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Dr. David W. Eby is a Research Associate Professor, and Head of the Social and Behavioral Analysis Division at the University of Michigan Transportation Research Institute (UMTRI). Dr. Eby holds a doctorate degree in experimental psychology from the University of California, Santa Barbara. He has also held a postdoctoral fellowship in the Department of Cognitive Sciences at the University of California, Irvine. The primary focus of his research is to reduce the number of deaths and injuries associated with motor-vehicle crashes by conducting behavioral studies that improve the safety of automobile transportation. Dr. Eby's topics of research include studies: related to young driver cognitive development; improving older driver decision making, use and misuse of occupant restraints; and the use of in-vehicle technology to enhance safety and mobility. Dr. Eby is the Project Manager for UMTRI's portion of the SAVE-IT project that is designed to reduce distraction-related crashes. Dr. Eby has managed more than 35 projects as the principal investigator. He has authored more than 140 scientific articles, technical reports, and book chapters. Dr. Eby is an Associate Editor of *Accident Analysis & Prevention* and a co-convenor of the transportation and aging interest group of the Gerontological Society of America.