



Cultural and interest differences among LastQuake users

Cartoons were developed and used by EMSC (Euro-Mediterranean Seismological Centre) to have the eyewitnesses describe the intensity of an earthquake. However, designing culturally neutral functionalities in the app does not prevent different cultural uses of LastQuake as demonstrated in D3.1 (full reference in source document). Indeed culture has been found to impact the conversion rate and the comments left by the users for instance. Testimonies conversion rate are found to be higher in regions where earthquakes are rare, compared to highly seismic regions. The importance of local histories for the use of LastQuake was also demonstrated. Moreover, religious culture was found to impact the content of the testimonies. On the whole, LastQuake is a useful tool for citizens and scientists but also for disaster managers. The different types of users corresponds not only with different types of needs during a disaster (informational and emotional needs, scientific data, damage identification, etc.) but also different culture (professional or national for instance). To meet its users' needs, LastQuake must then keep a high level of cultural neutrality.

Applicable to:

Stakeholders: [Density of active citizenship](#), [Communication](#), [Local knowledge](#), [Open-mindedness](#)

Disaster Phases: [Response](#)

Types of Actors Concerned: [Non-active citizens](#), [Active citizens](#), [NGOs](#), [Healthcare and emergency services](#), [National civil protection body](#), [National research bodies](#)

Hazards: [Natural hazards](#)

Recommendations:

- [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" \(page 19\)](#)

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<https://culturalmap.carismand.eu/a/3-3-8-cultural-and-interest-differences-among-lastquake-users>