

## TABLE OF CONTENTS

	<u>Page</u>
<b>Chapter I</b>	
INTRODUCTION .....	9
I.1 Statement of the Problem .....	9
I.2 Scope and Aims of the Report .....	10
I.3 Resources Spent on Road Safety Education .....	11
I.4 Structure of the Report .....	12
Reference .....	13
<b>Chapter II</b>	
EVALUATION STRATEGIES AND CRITERIA FOR EFFECTIVENESS .....	14
II.1 Definitions of Terms .....	14
II.2 Problem Analysis .....	17
II.3 Formative Evaluation .....	18
II.3.1 Process evaluation .....	18
II.3.2 Product evaluation .....	19
II.4 Summative Evaluation .....	20
II.5 Methodological Problems .....	21
II.5.1 Research designs .....	21
II.5.2 Measurement instruments .....	24
II.5.3 Statistical issues .....	33
II.6 Issues of Effectiveness .....	35
II.6.1 Content and structure of instruction .....	36
II.6.2 Instructional process .....	37
II.6.3 Other factors influencing traffic education effectiveness .....	39
II.7 Strategy for Programme Development and Evaluation .....	40
References .....	43

**Chapter III**

EXAMPLES OF EVALUATION STUDIES .....	49
III.1    Preliminary Remarks on the Selection and Presentation of Examples .....	49
III.2    Problem Analysis .....	50
III.2.1    Accident analysis .....	51
III.2.2    Background for traffic education .....	54
III.3    Formative Evaluation .....	65
III.3.1    Process evaluation .....	65
III.3.2    Product evaluation .....	92
III.4    Summative Evaluation .....	102
III.5    Opinions of OECD Group Members About Objectives for Road Safety Education Programmes and Evaluation Criteria .....	115
References .....	120

**Chapter IV**

CONCLUSIONS AND RECOMMENDATIONS .....	129
---------------------------------------	-----

List of Members of the Group .....	133
------------------------------------	-----