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Applying acceptability models to CCAM use cases in cross-border contexts: The 5G-MOBIX approach

Background

- The 5G-MOBIX is a project co-financed by the European Commission to “develop and test automated vehicle functionalities using 5G core technological innovations, along multiple cross-border corridors and urban trial sites”.
- The project will also evaluate the acceptability and acceptance of the developed solutions.

Goal

- To propose a self-assessment acceptability model to evaluate the CCAM use cases that will be trialed by the 5G-MOBIX project.

Proposed Acceptance Model

- Inspired on the Technology Acceptance Model (TAM; Davis, 1989) which explains acceptability of a technology based on the:
  - **Perceived ease-of-use;**
  - **Perceived usefulness.**
- Additional constructs derived from TAM extensions (e.g., Venkatesh & Bala, 2008).
- Additional constructs, relevant for automated driving (e.g., Zhang et al., 2019):
  - **Perceived Safety;**
  - **Trust.**
- The model (fig. 1) will be translated into a questionnaire for the participants taking part in the trials.

References

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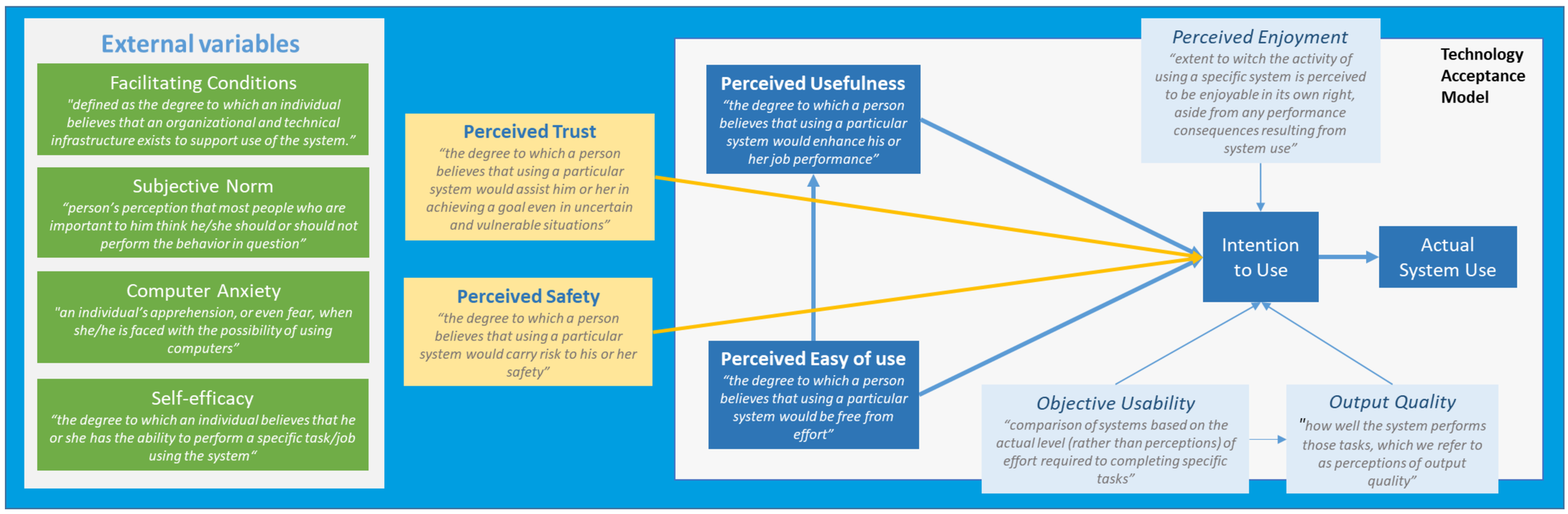

Fig. 1. 5G-MOBIX proposed acceptance model

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