

J. Reder, A. Riener

# Social Driving Services: Cool, But Will They Be Used on Broad-Sacle?

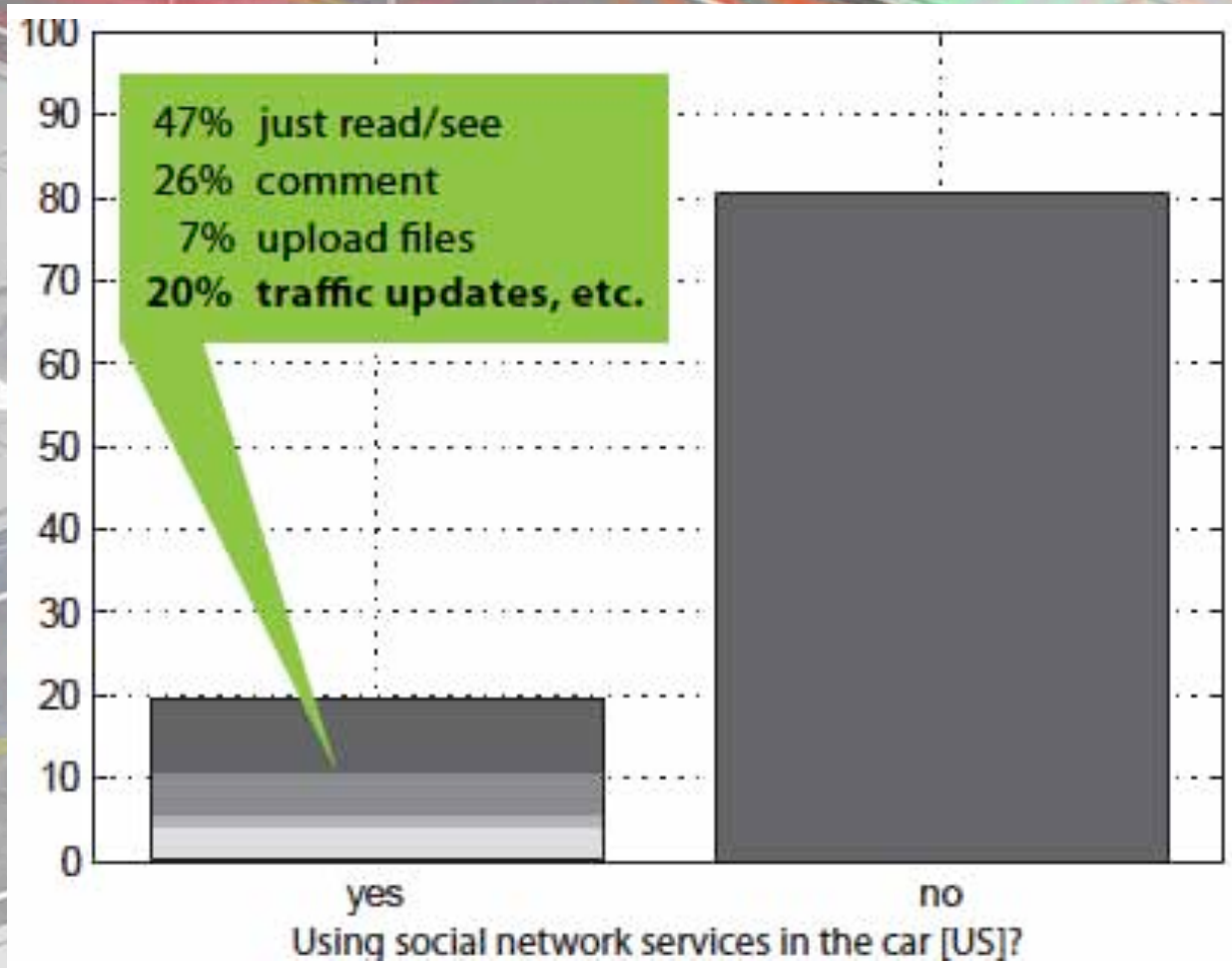
September 17, 2014

AutomotiveUI '14, September 17-19 2014, Seattle, WA, USA

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# Connected cars and social services



# Car use (Commuting)

- 1.2/1.13

passengers/car in Europe/US

- Two driver types

- 1) young persons, tech geeks, 24/7 connected
- 2) older persons, stressful jobs, no SNS



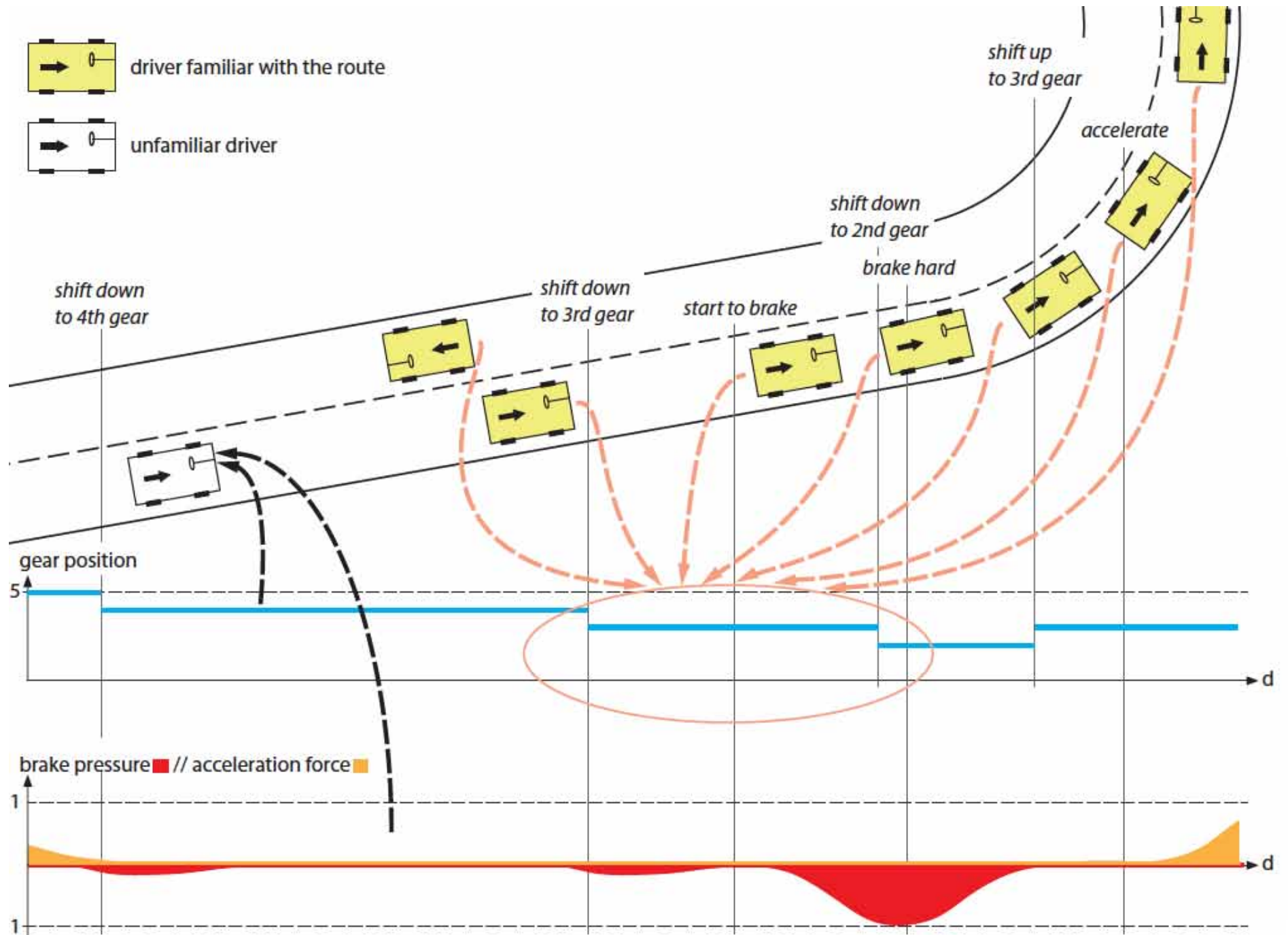
# Young Drivers

- **Technophile**
- **Demand entertainment**
- **Biased**
- **Unrepresentative**

# “Problematic” Drivers

- **Stressful jobs**
- **High income**
- **„Oasis of Calm“**
- **No car sharing**
- **No social services**







# Experience Sharing



## Legend

- 1** Distance bar: indication of remaining distance/time before the next action (speed adaptation (2) or gear change (3)) should be completed
- 2** Traffic sign: shows the next traffic event that should be handled. Currently, only speed limit signs are shown, but any other sign according to StVO, §48-54 (Austria) could be used here (e.g., „Dangerous bend“, „Children“)
- 3** Gear recommender: Based on collective information, the system suggests a gear to engage. Current gear is colored red if not matching the recomm.
- 4** Ranking list: Shows the current performance of the driver (e.g., fuel economy) compared to other drivers driven on that route (database query). In addition, auditory information is provided for rank 1 (🔊 “applause”) or if below a certain configurable rank (🔊 “puuhh...“)







# Global Network

- 2 parties: polar opposites
- 2/Multiple networks?
- Autonomous cars?



# Autonomous Cars

- ...transiting our roads
- (Basic) Human-like social behavior

# Future of Driving

- What factors hinders social/connected cars?
- How to redesign SNS/interaction to convince the critics?



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