

# Workshop Tasks

- Group 1 – Summarize the event studied by Aguirre et al. (1998) and identify four behavioral responses.
- Group 2 – Summarize the research design, sampling procedures, and data collection techniques used by Aguirre et al. (1998).
- Group 3 – Identify and explain four theoretical propositions based on emergent norm theory (ENT) that were tested by Aguirre et al. (1998).
- Group 4 – Identify and explain four major findings that were empirically validated by Aguirre et al. (1998).

# Behavioral Responses to the 1993 WTC Terrorist Attack

- Almost one-half evacuated in large groups, i.e., 20 or more.
- A majority of evacuees knew the people with whom they left the building.
- A majority discussed what needed to be done; milling behavior.
- Nearly all (91%) engaged in confirmation behavior.
- Nearly all evacuees perceived others as exhibiting controlled behavior.
- A majority received instructions from others.
- Most (73%) looked for others.
- Level of perceived danger was higher for females than males.
- Level of perceived danger was higher among those closest to the explosion site.

Source: Adapted from Aguirre, Benigno E., Dennis Wenger and Gabriela Vigo. 1998. "A Test of Emergent Norm Theory of Collective Behavior." *Sociological Forum* 13:301-320, p. 311.

# Theoretical Propositions Tested Following 1993 WTC Terrorist Attack

- Search for meaning vs. emergence of norms and initiation of evacuation
- Extent of resources vs. initiation of evacuation
- Search for meaning vs. agreed course of action
- Intergroup proselitization vs. initiation of evacuation

Source: Adapted from Aguirre, Benigno E., Dennis Wenger and Gabriela Vigo. 1998. "A Test of Emergent Norm Theory of Collective Behavior." *Sociological Forum* 13:301-320, pp. 304-305.

# 1993 WTC Attack: Empirically Verified Findings

- Group Size
- Social Relationships
- Threat Perception
- Milling Behavior
- Visible Smoke
- Injuries
- Helping Behavior
- Resources
- Dramatist Theory

Source: Adapted from Aguirre, Benigno E., Dennis Wenger and Gabriela Vigo. 1998. "A Test of Emergent Norm Theory of Collective Behavior." *Sociological Forum* 13:301-320, pp. 312-316.

# Constraints on Group Emergence

- Interorganizational Coordination
- Organizational Authority Structure
- Disaster Demands

Source: Adapted from Parr, Arnold R. 1970. "Organizational Response to Community Crises and Group Emergence." *American Behavioral Scientist* 13:423-429.

# A Model of Organized Disaster Response Systems

<b>Structure</b>	<b>Tasks</b>	
	<b>Old</b>	<b>New</b>
<b>Old</b>	1	3
<b>New</b>	2	4

Type 1 = Established systems

Type 2 = Expanding systems

Type 3 = Extending systems

Type 4 = Emergent systems

Source: Adapted and modified from typology in Dynes, Russell R. 1970. *Organized Behavior in Disasters*. Lexington, Massachusetts: Heath Lexington Books, pp. 136-146.

# Patterns of Emergence: Guadalajara Gasoline Explosion

- Initial Activities
- Convergence
- Impact Area
- Task Division
- Unplanned
- Controversy

Source: Adapted from Aguirre, Benigno E., Dennis Wenger, Thomas A. Glass, Marcelino Diaz-Murillo, and Gabriela Vico. 1995. "The Social Organization of Search and Rescue: Evidence from the Guadalajara Gasoline Explosion." *International Journal of Mass Emergencies and Disasters* 13:67-92.

# Lessons for Emergency Managers

- Emergent groups will form!
- Identify core leaders
- Speed of mobilization
- Rapid absorption of volunteers
- DRC Typology: training tool
- Debunk disaster myths

Sources: Adapted from Forrest, Thomas R. 1978. "Group Emergence in Disasters." Pp. 105-125 in *Disasters: Theory and Research*, edited by E.L. Quarantelli. Beverly Hills, California: Sage Publications Inc. and Drabek, Thomas E. and David A. McEntire 2003. "Emergent Phenomena and the Sociology of Disaster: Lessons, Trends and Opportunities from the Research Literature." *Disaster Prevention and Management* 12:97-112.