

# Workshop Tasks

Group 1 – Identify and illustrate six social factors that constrain responses to disaster warnings.

Group 2 – Describe three future research needs relevant to disaster warnings and outline an approach for one empirically based research study.

Group 3 – Prepare a warning message in accordance with Case Study No. 1.

Group 4 – Prepare a warning message in accordance with Case Study No. 2.

# Disaster Warnings as Social Processes

- Same message, different people, equals variation
- Initial response: disbelief
- Modal second stage responses vary
- Cycles within cycles; feedback loops
- Five criteria in message evaluations
- Modal sources

# Disaster Warnings: Social Factors as Constraints

- Message Characteristics
  - A. Source
  - B. Clarity
  - C. Consistency
  - D. Precision
  - E. Repetition
  - F. Confirmation
- Receiver Characteristics
  - A. Risk Perception
  - B. Gender
  - C. Ethnic Minority
  - D. Socio-Economic Status
  - E. Fate Control
- Contextual Qualities
  - A. Social Group Composition
  - B. Family Physically Separated
  - C. Away From Home (Tourists)

# Effective Messages

- Credible Source
- Official Source
- Clear Content
- Consistent Messages
- Precise Content
- Repetition
- Confirmed

# Modal Warning Responses

- Disbelief
- Message Confirmation
- Evacuation Pathways
  - A. Default
  - B. Invitation
  - C. Compromise
  - D. Decision
- Departure Patterns
- Refuge Sites
  - A. Relative Home
  - B. Friends Home
  - C. Private Firm
  - D. Public Shelter
  - E. Other (e.g., RV)

# Disaster Warnings: Future Research Needs

- Comparative Studies
  - A. Cross-Disaster Agent Studies  
(e.g., Terrorist attack vs. Flood)
  - B. Length of Forewarning Studies  
(e.g., Flash Flood vs. Tornado)
  - C. Cross-National Studies
  - D. External Validity Issues
- Technology Impacts
  - A. “Rear View Mirror” Issues
  - B. Internet Use
- Evacuation Policy
  - A. Community Level vs. Regional
  - B. Intergovernmental Issues
  - C. Special Populations

# Session Summary

- Disaster Warnings as Social Processes
- Social Factors as Constraint
- Elements of Content for Effectiveness
- Research Needs
- Writing Effective Messages