



Further research needed to determine country differences around safety check behaviour

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. The launch of Facebook and Google tools could also play a role. Moreover, when sending a safety check message through LastQuake, the number of contacted people seems to vary with cultural factors such as technology use and social structures. However, all these findings are preliminary results and should be checked by further research when more conclusive data will be collected.

Applicable to:

Stakeholders: [Open-mindedness](#), [Social networks](#)

Disaster Phases: [Response](#)

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

Hazards: [Natural hazards](#)

Recommendations:

- [Develop a personal "culture of preparedness"](#)
- [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 D3.3a "Initial report on the impact of best practices prototype implementation" \(page 46\)](#)

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