



Smartphone apps vs social media

The results show that a large proportion of participants are likely or very likely to use both mobile phone apps and social media in disaster situations, with the likeliness of app usage being slightly higher than the likeliness of social media use. Generally, the likeliness of usage of mobile phone apps for receiving alerts, warnings or emergency messages from authorities is highest (74% likely or very likely), followed by using them to warn or inform other app users (64% likely or very likely). The likeliness of apps usage to submit information about disasters or disaster risks to authorities is lowest, but with still 51% more than half of the participants indicate they would be likely or very likely to do so. A similar picture, though at a somewhat lower level, is revealed for the likeliness of social media usage.

Applicable to:

Stakeholders: [Communication](#), [Attitudes toward authorities](#)

Disaster Phases: [Response](#)

Types of Actors Concerned: [National civil protection body](#), [Local authorities](#), [Government](#)

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

Recommendations:

- [Social media can be a useful alternative communication channel in all stages of disaster management](#)
- [The use of new technologies \(e.g. Bluetooth\) can improve communication strategies in disaster management situations](#)
- [Use cultural factors to improve the effectiveness of disaster communication](#)

Source

[Deliverable D5.6 "Report on citizens' reactions and opinions: Citizen Summit 4 \(Germany\)" \(page 13\)](#)

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<https://culturalmap.carismand.eu/a/5-6-2-smartphone-apps-vs-social-media>