Roadside digital billboard advertisements: effects of static, transitioning, and animated designs on drivers' performance and attention

Brome R, Awad M, Moacdieh NM. Transportation research part F: traffic psychology and behaviour 2021; 83:226-237

ARTICLE IDENTIFIERS

DOI: 10.1016/j.trf.2021.10.013 PMID: unavailable PMCID: not available

JOURNAL IDENTIFIERS

LCCN: 98646718 pISSN: 1369-8478 eISSN: 1873-5517 OCLC ID: 39912222 CONS ID: not available US National Library of Medicine ID: not available

This article was identified from a query of the SafetyLit database.