



## Perceived trustworthiness of media in disaster situations

The groups of people identified by this Summit's participants as trustworthy can, though, be seen as helpful not only in the immediate response but also during the recovery phase. Here, interestingly, TV hosts, journalists and media people were pointed at. Despite a prevailing distrust in the media as reporting reliable news, they were perceived by a number of participants as holding personal qualities such as self-confidence and skills like stress management which were seen as important and creating trust “because of their strength to bring something across [...], to think straight in stressful situations. These people you could trust, they know how to handle stress well” (G2-P7).

Note: See source document for full reference.

### Applicable to:

Stakeholders: [Norms/values](#), [Attitudes toward the media](#)

Disaster Phases: [Response](#)

Types of Actors Concerned: [Local authorities](#), [National civil protection body](#), [Media](#), [Red Cross](#), [Healthcare and emergency services](#)

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

### Recommendations:

- [Engage in activities and develop strategies aiming to improve trust between citizens and authorities](#)
- [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 D5.6 "Report on citizens' reactions and opinions: Citizen Summit 4 \(Germany\)" \(page 24\)](#)

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