Data are transcripts from driver interviews carried out between March-April 2022. 20 were carried out with drivers who had an intelligent speed assistance system in their car and 20 who did not. Non-ISA driver transcripts are indicated by an M before their transcript number. This indicates that they were matched to the ISA drivers for gender, age, and approximate frequency of driving. The ISA driver transcripts are prefixed with P. Drivers were recruited and interviewed through Prolific and the research team had no personally identifiable information about any participants.

Further information and supporting information can be read through the publication associated with this dataset. Citation below:

Marianne Day, Paul Norman, Damian Poulter, Özgün Özkan, Richard Rowe,

The adoption and application of Intelligent Speed Assistance by private motorists: User and non-user perspectives,Transportation Research Part F: Traffic Psychology and Behaviour, Volume 99, 2023,Pages 262-273, ISSN 1369-8478,

<https://doi.org/10.1016/j.trf.2023.10.016>.