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1 Risk compensation theory and bicycle helmets – results from  
2 an experiment of cycling speed and short-term effects of  
3 habituation

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9 It has been suggested that the safety benefits of bicycle helmets are limited by risk  
10 compensation. The current study contributes to explaining whether the potential  
11 safety effects of bicycle helmets are reduced by cyclists' tendency to cycle faster when  
12 wearing them (as a result of risk compensation), and if this potential reduction can be  
13 associated with a change in perceived risk. A previous study (Fyhri & Phillips, 2013)  
14 showed that non-routine helmet users did not increase their speed immediately after  
15 being given a helmet to wear, while routine helmet users cycled more slowly. The  
16 current study tests whether the previously found reduction in speed in response to  
17 helmet removal – as an indirect indicator of risk compensation - could be established  
18 in non-routine helmet users, after a period of habituation while cycling with a helmet.

19 We did this by conducting a randomized crossover trial, in which we used GPS-  
20 derived speed calculations and self-reported risk perception. To test the effect of  
21 habituation, we used a design where each participant took part in two rounds with a  
22 break between and each round having two trips. We collected the data in June 2015.  
23 Non-routine helmet users (N=31) were recruited in the field (along cycle routes in  
24 Oslo), and through a sample drawn from the Falck National register of bicycle  
25 owners. In the first phase of the study, all participants were asked to complete a test

26 route (2.4 kilometres downhill) with and without a helmet. In the second phase of  
27 the experiment, conducted after 1.5 -2 hours, the same participants again completed  
28 the test route with and without a helmet. In the time between the first and second  
29 phases of the experiment, all participants were given helmets, and told to use them  
30 on a predefined bicycle route.

31 Habituation to the helmet between the first and second phases of the experiment did  
32 not produce any decrease (with helmet removal) in speed, on top of the habituation  
33 that occurred while cycling down the hill (the order effect). Mean speed difference  
34 for cycling with/ without a helmet before the break was -0.76 km/h, after the break  
35 this difference was 0.32 km/h; 95% CIs [-0,5, 2.9] and [-0.9, 1.5]. We argue that risk  
36 compensation is an unlikely effect of using a bicycle helmet, and probably cannot  
37 explain any adverse effects related to helmet legislation.

38 **Keywords:** bicycle helmet, risk compensation, long-term effects, GPS, field  
39 experiment, habituation.

40

# 41 **1 Introduction**

42 Case-control studies have shown injury-reducing effects of bicycle helmets (Attewell,  
43 Glase, & McFadden, 2001; Olivier & Creighton, 2016). However, evidence from  
44 countries that have introduced helmet laws indicate no reductions in head injuries  
45 over and above those observed for other injuries (Robinson, 2006, 2007). Recent  
46 studies (Bonander, Nilson, & Andersson, 2014; Olivier, Walter, & Grzebieta, 2013;  
47 Walter, Olivier, Churches, & Grzebieta, 2011), and especially a Cochrane review  
48 from 2007 (Macpherson & Spinks, 2007) have disputed this finding. Nevertheless, it  
49 has been suggested that *risk compensation* reduces the effect of bicycle helmets, i.e.,  
50 helmets make people take more risks (Robinson, 2006). Further, it has been  
51 suggested that this risk compensation is related to a change in perceptions about the  
52 consequences of a potential collision (Adams & Hillman, 2001), in other words to a  
53 change in *risk perception*, as defined in the psychometric model (Fischhoff, Slovic,  
54 Lichtenstein, Read, & Combs, 2000).

55 Risk compensation has been used to describe how perceived risk influences driving  
56 behaviour among motorists, and is related to Wilde's (1994) *target risk theory* (risk  
57 homeostasis theory). Such models predict that driver behaviour is motivated by the  
58 goal of achieving a certain outcome related to risk level. According to the risk  
59 compensation theory people will become more careful when they sense increased  
60 risk and less careful when they feel more protected (OECD, 1990).

61 As part of the debate surrounding effectiveness of helmet laws, it has been claimed  
62 that a safety measure needs to be noticed if it is to be compensated for (Hedlund,  
63 2000). This is in line with Adams and Hillman's (2001) claim that risk compensation

64 is a result of changed assessments of consequences of behaviour. If one accepts this  
65 notion, it can be argued that studies should try to explain the components of risk  
66 perception *and* link those components to associated safety behaviours to provide  
67 convincing evidence for or against risk compensation (Phillips, Fyhri, & Sagberg,  
68 2011). The studies should also account for findings that *discomfort* is a major barrier  
69 against bicycle helmet use (Bogerd, Walker, Bruhwiler, & Rossi, 2014; Finnoff,  
70 Laskowski, Altman, & Diehl, 2001). Since studies of risk perception have indicated  
71 that risk perception and comfort are conceptually close (Backer-Grøndahl & Fyhri,  
72 2008; Lewis-Evans, De Waard, & Brookhuis, 2010), it is important to study  
73 perceived comfort in conjunction to perceived risk when looking at bicycle helmets.

74 Fyhri and Phillips (2013) found that after having removed the participants' helmets,  
75 routine helmet users cycled more slowly and demonstrated increased  
76 psychophysiological load. For cyclists who were not accustomed to helmets there  
77 was no significant change in either cycling behaviour or psychophysiological load.  
78 However, merely testing the *immediate* effect of a helmet is insufficient evidence  
79 against risk compensation. This is because the user might need to spend some time  
80 wearing the helmet while cycling to get used to the helmet and to sense the extra  
81 protection afforded. If this is true, risk compensation might take some time to  
82 emerge. Hence, there is a need for studies that look for changes in speed in response  
83 to wearing bicycle helmets after a certain time for habituation.

84 Our previously observed effect of a reduction in cycling speed in response to  
85 removing the helmet from routine helmet users (Fyhri & Phillips, 2013) could be  
86 seen as indicative of a risk compensation effect – after all, accustomed helmet-users

87 cycled faster when wearing helmets than when not wearing them. But risk  
88 compensation is meant to predict what happens when a safety device is introduced,  
89 not when it is removed. It is important to note, therefore, that when wearing a  
90 helmet in our previous study, the routine helmet-users cycled no faster than non-  
91 routine users (whether the latter wore a helmet or not). Rather than an increase in  
92 speed in response to routine helmet use (direct risk compensation) our previous  
93 observations indicated some change in psychology and/or behaviour among cyclists  
94 as they become accustomed to using a helmet, which manifested itself, initially at  
95 least, as more careful cycling in response to helmet removal (reduced speed). This  
96 reduction in speed can be seen as indirect evidence of risk compensation.

97 In the current article, we wanted to test whether this reduction in speed in response  
98 to helmet removal – as an indirect indicator of risk compensation – could be  
99 established in non-routine helmet users, after a period of habituation while cycling  
100 with a helmet. More precisely, we hypothesised that the difference in cycling speed  
101 with/without helmet would increase after participants had time to get accustomed to  
102 the helmet.

103 Further, we wanted to explore if getting used to a helmet could influence  
104 participants' perceptions of risk and safety in the different conditions.

105 A natural implication of the theory of risk compensation is that a safety device leads  
106 to behavioural change via changes in experienced risk. In the case of cyclists and  
107 helmet use, it can be assumed that change in cycling speed is an important  
108 behavioural indicator, or a proxy, of risk compensation. Other behaviours that are

109 likely to be outcomes of risk compensation are traffic violations, risky route choices,  
110 close overtakes etc. Such behaviours typically occur in natural cycling environments.  
111 The current study aims to observe the direct relationship between helmet use and  
112 risk compensation. Observing other types of behaviour calls for a very complex  
113 research design, to control for a range of potential confounds, and is not the subject  
114 of this study.

## 115 **2 METHOD**

### 116 **2.1 Sample**

117 An a priori power analysis using G\*Power (Faul, Erdfelder, Lang, & Buchner, 2007)  
118 was used to calculate the number of participants needed for identifying a significant  
119 change of 1.5 kilometres per hour (S.D 1 km/h) (found in Fyhri and Phillips (2013)).  
120 To reach this (power= 80 and alpha=0.05) 32 participants were needed.

121 Participants (non-routine helmet users) were recruited through a sample of bicycle  
122 owners drawn from the Falck National register of bicycle owners, through social  
123 media and along cycle routes in Oslo (a few days before the experiment). The  
124 participants were to answer a questionnaire about cycling and collisions in advance of  
125 the experiment.

126 Routine helmet users were filtered out using the question “How often do you use a  
127 bicycle helmet while cycling?” (always, often, sometimes, seldom, never). Only those  
128 who stated to “seldom” or “never” use a helmet were included. A total of 71 people  
129 met the criteria (non- routine helmet user) and received information about the  
130 experiment. The participants were not told the purpose of the study. After drop-out  
131 31 cyclists showed up and completed the whole experiment. Data from one  
132 participant who completed the trip was excluded from further analysis, as it turned  
133 out that the participant had not followed the protocol (see section 2.3).



134 **2.2 Sample description**

135 Background variables (reported in the pre-trial questionnaire) are presented in Table  
136 1. Three of the participants had not completed the first questionnaire, so the table  
137 only contains data for 27 participants.

138 **Table 1.** *Background variables. All values except age in percent. N=27.*

	Per cent
Cycled more than 50 days [this year]	56
Cycle all year	37
Bicycle collision last five years	15
Cycle often/always on red light	22
Mountain bike	30
Hybrid	37
Classic	30
Other type of bicycle	4
Female	32*
Mean age (years)	44.0
N	27

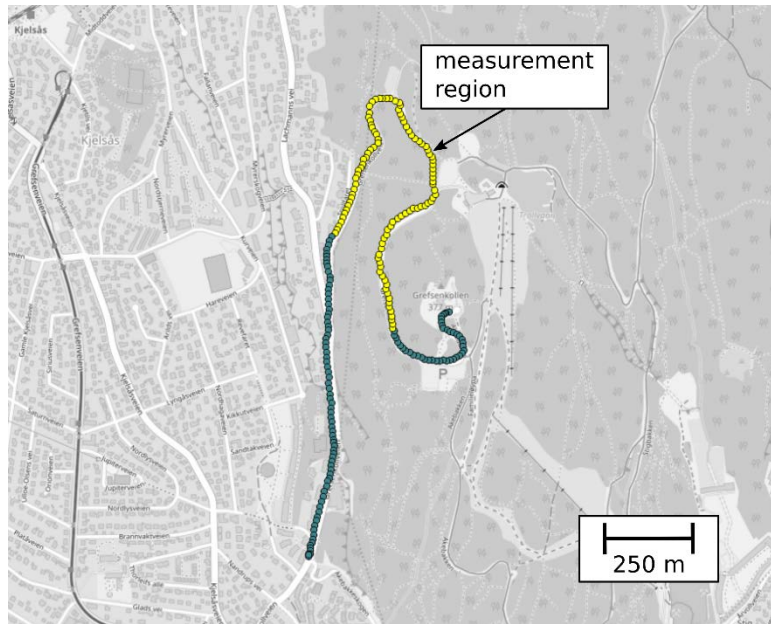
139 \* From the total study, N=30.

140 Among the participants, there is an overrepresentation of males (68 percent). In a  
141 previous study recruiting participants with a roadside survey in Oslo, around 55  
142 percent of the participants were male (Fyhri, Sundfør, Bjørnskau, & Laureshyn,  
143 2015). The mean age, and the share who state to cycle on red light is comparable to  
144 what was obtained in the previous study (Fyhri & Phillips, 2013). All participants  
145 stated to never or seldom use their helmet when cycling, compared to national data

146 indicating a helmet use rate of 51 per cent (Statens Vegvesen, 2014). There has been  
147 no implementation of mandatory helmet use in Norway. All in all, the sample seems  
148 to be representative of the Norwegian cycling population, with the one (important)  
149 exception that they rarely use helmets.

## 150 **2.3 The experimental setup**

151 The study was carried out as a randomized crossover trial at a site in Oslo. The test  
152 strip ran downhill (2.4 km) with mixed traffic, outside of the city centre (Figure 1).  
153 The site was chosen mainly for two reasons. (1) The steep slope (250 m elevation)  
154 would potentially induce a wider range of cycling speeds, thereby emphasizing any  
155 effect of the helmet on cycling speed. (2) Little traffic volume on the stretch made it  
156 unlikely that pedestrians or cars would affect cycling behaviour. The location is thus  
157 a somewhat “extreme condition”, it is not intended to be representative for a “typical  
158 everyday cycling- route”. The idea with this setup was to remove as many as possible  
159 factors that can influence cycling speed, other than the one issue we were interested  
160 in, i.e., risk compensation following from helmet use.



161

162 **Figure 1.** The test route (in green), and the speed measurement region (in yellow). Map data from  
163 OpenStreetmap.

164 Due to the unfamiliar setting, we wanted one of the elements to be familiar, hence all  
165 participants were told to bring their own bicycle. Participants were organized in small  
166 groups of 2- 4 cyclists. The group of participants were taken by car to the top of the  
167 hill they were to cycle down. A mobile phone was attached to their upper arm and  
168 the Strava-application (a mobile application that records GPS-coordinates) was  
169 activated. They were instructed to cycle down the hill at their “own speed”,  
170 individually. The point at which they had to stop cycling was marked with a person in  
171 a yellow waistcoat. After each trip, they were asked to respond to a questionnaire  
172 about obstacles they had encountered, and risk perception related to the trip.  
173 Questions about habit strength for helmet use were asked after the final trip. Each  
174 participant was asked to wear a helmet either in the first or second round (randomly  
175 assigned) of cycling (Table 2). The random assignment of conditions was aimed to  
176 counterbalance any order effect from getting used to ride the test strip.

177 We present the actual distribution of the different conditions in Table 2, indicating  
 178 that counterbalancing had worked well.

179 **Table 2.** *Number of participants in each experimental condition. N=30\**

		Pre-intervention		Intervention	Post-intervention	
		Test 1	Test 2	Habituation: all wearing helmets (duration 1-1.5h)	Test 3	Test 4
Group1	7 participants	Helmet	No helmet	helmet	Helmet	No helmet
Group2	7 participants	Helmet	No helmet	helmet	No helmet	Helmet
Group3	8 participants	No helmet	Helmet	helmet	Helmet	No helmet
Group4	8 participants	No helmet	Helmet	helmet	No helmet	Helmet

180 \* In total, 31 participants completed the trial, but one participant had not followed  
 181 the instructions, and was removed from the data set).

182 After the first two trips, the groups (2-4 in each group) cycled a distance of  
 183 approximately 2.4 kilometres one way (total distance back and forth was 4.8 km) to a  
 184 facility where they could try e-bikes. All participants were given helmets and told to  
 185 use them as long as they were on the bicycle (and e-bike). The second phase of the  
 186 experiment was conducted after 1.5 -2 hours. It was estimated that the participants  
 187 wore their helmets for approximately 1-1.5 hour during the break. After the break, all  
 188 participants completed the test route with and without a helmet (except for the one  
 189 participant who cycled two times without a helmet and is not included in table 2).  
 190 The design made sure that half of the participants changed the order in which they  
 191 wore/did not wear a helmet, and half of them kept the same order as before the  
 192 break. The ride to the facility during the break was deliberately planned to be along a

193 safe and level route, and the cyclists did not have to ride uphill, so that also less  
194 experienced and less fit cyclists could take part.

195 The respondents were debriefed after the trial and explained about the purpose of  
196 the study. A few of the participants (no data were collected about this) indicated that  
197 they had second-guessed what the purpose was. When asked whether this had  
198 influenced their cycling they all claimed that the task itself was so demanding or that  
199 they had been so intent on performance that they had not been able to speculate  
200 much about how they were expected to behave.

201 The study was approved by the Norwegian Social Science Data Services. All  
202 participants signed an informed consent with the phrase “my participation is  
203 voluntary, and I understand that I can withdraw from the experiment at any time”.

## 204 **2.4 Instruments and measures**

205 Data are available at the Norwegian Centre for Research Data (Fyhri & Sundfor,  
206 2015).

### 207 **2.4.1 Speed**

208 GPS-coordinates were recorded for the whole distance using the mobile application  
209 “Strava”. The data from GPS files is loaded via a Python script. Latitude and  
210 longitude coordinates are converted to the UTM (Universal Transverse Mercator)  
211 coordinate system to facilitate calculations: In UTM, the distance between two points  
212 can be found by calculating the Euclidian distance directly, without having to  
213 consider the curvature of Earth's surface. The rate for data acquisition was 1 Hz. The

214 instantaneous speed is calculated by dividing the Euclidian distance between two  
215 consecutive data points by the difference in time between data acquisition.

#### 216 **2.4.2 Risk perception and helmet-use habits**

217 All questions were originally asked in Norwegian, but are presented in English  
218 translation here. Risk perception was measured explicitly by two items: [On this  
219 trip...]

220 - “How high was the probability that a collision could happen, in your  
221 opinion?”

222 - “How large would the consequence of a collision have been, in your  
223 opinion?”

224

225 Responses were given on a 7- point scale where 1 indicated “very small” and 7 “very  
226 high/large”.

227 Participants were also asked to what extent they felt unsafe, uncomfortable and  
228 excited: “When you cycled this trip, did you feel ...”

229 - “unsafe?”

230 - “uncomfortable?”

231 - “excitement?”

232 Responses were given on a 7- point scale where 1 indicated “to a very small degree”  
233 and 7 “to a very large degree”.

234 After the four trips, habits and helmet use were assessed by five items taken from the  
235 self-reported Habit Index (Verplanken & Orbell, 2003) “To wear a bicycle helmet is  
236 something that ... “

237 - “I do automatically”

238 - “I would find hard not to do”

239 - “I do without thinking”

240 - “I do often”

241 - “Would feel strange not to do”

242 Respondents were to indicate level of agreement on a 7-point Likert scale (1=  
243 disagree 7=agree)

244 Being hindered was assessed by asking the respondents one question after each trip:

245 - Were you hindered by something on your way down the hill? (Yes/No).

246 Those who were hindered were to report what kind of obstacle they encountered.

247 Typical examples were people walking by the road, other cyclists, cars entering from  
248 a parking lot etc.

## 249 **2.5 Data preparation**

250 Before analysis, we made a qualitative assessment of the responses about being  
251 hindered by obstacles or other road users. All in all, one third of the trips had  
252 contained some sort of obstacle or hinder (ranging from 8 out of 30 to 14 out of 30  
253 participants per trip). Most of these were minor, such as some bus passengers waiting  
254 at a bus stop, or pedestrians walking along the road, and were evenly dispersed

255 among conditions. We therefore did not take these into consideration for further  
256 analysis. Closer inspection of the more serious obstacles, showed that they all had  
257 happened at the beginning of the ride, or at a road junction 1.8 kilometres into the  
258 ride. From the complete data set, we therefore selected a region of interest (see figure  
259 1). For each trip, an average speed is calculated as the arithmetic mean:  $\sum_i(v_i) /$   
260  $n$ , where  $n$  is the number of measured values. Data were then imported to SPSS for  
261 analysis.

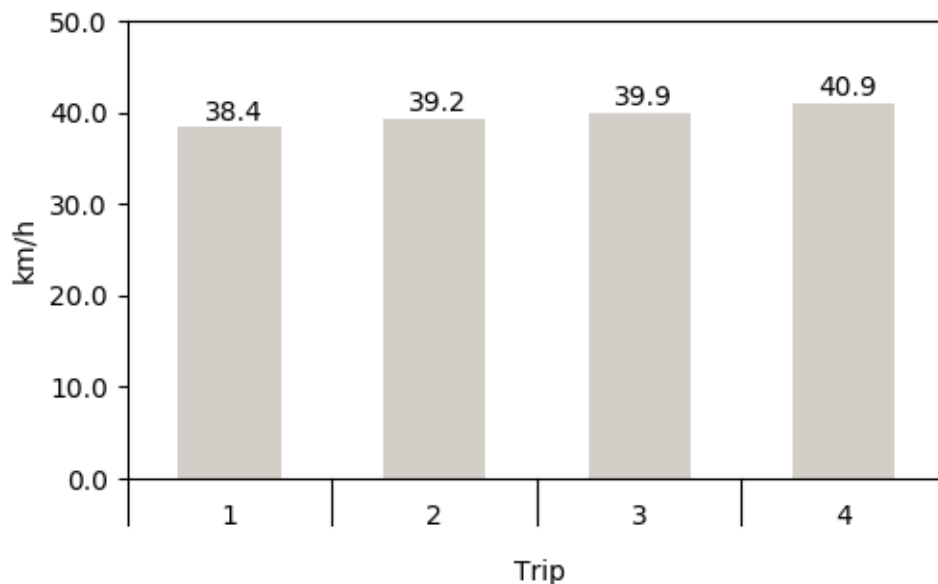


## 262 3 RESULTS

263

### 264 3.1 Assessment of the order effect

265 To explore adaption to the test route we looked at the speed for each trip (region 1  
266 to 3), independently of condition. The results are presented in Figure 2.



267

268 **Figure 2.** Speed on trips 1 to 4, regardless of condition. Mean (km/h). N=30.

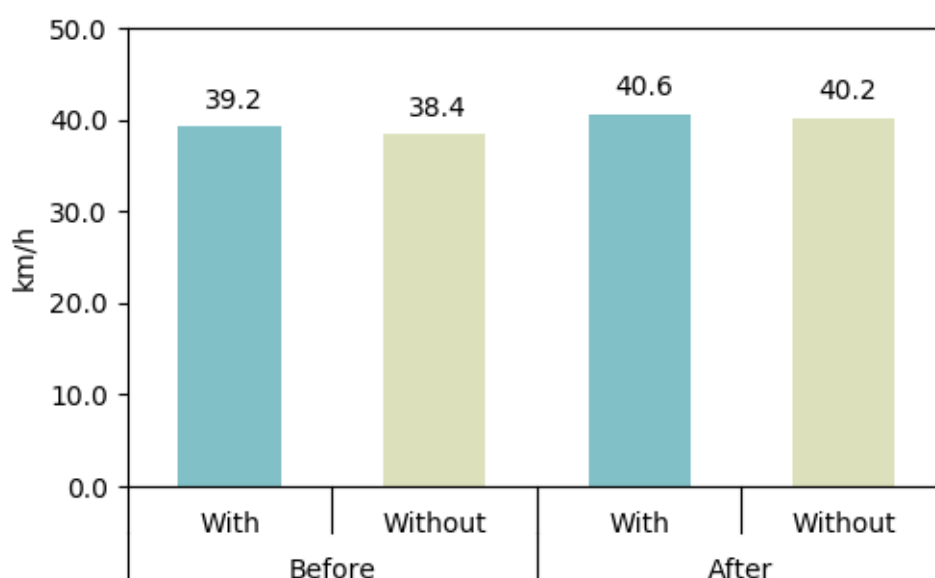
269

270 As expected, there was a considerable order effect. The figure illustrates the changes  
271 in average speed for the different trips. The speed increased with the number of  
272 times cycling down the hill (change of 2.49 km per hour from trip 1 to trip 4). To test  
273 whether these changes were significant, a linear regression analysis was performed,

274 with trip number as independent variable in the model (from 1<sup>st</sup> to 4<sup>th</sup> trip). The  
275 change in average speed was just significant, (B= 0.82; p=.08; Adjusted R<sup>2</sup>=.018)  
276 and therefore needs to be taken into account in the other analyses.

### 277 3.2 Effect of helmet on speed

278 To explore the difference between the behaviour (speed) when riding with or  
279 without a helmet we looked at the difference in average speed before and after the  
280 habituation period. The results are presented in Figure 3.



281

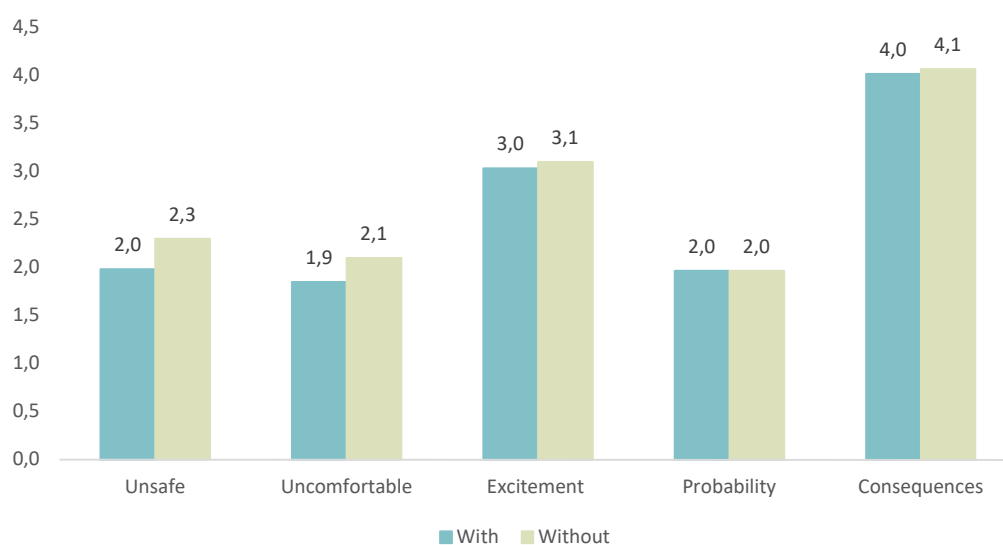
282 **Figure 3.** Speed with and without helmet before the break, and after the break, regardless of trip  
283 number. Mean (km/h). N=30.

284 Figure 3 shows that the speed is somewhat higher without the helmet before and  
285 after the break, but that the differences are small. To test whether the difference with  
286 and without helmet changed after the habituation period, a paired samples t-test was  
287 performed on the mean differences before the break (0.76) and after the break (0.32);

288 95% CIs for these means were [-0.5,2.0] and [-0.8,1.6]. The analysis showed that the  
289 difference between the trips with and without helmet had not changed significantly  
290 after the break ( $p=0.29$ ). Giving the participants time to get used to a helmet during  
291 the break did not increase cycling speed while wearing a helmet relative to cycling  
292 speed without a helmet.

### 293 3.3 Effect of helmet on experience of the ride

294 To explore the effect of the helmet on the experience of the ride we calculated the  
295 mean difference for all four trips with and without helmet. Results are presented in  
296 Figure 4.



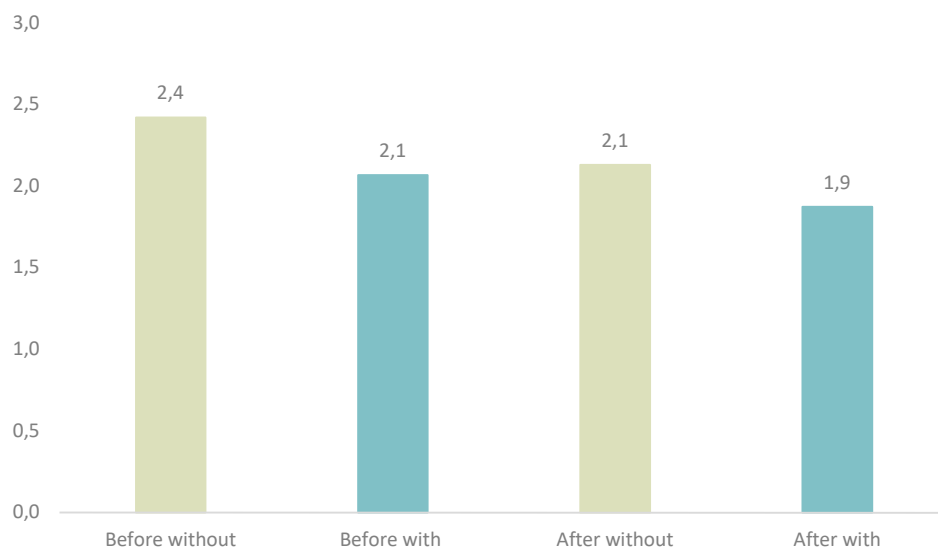
297

298 **Figure 4.** Mean differences for measurements of experience of the ride (unsafe, uncomfortable,  
299 excited, probability of collision, consequences of collision). 1= very small degree 7=very high degree  
300 (aggregate measure of four trips).

301 The figure illustrates the differences in ride experiences with and without helmet  
302 regardless of trip number. There are no differences in probability, consequences or

303 excitement. Reports of feeling unsafe and uncomfortable in the helmet-on/ helmet-  
304 off condition appears to be different. To test whether these differences were  
305 significant, paired sample t-test was performed on the mean scores with (4.0) and  
306 without (4.7) a helmet. The difference in feeling unsafe was significant ( $p=.027$ ). The  
307 differences in comfort, excitement, probability for collision and consequence of  
308 collision did not reach statistical significance.

309 Figure 5 shows how unsafe the participants felt before and after the break, with and  
310 without helmet. The figure indicates that feeling unsafe is reduced with increasing  
311 experience of the test course and confirms that the participants feel less safe when  
312 riding without a helmet.



313

314 **Figure 5.** Mean scores on feeling unsafe before and after break with and without helmets 1= low  
315 degree 7=high degree.

316 To test whether the difference with and without helmet changed after the habituation  
317 period a paired samples t-test was performed, comparing the with/without helmet  
318 difference before the break (0.3) with the difference after the break (0.2). No

319 significant effect of the break was found ( $p=0.86$ ). If anything, the effect of the  
320 helmet on feeling unsafe was reduced after the break.

## 321 **4 Discussion**

322 The study tests whether cyclists adapt when cycling with a helmet, and if becoming  
323 accustomed to a helmet exacerbates any such effect. There was no difference in  
324 chosen speed between the helmet on or off conditions before the habituation  
325 period., which is in line with previous findings that using a helmet makes no  
326 immediate difference to cycling speed. There was also no difference in chosen speed  
327 between the helmet on or off conditions after two hours of habituation with the  
328 helmet. The participants reported feeling less safe when riding without a helmet but  
329 getting used to the helmet did not influence this feeling of safety. In other words,  
330 even after two hours of habituation with the helmet, removing the helmet did not  
331 affect chosen speed or perceptions of safety among these participants. Thus, we  
332 found no indirect evidence of risk compensation after habituation.

333 A strength of this study is that by using an experimental design, we could control for  
334 confounding conditions that might also have influenced speed and risk perception  
335 (pedestrians, cars, obstacles). Hence, we can assume that the largest change between  
336 phase one and two of the experiment is the condition (helmet off/on). As noted,  
337 there was a considerable order effect, participants got gradually more accustomed to  
338 the route and cycled faster for each trip. This highlights the importance of the  
339 randomised crossover design.

340 Still, we were not able to control the environment completely, and almost all  
341 participants reported they had been hindered by other road users on one or more of  
342 their trips. These situations were of rather small importance and more or less evenly  
343 dispersed among the conditions. Our interpretation is that they contributed with  
344 noise in the data, and that they did not produce any systematic differences that could  
345 influence our results. To further test the robustness of our findings, we also  
346 calculated the 85-percentile speed for each trip (as an expression of maximum  
347 speeds). This analysis did not differ from what we found using average speeds.

348 Our main aim has been to use speed reduction on removal of the helmet as a proxy  
349 for risk compensation, in order to see whether a limited time of familiarization is  
350 enough to produce a risk compensation effect. Related to this it can be argued that a  
351 weakness of the study is that the habituation period was too short to produce a  
352 potential adaptation behaviour. However, we saw no indications from self-reported  
353 measures that cyclists felt more comfortable while wearing the helmet, which may  
354 have indicated that a longer period would result in changes in cycling behaviour.  
355 Asking participants to wear the helmet for a longer period (say several weeks) and  
356 then to return to conduct the experiment would of course be ideal, but this was not  
357 practically feasible in this study. In fact, all participants were asked at recruitment  
358 (before the experiment) if they would volunteer to take part in such a follow-up  
359 experiment, and no-one accepted.

360 A potential limitation of the study is that the participants are placed in a somewhat  
361 unfamiliar situation, cycling down a rather steep hill. Hence, the ecological validity of  
362 the study can be questioned. Still, we argue that the internal validity (i.e. the control

363 with confounding factors) afforded by the experimental design far outweighs this  
364 limitation and allows us to draw stronger causal conclusions than has been possible  
365 to do in previous research. We also believe that in everyday traffic (with more  
366 disturbing factors) the potential effects of the helmet on behaviour would be even  
367 more diluted than what we have been able to produce with the current design. To  
368 test this assumption, future studies should aim to explore the situation in more  
369 familiar settings (on their everyday cycling-routes).

370 As could be expected, some of the participants had second-guessed what the purpose  
371 of the study was. This is hard to avoid in a study such as this. In Norway, helmets are  
372 quite commonly used. It can be speculated that those who choose not to wear them  
373 do this from a certain conviction and therefore would be inclined to strategically  
374 change their behaviour in order to fit with their expectations (i.e. to cycle faster with  
375 a helmet). However, our results did not show any speed changes from helmet use,  
376 which does not support such a notion.

377 In the current study, we did find a main effect of the helmet on perceived safety, but  
378 this main effect did not change as a function of getting accustomed to the helmet.  
379 The fact that differences in risk perception did not change as a result of the  
380 intervention (time to get used to helmets), substantiates our lack of findings  
381 concerning speed changes. In the study, self-reported measurements for risk  
382 perception are used. It could be argued that more objective measures (such as heart  
383 rate variability) should have been utilized. Such measures have been attempted in  
384 previous studies, but Fyhri and Phillips (2013) concluded that their sensitivity was  
385 not good enough in a naturalistic setting, since differences in physical load induced

386 substantial noise in the psychometric data. As noted, the subjective measure used  
387 here, seems to be sensitive enough, since it shows main differences between the  
388 helmet on/off condition.

389 The current study focused on cycling speed. As mentioned, there are other potential  
390 behavioural outcomes from risk compensation than increased speed. Future studies  
391 should aim to test if bicycle helmets influence risky behaviours such as red light  
392 running, route choice, lane placement etc. Further to this, the notion that cycling  
393 speed is linked with collision risk, deserves some comment. For motorised traffic, the  
394 relationship between speed and collision risk, as well as between speed and injury  
395 severity is well established (Elvik, 2013). Injury severity for cyclists in bicycle/motor  
396 vehicle collisions increases with increasing car speed (Kim, Kim, Ulfarsson, &  
397 Porrello, 2007). Also, cyclists who report to cycle fast also have a higher risk of self-  
398 reported collisions (Fyhri, Bjørnskau, & Backer-Grøndahl, 2012). Even if these  
399 relationships are not as well-studied as for car drivers, it is not unlikely that increased  
400 cycling speed is related to increased collision risk.

401 Using GPS-coordinates induces some uncertainty related to the speed measurements.  
402 Previous studies have used bicycle computers with calibration (they provide more  
403 accurate speed estimates). Since we wanted participants to use their own bicycle,  
404 bicycle computers were not an option: fitting and calibrating them would take up too  
405 much of the respondent's time. To compensate some of the inaccuracy of GPS  
406 measures the route was somewhat longer than in the previous study testing helmet  
407 effects (2.4 km versus 1.4 and 0.9 km) (see Fyhri & Phillips, 2013).



408 A limitation of the study is that the sample size is small ( $n = 30$ ), even if such sample  
409 sizes are typical for experimental studies. To calculate the number of participants  
410 required, an a priori power calculation had been performed. Based on the effect sizes  
411 observed in a previous experiment (Fyhri & Phillips, 2013) ( $\eta^2 = 0.2$ ) with a  
412 power of 80 per cent at an alpha level of 0.1, this was deemed to be sufficient. A  
413 posteriori calculations confirmed that given the standard deviations we have  
414 observed our sample size would have been able to detect a mean difference with and  
415 without helmets of approximately 1.5 km/h, as was observed in the previous study.

416 In this study, only those who were not already regular helmet users were to be  
417 included. We did not manage to meet that criterion to a full extent. To control for  
418 the fact that some of the participants were familiar with helmets, we also tested the  
419 models with statistical control for prior helmet use with the validated *self-reported*  
420 *Habit Index* (Verplanken & Orbell, 2003). The variable “habit strength for helmet  
421 use” did not influence speed or perceptions about cycling, and these models did not  
422 differ from those displayed.

423 In light of the above-mentioned limitations, our conclusions might seem unnecessary  
424 strong to some. However, our previous publications on the matter, where we did not  
425 find any risk compensation for cycle helmets, but were quite careful in our  
426 conclusion (Fyhri & Phillips, 2013; Phillips et al., 2011), have on a number of  
427 occasions wrongfully been cited as evidence *for* risk compensation (see e.g.  
428 Casanueva, 2014; Clarke, 2012; Goldacre & Spiegelhalter, 2013). Based on this we  
429 find it reasonable to come with the conditional conclusion that, until new research

430 and even more convincing research is conducted, there is *still* no risk compensation  
431 for bicycle helmets.

## 432 **5 Conclusions**

433 The results from this study indicate that introducing a helmet to someone unfamiliar  
434 with one, does not lead to any risk adaptation, even after a short period of  
435 habituation (two hours). The results indicate that wearing a helmet makes the cyclists  
436 feel safer, but this change in feeling is not large enough to produce any speed  
437 changes. An important backdrop for this study is whether helmet use should be  
438 enforced as a law, or not. The current study does not give the full answer to that  
439 question, but it has important implications for one of the main arguments against  
440 helmet laws, namely that risk compensation can counteract the safety benefits of  
441 helmet use. The most likely remaining candidate for such a debate is now that helmet  
442 laws have the adverse effect of discouraging those who find helmets impractical for  
443 cycling.

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447

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