

The Dangers of Social Media and Driving Essay

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Motor vehicle accidents occur when an individual or multiple people are injured or killed in an automobile-related accident. Several factors can contribute towards motor vehicle mortality, including, speeding, driving while intoxicated, having a lack of experience, cellphone use while driving, and other forms of distracted driving. In 2015, motor vehicle accidents killed “36,161 Americans”, with “316 of these individuals being from New Mexico.”(NM-IBIS 2015) While there is a lot of focus on alcohol-impaired driving, as it is the leading cause of mortality, there is a lack of emphasis on the dangers of using social media while driving. In order to create and implement an effective public awareness campaign, this intervention must demonstrate efficacy at an individual, social, community, and organizational level. By analyzing this campaign at its respective levels of the socio-ecological model, it can teach its audience the risks behind their social media usage behind the wheel.

As a focus, this intervention will be directed towards individuals who are at a high risk for motor vehicle accidents involving social-media use. In New Mexico, more Native American males between the “ages of 15 and 24 are killed in motor vehicle accidents” than individuals from any other group, whether they’re “categorized by ethnicity, race, gender, or age.”(NM-IBIS 2017) Also, a majority of these deaths occur in accidents where the driver was either under the influence of alcohol, or was distracted by their phone while driving. Hence, the selected intervention will be directed towards these individuals and can address the prevention of social media use while driving, just as it may prevent drunk driving.

In order to prevent motor vehicle accidents in this high risk group, an intervention can be implemented in which pamphlets on distracted driving prevention are distributed among people

classified as being a part of this high risk group. On the inside of these pamphlets, it will list some facts about using social media while driving at both a local and national level, including mortality rates, injuries, and consequences. After, the pamphlets will contain some eyewitness accounts from survivors, police officers, paramedics, and other individuals who witnessed the accidents which the distractions of social media were involved in. Hence, with collaboration, these individuals will have a chance to make a difference.

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