



The media's influence on individuals who are directly involved in disaster events

It has been shown that media content has a stronger influence on people who were not directly involved in any disastrous event compared to victims of previous disasters (Wachinger et al., 2013). It is believed that this kind of indirect experience can increase people's preparedness, at least at some level (Wachinger et al., 2013).

Note: See source document for full reference.

Applicable to:

Stakeholders: [Attitudes toward the media](#)

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

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

Hazards: [Natural hazards](#), [Man-made non-intentional hazards or emergency situations](#), [Man-made intentional hazards](#)

Recommendations:

- [Inform citizens about the risk they may face and about possible actions and measures, they can take to reduce vulnerability and better prepare themselves](#)
- [Use cultural factors to improve the effectiveness of disaster communication](#)

Source

[Deliverable D4.1 "Mapping risk perception concepts in the context of disasters" \(page 61\)](#)

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