

Public Abstract

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Title>Title:Factors influencing media use during the evacuation decision-making process during approaching cyclones in The Bahamas.

Many times during the hurricane season, Bahamians turn to the radio, television, newspapers and even the Internet to find out information about approaching storms. However, not everyone will do so at the same level because personal perception regarding risks associated with the cyclones. This study found that Bahamians when making an evacuation decision prefer state media (both radio and television), the Internet, and television generally. The decision to evacuate is also influenced by other factors as well, which in turn influences the level of media consumption when storms threaten the country. These factors include: previous experiences with unwarranted evacuations, perceived home quality and the personal knowledge about the risks associated with the storms. Results of the survey found that media use was not influenced by any of those factors. The study did find that when individuals had a generalized fear of storms or believed they had a deficit of information about storms that those individuals had an increase use of media--specifically state media--when deciding to evacuate.