Exponent®
Engineering & Scientific Consulting

John Campbell, Ph.D., CHFP, PMP

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Professional Profile

Dr. Campbell has over 35 years of experience examining issues related to human factors, driver behavior and performance, and roadway safety. His scientific expertise includes human factors aspects of traffic safety, the capabilities and limitations of road users, and the analysis of contributing factors to motor vehicle crashes. He has developed guidelines, tools, and training resources to support vehicle design, roadway design, diagnostic assessments, and roadway countermeasure selection.

Dr. Campbell's recent research projects for the National Academy of Sciences include development of the 3rd Edition of the Human Factors Guidelines (HFG) for Road Systems, the 2nd Edition of the Highway Safety Manual, the 8th Edition of A Policy on Geometric Design of Highways and Streets (the Green Book), and development of countermeasures to reduce speeding behaviors.

His expertise also includes the design and evaluation of advanced driver-vehicle interfaces, including collision warning devices, connected vehicles, and L2/L3 driving automation features. Dr. Campbell's on-going research projects for the U.S. Department of Transportation include efforts to address the many challenges for vehicles equipped with driver assistance and driving automation systems, including design of alerts and warnings for advanced safety systems, human-machine interface (HMI) requirements, keyless starting systems, and evaluations of driver monitoring systems.

Academic Credentials & Professional Honors

Ph.D., Cognitive Psychology, The Claremont Graduate School, 1993

M.A., Human Factors Psychology, California State University, Northridge, 1988

B.A., Psychology, California State University, Northridge, 1984

Arthur H. Brayfield Award, Claremont Graduate School Faculty in Psychology (1993; Most Meritorious Dissertation)

Licenses and Certifications

Certified Human Factors Professional (CHFP)

Project Management Professional (PMP)

Professional Affiliations

Transportation Research Board of the National Academies:

Past Chair (2016-2023), ACH40 - Standing Committee on Human Factors of Infrastructure Design and Operations

Member, AQL17 - Standing Committee on Safety, Risk Management, and Tort Liability

SAE International:

Member, Safety and Human Factors Steering Committee

Member, Driver-Vehicle Interface Committee

Member, Task Force on Guidelines for Voice Interaction in Driver Vehicle Interface

Vice-chair, Advanced Driver Assistance Systems (ADAS) Committee

Past Chair, J3265 Task Force on Naming Methodology for Driving Automation Systems (https://www.sae.org/standards/content/j3265_202211/)

Member, Driving Automation Systems Committee

Past Chair, J2830 Task Force on Comprehension Testing of In-Vehicle Symbols (http://standards.sae.org/j2830_201606/)

Human Factors and Ergonomics Society:

Reviewer, Human Factors Journal

Reviewer, Transportation Research Record

Publications

Campbell JL, Hoekstra-Atwood L, Fraser A, Monk C, Brown JL, Lee J, Lichty MG, Prendez DM, et al. Human factors guidelines for road systems. Third Edition (NCHRP Report 1148). Washington, DC: The National Academies Press; 2025.

Campbell JL, Hoekstra-Atwood L, Fraser A, Monk C, Potts I, Torbic D. Development of the human factors guidelines for road systems. Third Edition. Washington, DC: The National Academies Press; 2025.

Cades D, Brinkerhoff R, Palac D, Campbell J. Vehicle technology and the driver. In: Krauss D, editor. Forensic aspects of driver perception and response. 5th ed. Tucson, AZ: Lawyers & Judges Publishing Company, Inc.; 2025.

Krauss D, Campbell J, Kwasniak A, Dewar R. Roadway design and the driver. In: Krauss D, editor. Forensic aspects of driver perception and response. 5th ed. Tucson, AZ: Lawyers & Judges Publishing Company, Inc.; 2025.

Torbic D, Dixon K, Potts I, Wemple E, Cook D, Harwood D, Campbell J, Gowan B, Ogle J. Quantitative Safety Analyses for Highway Applications. (NCHRP Report 1140). Washington, DC: The National Academies Press; 2025.

Campbell, J.L., Hoekstra-Atwood, L., Monk, C., Fraser, A., Torbic, D. & Potts, I. (2024) Diagnostic assessment and countermeasure selection: A toolbox for traffic safety practitioners. (NCHRP Report 1111) Washington, DC: The National Academies Press. https://doi.org/10.17226/27890.

Manser M, Wu L, Fincannon T, Campbell J, Krake A, Hoekstra-Atwood L, and Crump C. (2023). Role of system status information in the development of trust and mental models in automated driving systems.

27th International Technical Conference on the Enhanced Safety of Vehicles (ESV), Paper 23-0342-W, in press. https://www-esv.nhtsa.dot.gov/27th%20ESV%20Abstract.html#25.

Brown, J.L., Prendez, D. M., Lee, J., Romo, A., Campbell, J.L., Hutton, J., Potts, I., & Torbic, D. (2022). Human Factors Guidelines for Road Systems 2021 Update, Volume 2: Conduct of Research Report. Washington, DC: The National Academies Press. https://doi.org/10.17226/26474.

Lee, J., Richard, C.M., Campbell, J.L., Brown, J.L, Hoekstra-Atwood, L., Magee, K., Prendez, D., and Schroeder, J.L. (2021). Principles and Guidance for Presenting Active Traffic Management Information to Drivers. Washington, DC: The National Academies Press. https://doi.org/10.17226/25994.

Brown, J.L., Prendez, D. M., Lee, J., Romo, A., Campbell, J.L., Hutton, J., Potts, I., & Torbic, D. (2021). Guidelines for Road Systems 2021 Update, Volume 1: Updated and New Chapters. Washington, DC: The National Academies Press. https://doi.org/10.17226/26473.

Palac, D., Scully, I. D., Jonas, R. K., Campbell, J. L., Young, D., & Cades, D. M. (2021). Advanced Driver Assistance Systems (ADAS): Who's driving what and what's driving use? Proceedings of the Human Factors and Ergonomics Society Annual Meeting, 65(1), 1220–1224. https://doi.org/10.1177/1071181321651234.

Campbell, J. L., Venkatraman, V., Hoekstra-Atwood, L, Lee, J., & Richard, C. (2020). HMI Design for Automated, Connected, and Intelligent Vehicles. In, D.L. Fisher, W.J. Horrey, J.D. Lee and M. A. Regan, (Eds.), Handbook of Human Factors for Automated, Connected, and Intelligent Vehicles. Boca Raton, FL: CRC Press/Taylor & Francis.

Hoekstra-Atwood, L., Campbell, J. L., Hoover, C., Katz, B., Kehoe, N. (2020). Use of Color Changeable Message Signs (FHWA-HOP-18-067). McLean, VA: Federal Highway Administration.

Campbell, J. L., Tignor, S., Biondi, F., Lingham, V. (2020). Meeting the Information Needs of The Road User. Transportation Research Board. Retrieved from http://onlinepubs.trb.org/onlinepubs/centennial/papers/AND20-Final.pdf

Graving, J. L., Bacon-Abdelmoteleb, P., & Campbell, J. L. (2019). Human factors for connected vehicles transit bus research (Report No. DOT HS 812 652). Washington, DC: National Highway Traffic Safety Administration.

Cades, D., Senatore, C., Campbell, J.L., Harrington, R., & Wood, D. (2019) Automated and assistive vehicle technology: Opportunities and challenges. The Brief, Tort Trial and Insurance Practice Section Vol. 49(1)

Hoekstra-Atwood, L., Prendez, D., Campbell, J. L., & Richard, C. M. (2019). Some on-road glances are more equal than others: Measuring engagement in the driving task. In, Proceedings of the Human Factors and Ergonomics Society 63rd Annual Meeting, Seattle, WA.

Lee, J., Venkatraman, V., Campbell, J. L., & Richard, C. M. (2019). Workload and Attention Management in Automated Vehicles. In, Human Performance in Automated and Autonomous Systems: Current Theory and Methods. Boca Raton, FL: CRC Press.

Graving, J. L.; Bacon-Abdelmoteleb, P.; & Campbell, J. L. (2019). Human factors for connected vehicles transit bus research (Report No. DOT HS 812 652). Washington, DC: National Highway Traffic Safety Administration.

Campbell JL, Brown JL, Graving JS, Richard CM, Lichty MG, Bacon LP, … Sanquist T. Human factors design guidance for level 2 and level 3 automated driving concepts. (Report No. DOT HS 812 555). Washington, DC: National Highway Traffic Safety Administration; 2018.

Pan, D., Hamdar, S.H., Campbell, J.L., & Farrahi, A., (2018). Measuring the impact of motivations on travelers' strategic decisions in different traffic conditions: Data collection, analysis, and modeling. In, Proceedings of the Transportation Research Board 97th Annual Meeting, No. 18-05179

Brown, J., Morgan, J. F., Campbell, J., Hoover, C., & Jerome, C. (2017). Validations of Integrated Driver Vehicle Interface (DVI) Configurations. In Proceedings of the Human Factors and Ergonomics Society Annual Meeting (Vol. 61, No. 1, pp. 1431-1435). Sage CA: Los Angeles, CA: SAGE Publications.

Campbell JL, Brown JL, Graving JS, Richard CM, Lichty MG, Sanquist T, ... Morgan JL. Human factors design guidance for driver-vehicle interfaces. (Report No. DOT HS 812 360). Washington, DC: National Highway Traffic Safety Administration; 2016.

Campbell, J.L., Kar, K., Szymkowski, R.Y., Tignor, S., & Tuddao, J.B., (2016). Applying the Human Factors Guidelines for Road Systems (HFG) to the Road Safety Audit (RSA) process. In, Proceedings of the Transportation Research Board 95th Annual Meeting, No. 16-3078.

Tignor, S.C., Campbell, J.L. and Donnell E.T., (2016) Emphasizing Human Factors in Highway Safety: Tools for Identifying Road User Needs to Reduce Crashes," ITE Journal, November 2016, 14-19.

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Campbell, J. L., Kludt, K., and Kiefer, R.J. (2007). Evaluation of in-vehicle symbols for an intersection crash avoidance system. 14th Asia Pacific Automotive Engineering Conference (2007-01-3518). Warrendale, PA: Society of Automotive Engineers.

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Richard CM, Campbell JL, Brown JL. Task analysis of intersection driving scenarios: information processing bottlenecks. (FHWA-HRT-06-033). Washington, DC: Federal Highway Administration; 2006.

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Campbell, J. L. and Granda, T.M. (2004). Development of the technical compendium and summary of IVI human factors research. Proceedings of the 48th Annual Meeting of the Human Factors and Ergonomics Society, 48, 2247-2251.

Campbell, J. L., Hoffmeister, D.H., Kiefer, R.J., Selke, D.J., Green, P., and Richman, J.B. (2004). Comprehension testing of active safety symbols (SAE Paper No. 2004-01-0450). Warrendale, PA: Society of Automotive Engineers. (Also published by SAE in SP-1877, Human Factors in Driving and Telematics, and Seating Comfort.)

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Richman, J.B., Campbell, J. L., and McCallum, M.C. (2002). Effective IVIS comprehension research: Context and response scaling methods [CD-ROM]. Proceedings of the 46th Annual Meeting of the Human Factors and Ergonomics Society, 1939-1943.

Campbell, J. L., Carney, C., Monk, C., Granda, T., & Lee, J. D. (2000). Design guidelines for in-vehicle icons. ITS AMERICA, 10th Annual Meeting. Washington, DC: ITS America.

Campbell, J. L. (1999). Commentary on: Elderly and Disabled Travelers: ITS Designed for the 3rd Millennium. Transportation Human Factors, 1(2), 135-140

Campbell, J. L., Carney, C., & Kantowitz, B. H. (1999). Developing effective human factors design guidelines: A case study. Transportation Human Factors, 1(3), 207-224.

Campbell, J. L., Pittenger, J. L., & Everson, J. H. (1999). Human factors research issues for the integration of ITS devices (SAE Technical Paper Series No. 99-01-0815). In: Intelligent Vehicle Initiative (IVI) Technology: Advanced Controls (SP-1428). Warrendale, PA: Society of Automotive Engineers.

Lee, J. D., Gore, B. F., & Campbell, J. L. (1999). Display alternatives for in-vehicle warning and sign information: Message style, location, and modality. Transportation Human Factors, 1(4), 347-375.

Campbell, J. L., Carney, C., and Lee. J.D. (1999). Icons. In: The Industrial and Occupational Ergonomics: Users Encyclopedia (CD-ROM). Encyclopedia of Ergonomics.

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Campbell JL, Carney C, Kantowitz BH. Human factors design guidelines for advanced traveler information systems (ATIS) and commercial vehicle operations (CVO). (FHWA-RD-98-057). Washington, DC: Federal Highway Administration; 1998.

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Campbell, J. L., Carney, C., & Kantowitz, B. H. (1997). Design guidelines for advanced traveler information systems (ATIS): The user requirements analysis. Proceedings of the Human Factors and Ergonomics Society 41st Annual Meeting, Vol. 41, 954-958.

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Kantowitz, B.H., Granda, T.M., Moyer, M.J., and Campbell, J. L. (1996). Using simulators to study driver response to advanced in-vehicle systems. Proceedings of the Third Annual ITS World Congress. Orlando, FL: ITS AMERICA.

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Spiker, A., Walls, W.F., and Campbell, J.L. (1992). Development of job cards for mechanical maintenance. Conference Record for the 1992 Fifth Conference on Human Factors and Power Plants, 227-233

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Lecture, Panel, and Workshop Presentations

Legal implications of the use of engineering judgment in transportation operations (human factors considerations). Transportation Research Board Annual Meeting, Washington, DC, 2025.

Human factors guide for roadway systems. National County Engineer Conference, Schaumberg, IL, 2025.

When an AV crashes, who is responsible & who pays? – A case study of the Tempe, Arizona tragedy (human factors considerations). Transportation Lawyers Association, Mirage, CA, 2025.

Legal and risk management considerations related to safe system and road to zero strategies. International Association of Defense Counsel Annual Meeting, Quebec, CA, 2025.

Diagnostic assessment and countermeasure selection in the safe system. Transportation Research Board Webinar, 2025.

Legal Implications of the Use of Engineering Judgment in Transportation Operations. The Role of Human Factors in Engineering Judgement. July, 2024. TRB 62nd Annual Workshop on Transportation Law.

Who Is Responsible and Who Pays When an Automated Vehicle Crashes: A Case Study of the Tempe, Arizona Tragedy. Human Factors Considerations. January, 2024, TRB 103rd Annual Meeting, Event 4009

Roadway Infrastructure Facts for Automated Vehicle Developers: Human factors aspects of infrastructure design and AV development. September, 2023 (TRB Straight to Recording: Roadway Infrastructure Facts for Automated Vehicle Developers)

Human Factors Challenges for AVs Panel Discussion, Session 3: Game Changer or Same Law, Different Day: Consumer Expectations, Liability, Regulations and Policy for AV's, TRB 61st Annual Workshop on Transportation Law; July 2023

Legal and Risk Management Considerations Related to Safe System and Road to Zero Strategies. Panel Discussion, Event 3013, TRB 102nd Annual Meeting, January 2023

Legal and Risk Management Considerations Related to the Safe System/Road to Zero Strategies. Panel Discussion, Session 12; July 2022

The Development of Mental Models and Trust in ADS. Panel discussion, Session 2126: Mental Models of Automated Driving at the 2020 Automated Vehicles Symposium; July, 2020

Disruption in Dealerships. Panel discussion at the SAE International Government/Industry Meeting, Washington, DC: January, 2020

Human-Machine Interface (HMI) Design Recommendations and Considerations. Lecture and panel presentation at the 2019 AAA Foundation for Traffic Safety Forum: Impact of Vehicle Technologies and Automation on Users Design & Safety Implications, San Diego, CA: November 2019

How I Stopped Worrying and Learned to Love My AV: Design Strategies for Improving Driver-vehicle Interactions. Lecture presentation at the 2019 Automated Vehicles Symposium, Orlando, FL: July 2019

Guiding the Design of Partially Automated Vehicles; HF Guidelines for the HMI. Workshop presentation at the 98th Annual Meeting of the Transportation Research Board, Washington, D.C.: January, 2019

Shared Responsibility in AVs – Opportunities for Improved Human-machine Interfaces. Lecture presentation at the University of Michigan, Center for Connected Automated Transportation (U-M CCAT) Global Symposium on Connected and Automated Transportation, Ann Arbor, MI: February 2019

Highly Automated Vehicle Technology: The Good, the Bad, & The Ugly. Lecture and panel presentation at the ABA 2019 Emerging Issues in Motor Vehicle Product Liability Conference, San Diego, CA: April, 2019

The Driver-Vehicle Interface (DVI) for Heavy Vehicles: Current Research Status and Future Research Needs. Lecture presentation at the 2018 SAE Government/Industry Meeting, Washington, D.C.: January 2018

Roadway Design and Operation - Using Human Factors to Guide Data-Driven Decision-Making. Workshop presentation at the 97th Annual TRB Meeting, Washington, D.C.: January, 2018

Emphasizing Human Factors in Highway Safety: Recognizing Road User Needs. Lecture presentation (Session 565) at the 95th Annual TRB Meeting, Washington, D.C.: January, 2016

Human Factors in Engineering and Design. Lecture presentation to the Washington Traffic Safety Conference, Seattle, WA: October, 2015

Human Factors of Connected Vehicles: Development of DVI Design Principles. Lecture presentation at the SAE 2014 World Congress, Detroit, MI: April, 2014

SHRP2 Naturalistic Driving Study: Data Collection is Complete - Now What? Keynote speech presented at the 2014 Northwest Transportation Conference, Corvallis, OR: March, 2014

Human Factors DVI Design Principles for Heavy Trucks: Development Procedures and Future Applications. Lecture presentation at the SAE Commercial Vehicle Congress, Washington, DC: October 2013

Road Weather Messages and 511: Driver Information Needs. Lecture presentation at the 90th Annual TRB Meeting, Washington, D.C.: January, 2011

Impact of Information on Traveler Decision and Driver Behavior: US Research. Panel presentation at the 90th Annual TRB Meeting, Washington, D.C.: January, 2011

Human Factors for the Integrated Vehicle-Based Safety Systems (IVBSS) Program. Lecture presentation at the 2010 SAE Government Industry Meeting, Washington, D.C.: January, 2010

Developing Useful Human Factors Guidelines for Transportation Systems: Practical Tools and Procedures. Workshop presentation at the 87th Annual TRB Meeting, Washington, D.C.: January, 2008

Development of the Technical Compendium and Summary of IVI Human Factors Research. Lecture presentation at the 48th Annual Meeting of the Human Factors and Ergonomics Society, New Orleans, LA: October, 2004

Comprehension testing of active safety symbols. Lecture presentation at the SAE World Congress, Detroit, MI: February, 2004

Improving safety in transportation systems: Strategies and tactics for human factors programs. Lecture presentation at 10th Brazilian Ergonomics Congress, Rio de Janeiro, November, 2000