



Personal involvement increases citizens' willingness to engage in activities aimed at preserving personal safety

Related to the knowledge of risk is the feeling of familiarity, which lowers risk perception by increasing comfort and feeling of control over potential risk (Weber, Siebenmorgen, & Weber, 2005) In a recent study, De Dominicis and colleagues (De Dominicis et al., 2014) showed that in the case of risk of floods, personal involvement, or so-called place-based identification, increases citizens' sensitivity to the risk and their willingness to engage in protective activities. However, the same factor can also have, in some circumstances, an opposite effect on perceived risk, i.e. it can enhance risk denial (Bonaiuto, Breakwell, & Cano, 1996).

Note: See source document for full reference.

Applicable to:

Stakeholders: [Local knowledge](#)

Disaster Phases: [Prevention](#), [Preparedness](#)

Types of Actors Concerned: [Non-active citizens](#)

Hazards: [Natural hazards](#)

Recommendations:

- [Develop risk assessments methodologies, which consider cultural factors, the manner in which people cognitively process information and which employ a gender perspective](#)
- [Foster the adoption of a culture of disaster prevention and resilience by informing and motivating citizens to take action](#)

Source

[Deliverable D4.1 "Mapping risk perception concepts in the context of disasters" \(page 45\)](#)

This file was generated automatically on: 12.02.2019.

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<https://culturalmap.carismand.eu/a/4-1-28-personal-involvement-increases-citizens-willingness-to-engage-in-activities-aimed-at-preserving-personal-safety>