word and virtual reality) which will be designed to explore participant reactions to risk.
- Undertake personality assessments to understand whether there is consistency in how particular personality types respond to floodwater driving.
- Undertake assessment of cognitive load.
- Delve into another virtual environment that includes psychologically derived advertising designed to dissuade participants from floodwater driving behaviours.

**STUDY ONE**

The first study aims to begin the investigation into the relationship between cultural worldview, psychological disorder, personality factors and intention to cross using written word vignettes.

As research of this kind does not currently exist, the first study will be used to help narrow the lens of the second and third studies through the trialed use of Latent Profile Analysis, Exploratory Factor Analysis and Multiple Regression.

**INDUSTRY IMPLICATIONS**

Previous research into the psychology of risk and natural hazards largely revolved around bushfire. More attention is now being focused on flood risk, including the risk of driving through floodwater using campaigns such as NSW and QLD’s “If it’s flooded forget it!” The effectiveness of these campaigns may be related to the heterogeneity of how the public relate to these messages.

This research will add to our understanding of how the public perceives flood risk by:
- Providing agencies with a psychological understanding of flood-specific risk-taking behaviours.
- Understanding how personality, attitudes and worldviews influence flood driving behaviour.
- Advising on suitable flood driving behavioural change interventions aligned to personality, attitudes and worldviews.