

TOWARDS MESSAGE EFFECTIVENESS: THE ROLE OF EFFICACY-BASED CONTENT AND IMAGES IN BUSHFIRE AND FLOOD EMERGENCY WARNINGS

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Australian Government





APPROACH

- Focus on instructional messaging (Sturges, 1994)
- Value of social media research
 - Australian industry-sponsored national review of warnings highlighted the importance of social media and images to support community decision-making during natural hazards (National Review of Warnings, 2014)
 - Message sequencing/ordering effects
- Value of self-efficacy (see for example Dorsey et al, 1999; Verroen et al, 2013)
- Approach to industry-funded research
 - Comparison of existing + modified messages



Online survey of 1,442 participants, divided across two hazards

Stimuli

- Fictional state emergency management agency
- Official warnings
- Facebook warnings (+ text-based image)

Bushfire survey participants

• Rural sample

Flood survey participants

• National sample

INDICATIVE STIMULI



State Emergency and Fire Service

Bushfire EMERGENCY WARNING for your area Issue date: 10:03AM 15/1/2017 Next update: 11:00AM 15/1/2017

A bushfire EMERGENCY WARNING has been issued for people in your area. You are in danger and need to act immediately to survive. There is a threat to lives and homes.

For more information https://www.sefs.gov.au

ABC Emergency | Main Roads| State Police| Police Station | District Police | Local Council

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- Leaving now is the safest option for your family's survival.
- If you cannot leave, shelter in your home or property.
- If you are not home, do not return.

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You can take simple steps to protect yourself and your family:

- Leaving now is the safest option for your family's survival-check for road closures and plan your route, notify family of your intentions.
- If you cannot leave, get ready to shelter in your home or property:
- Identify safe spots to shelter, preferably in brick buildings, that are away from windows and doors and the direction of the fire-these safe spots will provide you with the best protection.
- Close all doors and windows, turn off evaporative air conditioners and seal doorways with wet towels-these actions will reduce smoke inside your property.
- Drink and store nearby plenty of water-fill empty containers and baths with water.

- Bring pets inside.

 If you are not home, do not return—it is too dangerous for you and your family.

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EMERGENCY WARNING

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#SEFS #FireAlert

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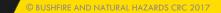
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