

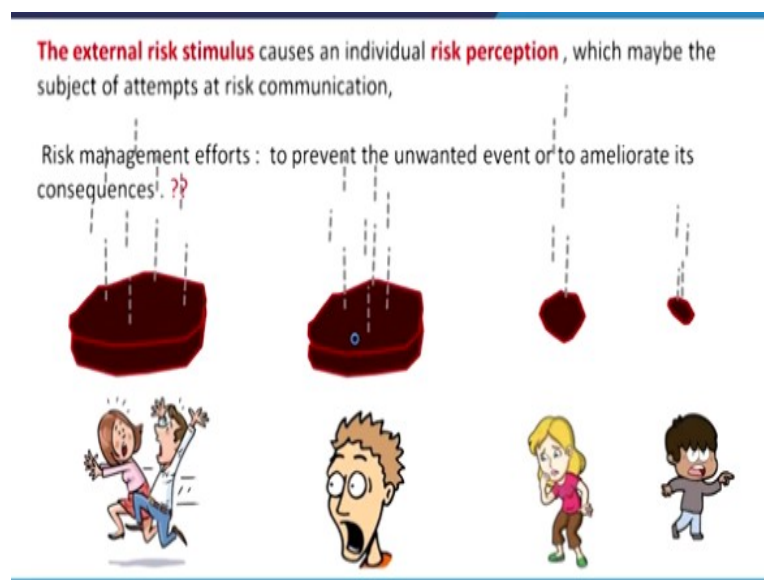
Disaster Recovery and Build Back Better
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Lecture – 29
Cultural and (Disaster) Risk

Hello everyone, welcome to the lecture series on disaster recovery and build back better, in this lecture we will discuss about culture and risk particularly in disaster risk. This lecture would provide an idea, the kind of perspective about why culture is so important in disaster risk management or understanding risk perception also, we will look into what is the meaning of culture, why culture exists in society.

And how it may influence people's perception and perspective of risk in our context this disaster risk, we may not give a direct connotations of disaster but we will look into culture and risk from a broader perspective, okay and I am Subhajyoti Samaddar, I am from Disaster Prevention Research Institute, Kyoto University, Japan. Generally, in the conventional theory, they think that individual's perception of risk matter, how big the hazard is; the exogenous variable.

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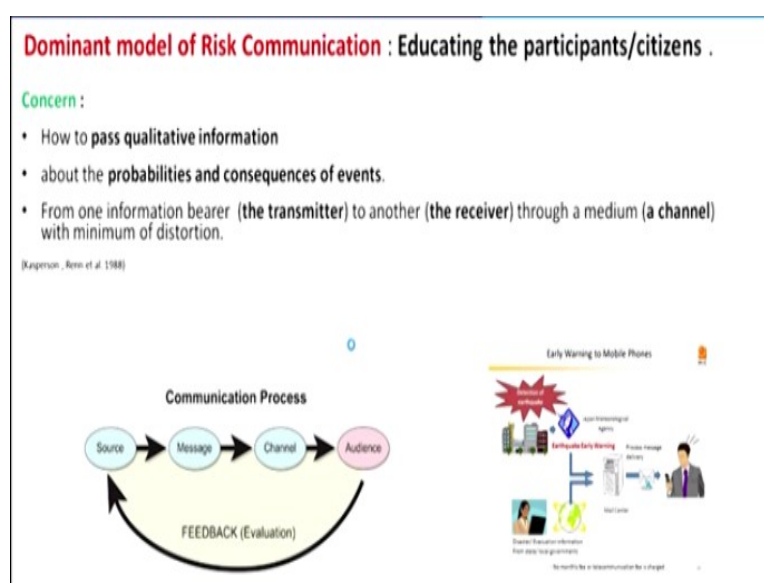
If the hazard is bigger in size in magnitude, then people have greater, higher risk perception but it's a very conventional idea now, so external risk stimulus is so important in conventional risk perception theories or practices, okay and risk management effort; conventional risk management effort is therefore to prevent the unwanted event and to

ameliorate its consequence, to reduce the consequence of an unwanted hazardous event, okay.

Here, you can see in this picture when the stone is bigger, people have greater perception of risk when the stone is smaller, people have less risk perception; a low risk perception. Now, in the conventional theory, conventional understanding of disaster risk or any risk is that individuals who are at risk they are the passive recipient of risk that means, they do not manipulate, interpret, construct the meaning of risk.

They see what is there so, risk is very objective, what is; it depends on the probability of a particular hazard and the consequence of that hazard, okay that how it would cause human losses, property damage. Like, in this theory all individuals are like a passive recipient like a baby, okay and there is of an independent stimulus that is the hazard.

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And for them, the particular way of communicating risk or risk communications in case of early warning, there is a recipient that is the source, they send the message and through some particular channels like mass media, televisions, radio, newspaper to the audience in order to help them to prepare and to know them the magnitude and the consequence of a particular hazard.

If you look into the right-hand side that is showing that some methodological agency, some scientific bodies, they will collect information; scientific informations and then through the mass media, they pass it to the people; common people who are at risk. So, for them the

dominant model of risk communications for them, the major concern is how to pass qualitative informations to the people about risk.

When they are sending this informations, they focus in 2 aspects; one is the probabilities and consequence of that event, from one information bearer, that is the transmitter to the receiver or the from the source transmitter or receiver okay so, these way they communicate the risk.

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- But information transmission is only one part of communication.
- It also involves **developing shared meaning** among individuals , institution and communities and establishing relationship of trust.



But people are arguing or from our practices, from the field notes, researchers are reporting from their studies that this is may not be enough, well transforming the information is very important and very critical component of risk communications in order to enhance the resiliency of the local communities but that is not enough that's simple okay, it is because how people interpret, the meaning of risk it varies from individual to individuals, groups to groups, okay.

So, one group something is risky, for another group of people, it is not that risky so, we need a kind of consensus shared meaning of risk here, you can see the example like a snake when you someone is thinking that snake is dangerous, it is a risky animal, a person is escaping from that place, someone is trying to beat him, kill him, someone is taking picture, someone is praying to the God.

So, people have this stimulus is the same is a snake but people have different meaning, different perceptions about the risk so interesting, so what risk is; it's not, does not really depend on the magnitude and consequence, the probability and consequence of hazards but it