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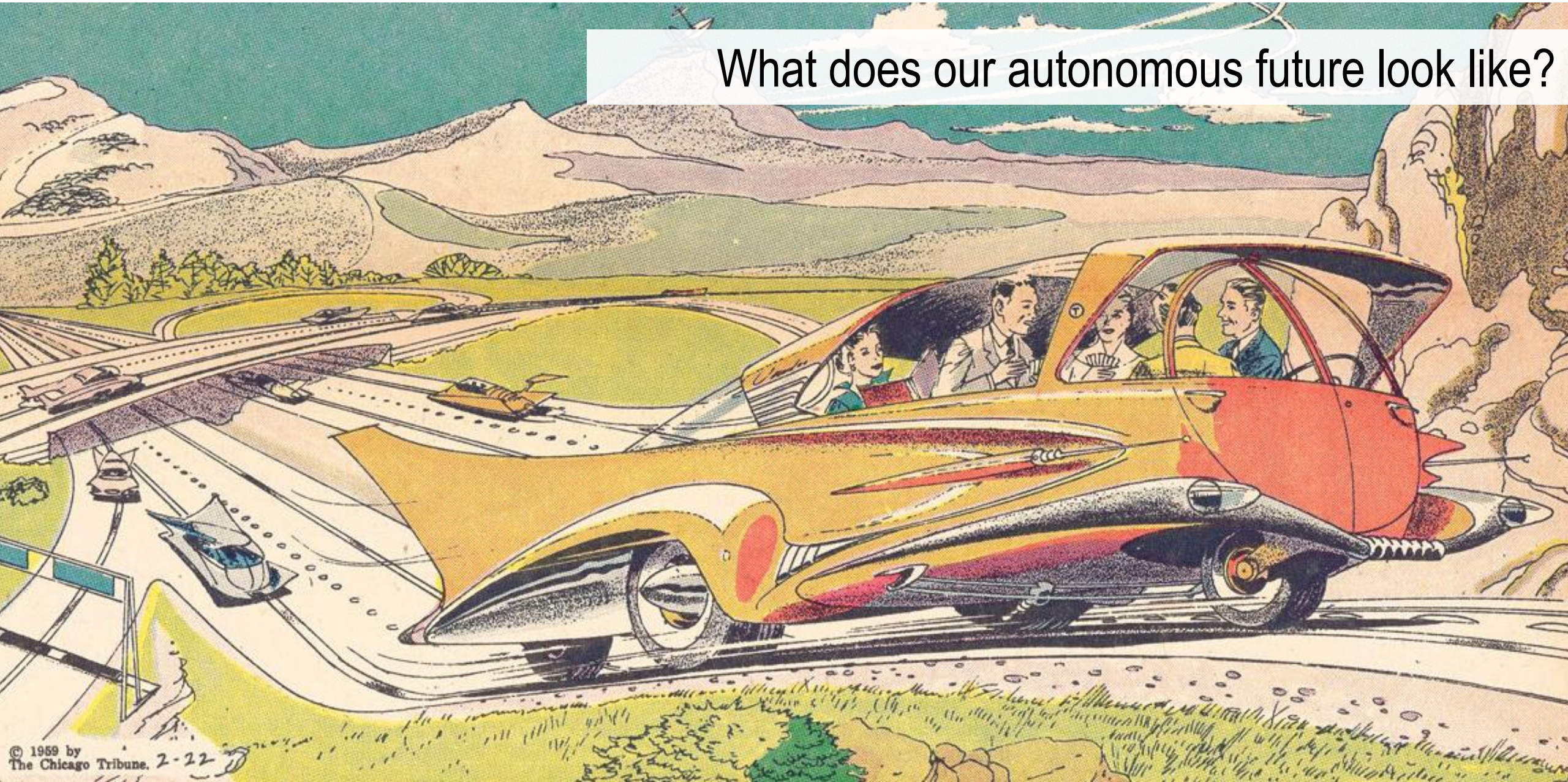
ESRA

Are we ready for our autonomous future?

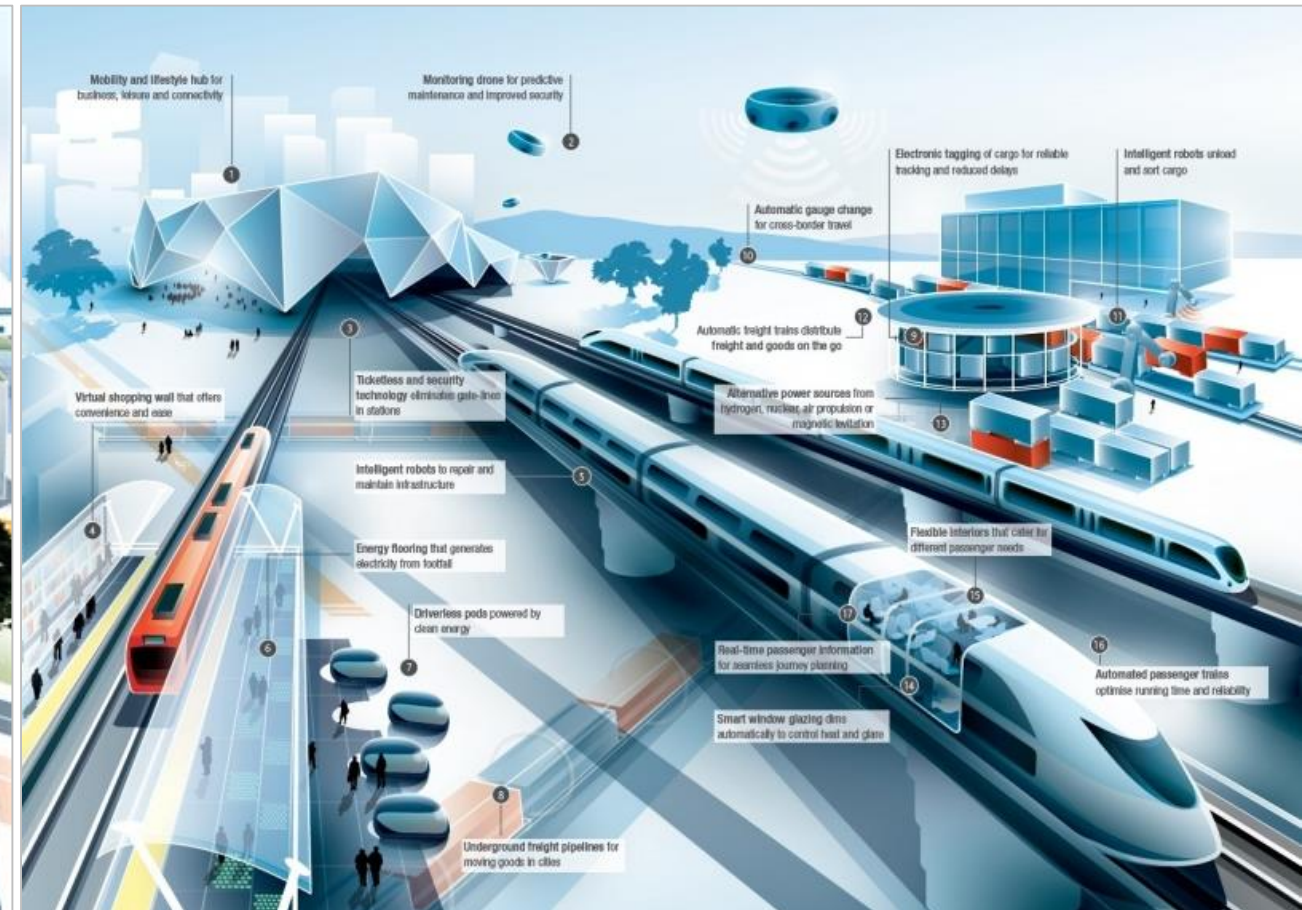
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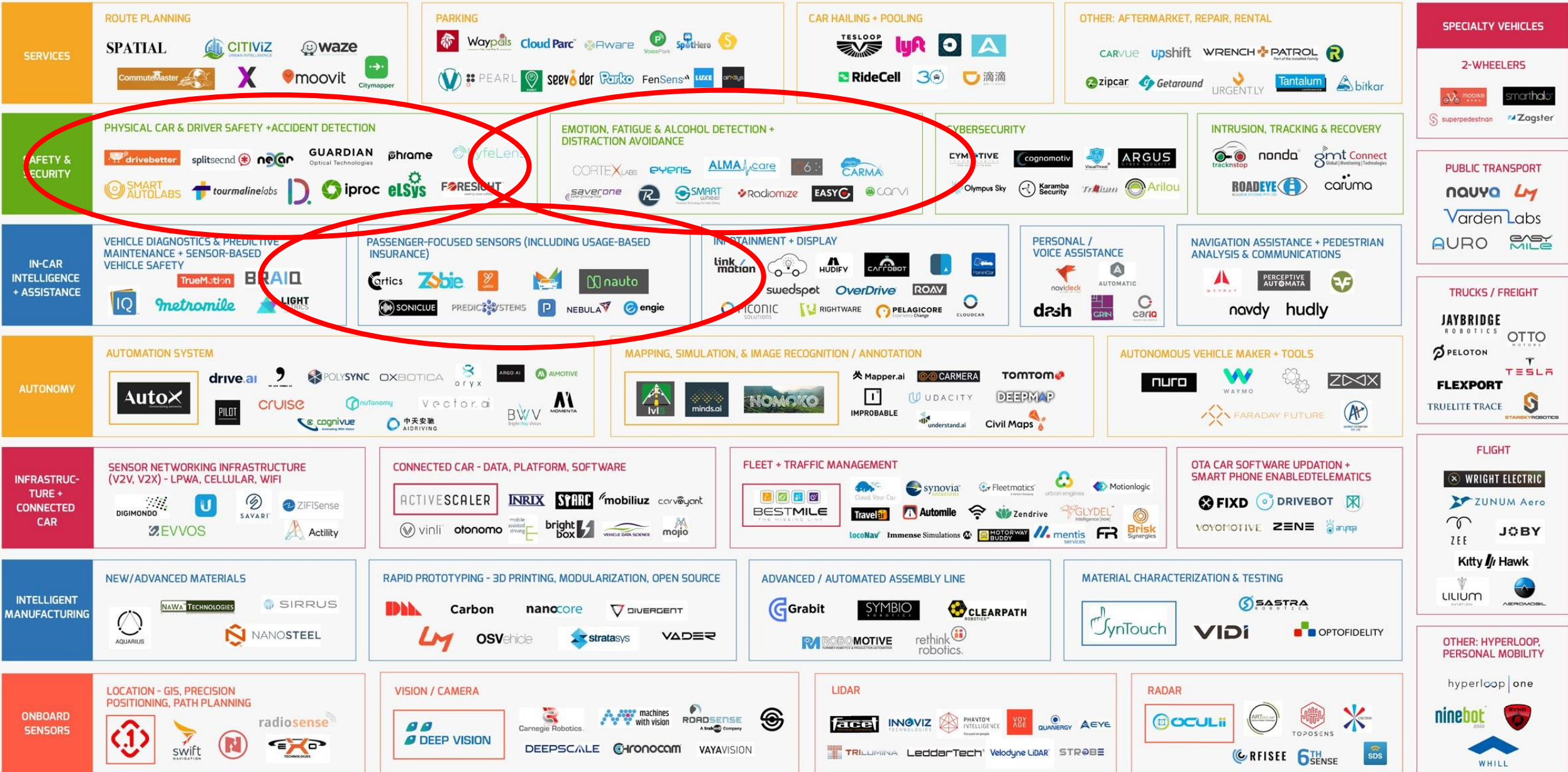
What does our autonomous future look like?

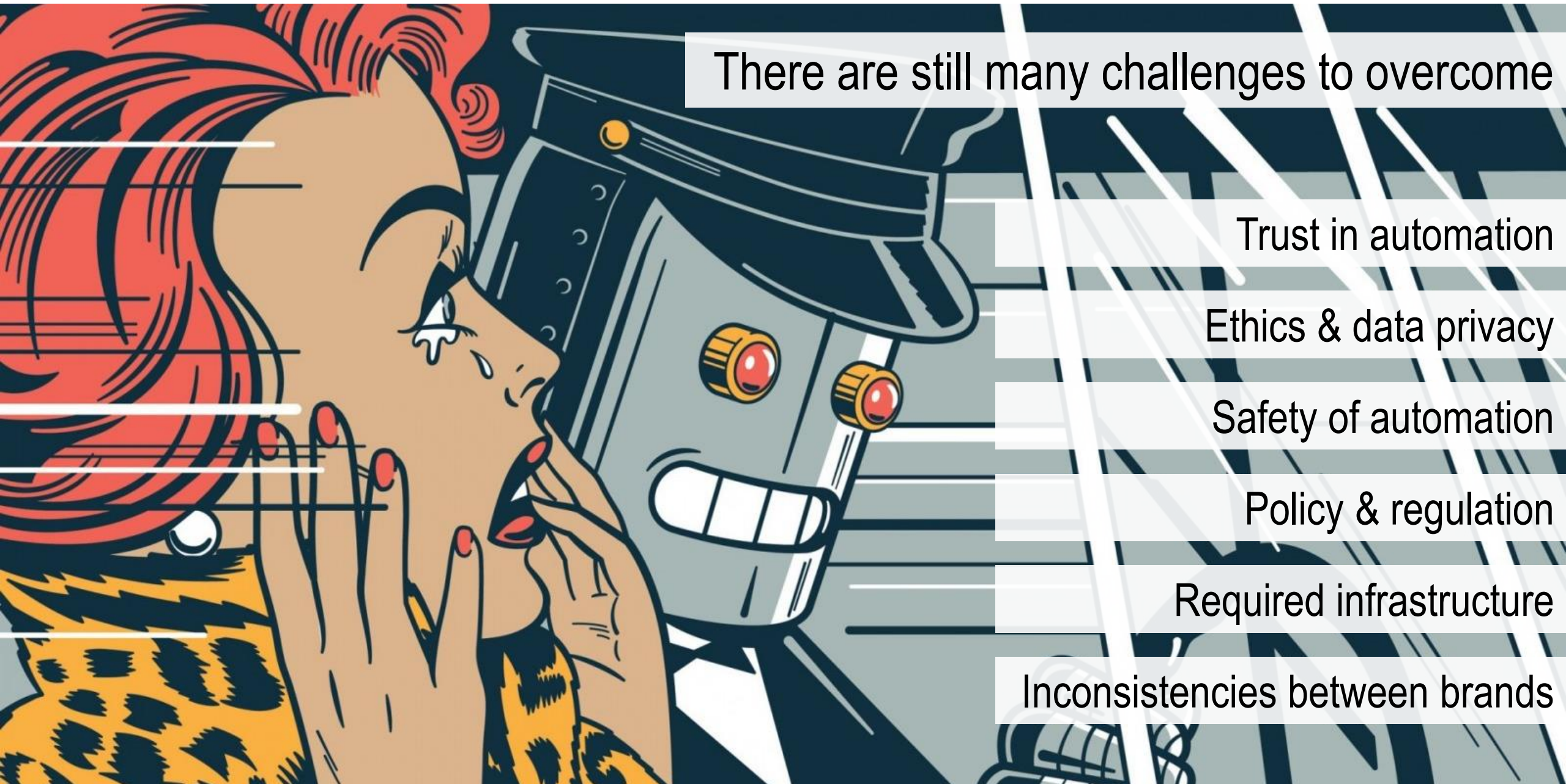


Autonomous transport systems feature predominantly in predictions for future city development



THE FUTURE OF TRANSPORTATION STACK





There are still many challenges to overcome

Trust in automation

Ethics & data privacy

Safety of automation

Policy & regulation

Required infrastructure

Inconsistencies between brands

Experts predict another 30-40 years before autonomous cars are commonly seen on our roads

Self-Driving Cars Will Be Ready Before Our Laws Are

Putting autonomous vehicles on the road isn't just a matter of fine-tuning the technology

By Nathan A. Greenblatt



Intelligent Machines

Driverless Cars Are Further Away Than You Think

Don't expect self-driving cars to take over the roads anytime soon. Here's what carmakers are really working on.

by Will Knight October 22, 2013

Self driving cars will NEVER be able to drive in all conditions, the head of Google's Waymo autonomous vehicle unit admits

- Phoenix-area residents have attacked Waymo's self-driving vans with knives, rocks, PVC pipes and guns, while others have attempted to run them off the road
- Nearly two dozen such incidents have been recorded since testing began in 2017
- Waymo hasn't gone after the assailants and drivers often don't call the police

By MARK PRIGG FOR DAILYMAIL.COM

PUBLISHED: 17:37 GMT, 8 January 2019 | UPDATED: 20:15 GMT, 8 January 2019

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Self driving cars will never be able to drive in the very worst conditions, the head of Waymo has claimed.

He also says that while driverless cars are 'truly here', it will be decades before they are widespread.

<https://spectrum.ieee.org/transportation/advanced-cars/selfdriving-cars-will-be-ready-before-our-laws-are>

<https://www.technologyreview.com/s/520431/driverless-cars-are-further-away-than-you-think/>

<https://www.dailymail.co.uk/sciencetech/article-6569967/Self-driving-cars-NEVER-able-drive-conditions-Google-self-driving-car-boss-admits.html>

Consumers Don't Really Want Self-Driving Cars, MIT Study Finds

May 25, 2017

By Zeninor Enwemeka



An MIT study finds that consumers are increasingly growing uncomfortable with the idea of fully autonomous cars. Pictured: A row of Google self-driving Lexus cars at the Computer History Museum in Mountain View, California. (Eric Risberg/ AP)

Tech companies and car manufacturers are spending billions to get self-driving cars out on the roads. But it turns out, people don't really want them, [according to a new study from MIT](#).

The study asked nearly 3,000 people about their interest in self-driving cars. Nearly half — 48 percent — said they would never purchase a car that completely drives itself. Respondents said they're uncomfortable with the loss of control and don't trust the technology. They also don't feel self-driving cars are safe.

J.D. POWER

Research Car Ratings

Ratings by Industry

Client Login

Global



Hands Off? Not Quite. Consumers Fear Technology Failures with Autonomous Vehicles

< Back



But Drivers of All Ages Embrace Driving Assistance Features, J.D. Power Finds

COSTA MESA, Calif.: 18 April 2017 — With the exception of Gen Y¹, all other generational groups are becoming more skeptical of self-driving technology, which poses a new challenge to car manufacturers and technology developers, according to the J.D. Power 2017 U.S. Tech Choice Study,SM released today.

"In most cases, as technology concepts get closer to becoming reality, consumer curiosity and acceptance increase," said **Kristin Kolodge, executive director of driver interaction and HMI research at J.D. Power**. "With autonomous vehicles, we see a pattern where trust drives interest in the technology and right now, the level of trust is declining."

Trust

Safety

Acceptance

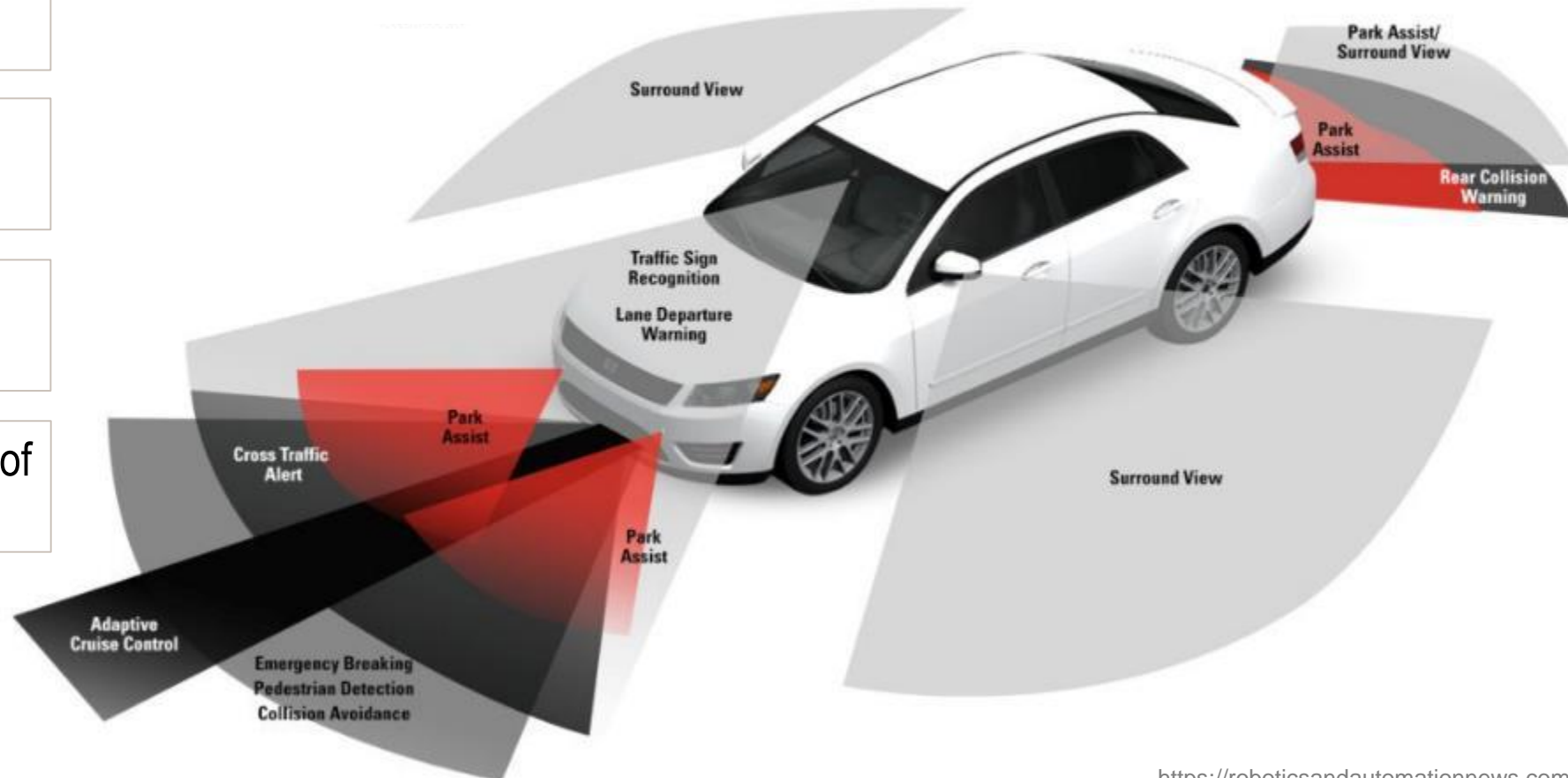
Today's vehicles are increasingly sophisticated and complex

How well do drivers understand the technology in their own cars?

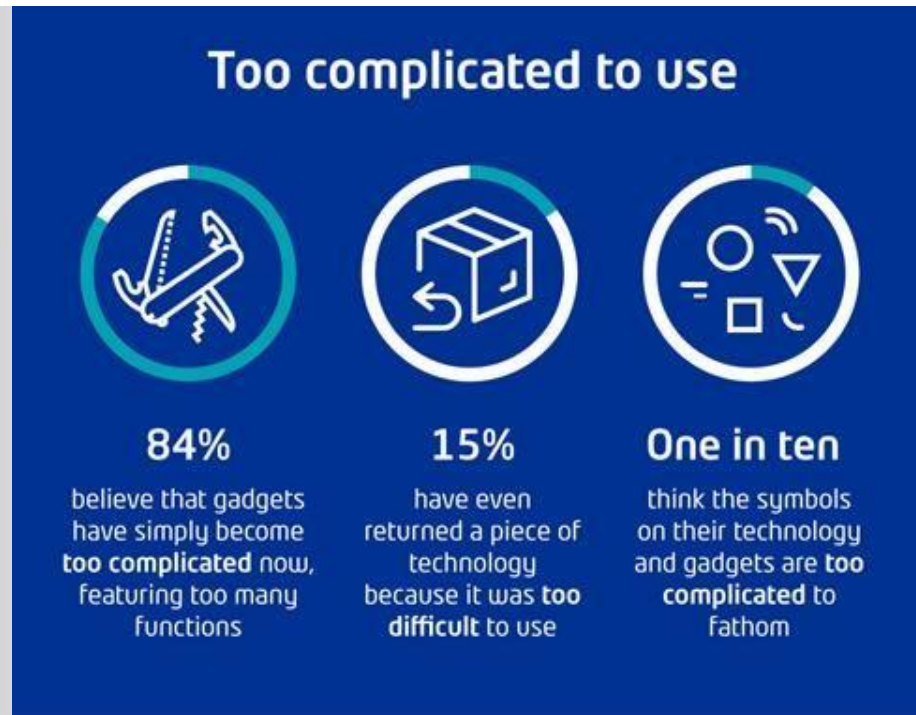
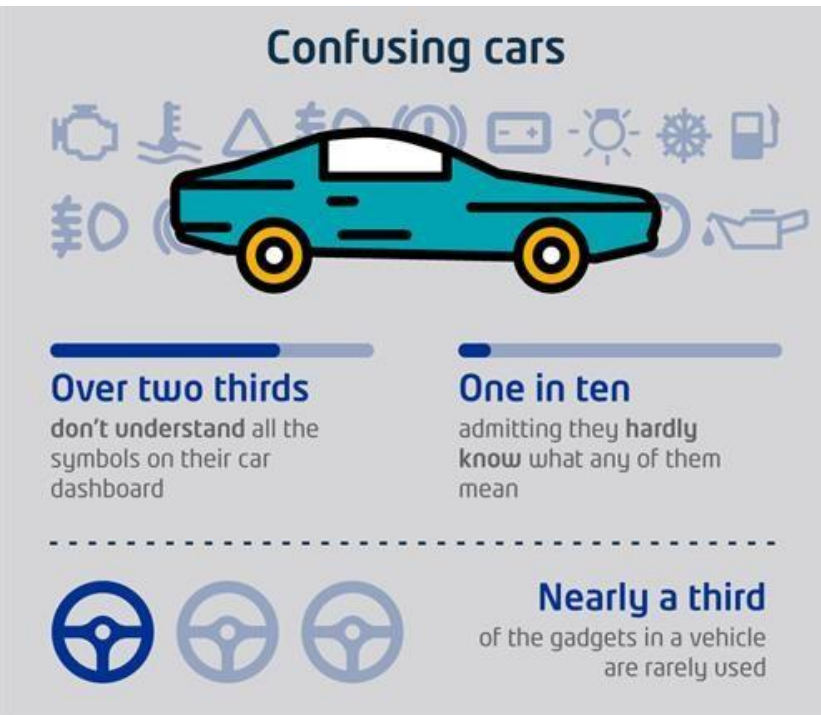
How intuitive are these technologies, especially in extreme circumstances?

Could new technologies create new, unforeseen problems and risks?

Could this affect people's perceptions of the safety of autonomous transport?



Many people don't use the technology already available



- Survey by Dacia on 2,000 British adults
- Conclusion that 84% of the population sees technology as «too complicated»

Design intention \neq human expectation

Case Study 1: The runaway Toyota

- Problems with unintended acceleration of the Toyota Prius as a result of issues with gas pedals, floor mats and brakes.
- One «fix» is to turn off the engine to stop the car.
- Engine power button was designed to operate similar to a computer power button – not intuitive to the average (panicking) driver!



Design intention \neq human expectation

Case Study 2: The misunderstood Volvo

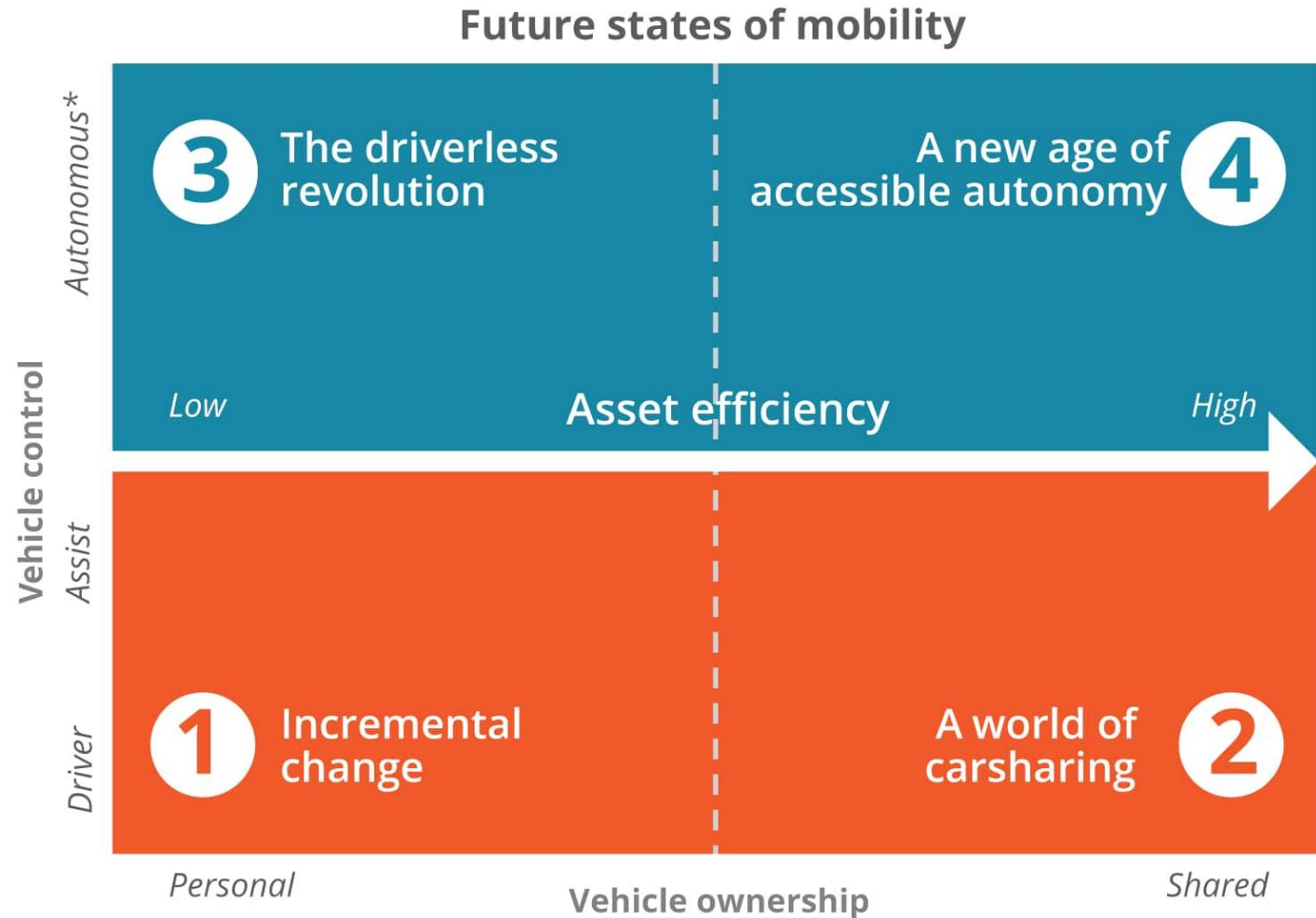
- Demonstration of the new pedestrian detection system at a car dealership.
- Driver was not aware that the system was an optional extra, and not installed in this particular car.
- Driver was not aware that the system is not designed to function in this way & his actions overrode the safety feature.



The future may not be completely autonomous after all

- Important to focus on understanding the benefits and limitations of existing technologies
- Need to engage all stakeholders to ensure coordination and cooperation in planning and development of future mobility solutions
- We must remember the human factor!**

 - How do people perceive the technology?
 - Do people understand the technology?
 - How are people going to use the technology?
- People's perception of **safety** and their **trust** in technology, as well as their **understanding** of the technology is crucial for success.



Boeing 747 Max crash near Bishoftu, Ethiopia on March 20 2019

WERE PILOTS GIVEN ADEQUATE TRAINING?

Short answer: no. When the Max jet was under development, regulators determined that pilots could fly the planes without extensive retraining because they were essentially the same as previous generations, [according to The New York Times](#). This saved Boeing a lot of money on extra training, which aided the company in its competition with Airbus to introduce newer, more fuel-efficient airplanes. The FAA didn't change those rules after Lion Air 610 crashed.

So rather than hours-long training sessions in giant, multimillion-dollar simulators, many pilots instead learned about the 737's new features on an iPad. Pilots at United Airlines put together a 13-page guide to the 737 Max, which did not mention the MCAS.

[According to Reuters](#), the doomed Lion Air cockpit voice recorder revealed how pilots scoured a manual in a losing battle to figure out why they were hurtling down to sea.

**AS THE PLANE PLUMMETED,
THE DOOMED LION AIR PILOTS
SCoured A MANUAL IN A
LOSING BATTLE**

Changes to the engine design affects flight

«Fix» creates uncertainty & frustration for pilots

Extra safety features not installed

Pilots not adequately trained on new system

189 people killed in Indonesia; 157 in Ethiopia

A man with a beard and glasses, wearing a dark suit, is shown in profile, looking to the left. He has his hand to his chin in a thoughtful pose. The background is a textured, light-colored wall with a faint, intricate pattern of gears and mechanical parts. A semi-transparent white banner is overlaid on the right side of the image, containing the text "We cannot forget the human factor".

We cannot forget the human factor

Understanding and evaluating the human perspective is essential for developing safe, useful, usable, trustworthy technology



Thank you!

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