



## KEY FINDINGS FROM RESEARCH

# Promoting Adoption of Work Zone Intrusion Technologies in Highway Construction

### Overview

Highway construction is commonly associated with high rates of worker accidents. Nevertheless, the diffusion of safety technologies such as work zone intrusion alert technology (WZIAT) within the highway construction industry is limited due to concerns about technology effectiveness, the implications of adopting a technology, and failure to perceive potential safety and cost benefits. This study attempts to develop tools and identify effective processes that could be used to improve the adoption of work zone safety technologies using work zone intrusion technology as a case study.

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<http://bit.ly/2EjK9og>

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