

TCR 2025 Track 1 Proposal:
Anticipating and Addressing Consumer Resistance to Anti-Drunk-Driving Technology
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The goal of this TCR track is to tackle the wicked problem of drunk driving via a direct partnership with the well-established organization Mothers Against Drunk Driving (MADD). Each year in the United States, over 10,000 people are killed and over 400,000 people are injured in motor vehicle crashes due to drivers under the influence of alcohol. In the pursuit of the mission of Transformative Consumer Research and given the need to improve the well-being and safety of all drivers, this track will work to assist in addressing needs of the MADD organization related to public opinion and consumer acceptance of new legislation in this space.

The HALT Act, signed into law on November 15, 2021, directs the federal government to require that all new cars come equipped with smart technology that passively, seamlessly, and unobtrusively detects and stops impaired driving. While legislation (and resistance) operates behind the scenes, an important goal for MADD is developing a nationwide consumer acceptance campaign. Much like laws surrounding seatbelt (1968) and airbag (1998) requirements, this new technology comes with countless consumer questions, concerns, and even resistance.

The next major step for MADD is working to anticipate, address, and mitigate consumer concerns and to facilitate consumer acceptance of anti-drunk-driving technology as a standard feature in automobiles. In order to do so, there must be clear understanding of various consumer segments, their perspectives, potential barriers to acceptance, and development of interventions. Targeted interventions must make a complex law and technology digestible for consumers. Further, messaging in this space must strike a balance between being serious enough to demand attention and not paralyzing consumers with fear. Numerous theories in marketing are poised to address those key considerations.

As a Track 1 at TCR, this group will work to understand consumer segments, discuss barriers to HALT Act acceptance, create interventions to address concerns, and beyond. Given the scope of this task, it is anticipated that multiple methods and theories will be employed to address the problem at hand. Possible ideas include, but are not limited to: test messaging, create interventions, discuss barriers, combat misinformation, understand language/terminology, stimulate demand of technology, and generate theory related to this space.

Anticipated Timeline

Month	Task
January 2025	TCR Acceptances Announced
Spring 2025	Monthly meetings (readings and discussion)
June 2025	TCR Dialogical Conference in D.C.
Summer 2025	IRB Approvals and Deploy Studies
Fall 2025	Analysis and Writing
December 2025	Submission of Manuscript to Targeted Journal Submission of Report to MADD Team
Spring 2026	Investigate and consider future aligned research/ public policy initiatives