



Differences in risk culture and preparedness level determines differences in user approach to LastQuake's safety check feature

Within only one month, 2,237 different users have consulted the safety tips, and thanks to the safety check, 220 people were reassured by a text message received from relatives impacted by a potentially damaging earthquake. However, some significant differences in use were identified. Indeed, even if the safety tips page is mostly visited right after earthquakes, users from developed countries tend to visit it less than others. This could be linked to differences in risk culture and preparedness level. Moreover, the safety check adoption is not correlated with the earthquake magnitude. Quite the reverse, it could be linked to anxiety and fear, or to technology culture and risk culture.

Applicable to:

Stakeholders: [Density of active citizenship](#), [Communication](#), [Access and use of infrastructure/services](#), [Open-mindedness](#)

Disaster Phases: [Response](#)

Types of Actors Concerned: [Active citizens](#)

Hazards: [Natural hazards](#)

Recommendations:

- [Develop a personal "culture of preparedness"](#)

Source

[Deliverable D3.3a "Initial report on the impact of best practices prototype implementation" \(page 46\)](#)

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