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## Poster Presentation

### A Survey on the Cognition of the Car Drivers about the Traffic Signs: a Case Study in Yazd, Iran

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#### **Abstract**

Today, the number of drivers and traffic users is increasing. So, it is necessary to know that the human factor has the most important factor in the traffic. Thus, any behavior change or fault that arises from human factor (for example drivers) can have inappropriate impacts on the traffic. So, it is important that traffic users be trained about the effectiveness and attention to the traffic signs is the one of the legal and major instances of the good driving, and the risk free driving. It has been reported that in the most traffic accidents there were some warnings and informative signs that drivers did not care. This study conduct a field study on the cognition rate of the drivers about the traffic signs, among the statistical population of Yazd city's drivers. The results indicate that there are significant differences between driver's demographic properties, and cognition rate about the traffic signs. In conclusion, by using the obtained results, it is possible to increase the acknowledgement rates and attention rates of the drivers about the training system changes, and about continuous training and informing, after receiving the certificate.

**Keywords:** Cognition, Traffic Signs, Traffic Regulations, Car Drivers.

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