

## INCREASING THE CORRECT CONNECTION OF AUTOMOBILE BATTERY JUMPER CABLES WITH AN ENHANCED WARNING

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Every year people are injured while improperly "jump starting" automobiles using battery booster cables. A common scenario leading to injury occurs when people attach both negative leads to the battery terminals instead of properly grounding the negative lead of the "dead" battery to that vehicle's engine block. An incorrect configuration can cause the "dead" battery to explode, discharging strong sulfuric acid. Two experiments examined the effectiveness of pictorial-based tag warnings illustrating the proper connection of jumper cables and the hazards associated with improper connection. Experiment 1 used pictures of cars with open hoods. When the warning was present, participants were significantly more likely to draw the correct connection sequence than when the warning was absent. Experiment 2 used actual booster cables to connect two realistic appearing mock batteries in adjacently parked vehicles. When an enhanced warning was present on the cables, participants were significantly more likely to accurately connect the batteries compared to an unenhanced (a current manufacturer's) warning or no warning. The present research shows that well-designed pictorial warnings can modify inaccurate beliefs and behavior concerning proper jumper cable connection.