



Positive reactions to the idea of using of disaster mobile phone apps amongst, largely elderly, citizens who are not active on social media

The results also point at groups of citizens who are not active or frequent social media users but may still be interested in using mobile phone apps. This was confirmed by the qualitative data which revealed that in particularly the older participants showed the most positive response towards using and testing a “disaster app”, contradicting thus the cultural stereotype of older people being generally more technology-averse.

Applicable to:

Stakeholders: [Worldviews](#), [Open-mindedness](#), [Communication](#), [Attitudes toward the media](#), [Age-related roles](#)

Disaster Phases: [Preparedness](#), [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 \(Germany\)" \(page 36\)](#)

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