

Safety Briefings: Interactive and Non-interactive Solutions

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Passengers' safety knowledge is a key factor in determining how they will respond in an emergency, but different studies have shown that the effectiveness of the two media used by airlines to educate passengers about safety (Safety Briefing Video and Safety Briefing Card) is lacking. This presentation illustrates a study that contrasts three different safety briefing media. Two study conditions consider the non-interactive media in use today (Safety Briefing Video and Safety Briefing Card). The third condition keeps the same structure and content of the Safety Briefing Video, extending it with basic interactive controls (go to the next step of the safety procedure, pause, replay last safety procedure). Results show that the two briefings that employed animation and sound (Safety Briefing Video, and Safety Briefing Video with Basic Interactive Controls) were much more effective than the Safety Briefing Card. Moreover, for some measures, only the Safety Briefing Video with Basic Interactive Controls was able to produce a statistically significant difference with respect to the Safety Briefing Card, indicating that even the basic level of interactivity considered in this study produces improvements with respect to traditional presentation media. This promising outcome encourages to consider additional, wider roles that interactivity could play in safety briefings.