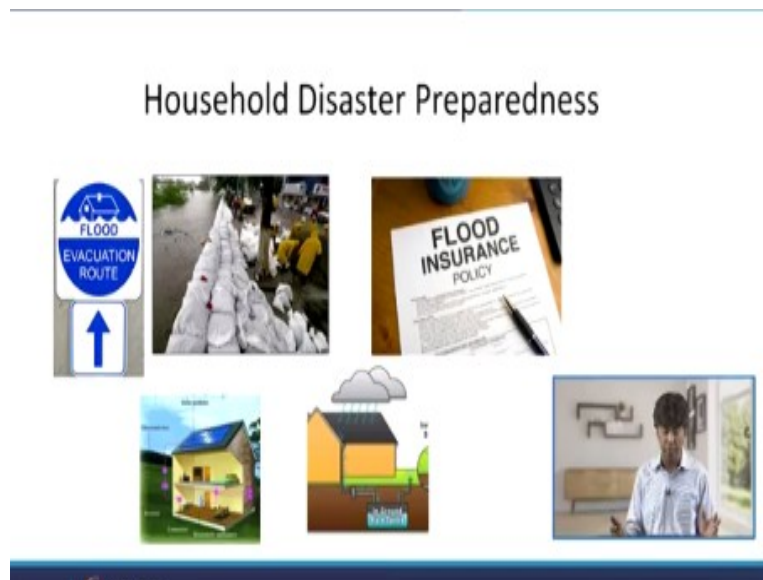


Disaster Recovery and Build Back Better
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Lecture – 03
Risk Perception and Disaster Risk Preparedness – Part 2

Hello everyone, welcome to the lecture series on disaster recovery and build back better, we in this lecture discuss about the second part of risk perceptions and disaster preparedness. We already discussed it at some extent so, I will continue that one. I am Subhajyoti Samaddar from disaster prevention research institute, Kyoto University, Japan. So, just for a small introduction for the continuation what we were discussing.

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So, we need some small household preparedness mechanism to enhance people's preparedness against the disaster that is for sure, like insurance, like evacuations, like rainwater harvesting.

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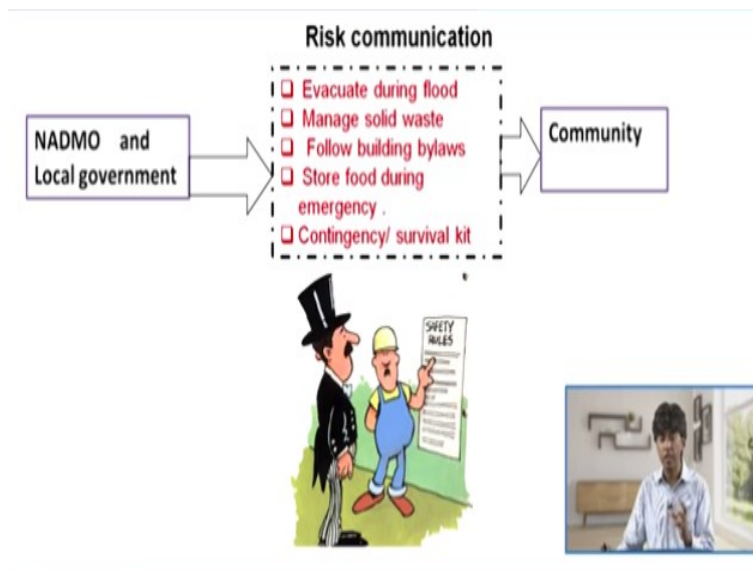
- ❑ Implementation or Dissemination of Innovative Technology is Inevitable for improved risk Management and Urban Planning



What we found that one person say, for too less, so we need to encourage more and more people to for disaster preparedness. So we should encourage more and more people and small, small, small effort could be very gigantic. Now, this process in order to encourage people, we need to understand their mind because we have to communicate with them.

We need to improve our risk communication mechanism in order to improve their preparedness intention, their attitude towards preparedness.

(Refer Slide Time: 02:00)



So, one this side is local government who is trying to promote these preparedness intention, motivations of the common people and other side is the local people.

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However, evidence from several sources shows that though lots of money were spent and lots of project were undertaken to aware people about the disaster risk and to make them aware about the possible and potential disaster preparedness actions,

the level of preparedness or intention to adopt it remains low.

- Duval, T. S., & Mullis, J.P. : 1999 ;
- Lindell, M. K. & Whitney, D. J. : 2000;
- Paton, Smith and Johnstone : 2005
- Paton , McClure, and Burgelt : 2006
- Samaddar and Okada , 2008



But, what we found that it is really challenging, is really challenging, after spending a lot of money, a lot of time, running a lot of projects, people; the community at risk, they are not very willing to prepared. We would like to know that why it is so, why our conventional risk communication mechanism strategies are not working that is the challenge. So, we found that one side, there is a possibility that people who are estimate their own knowledge, they think, they know everything. So, if disaster happened, they know that it will not happen to me, it would not happen to them, or maybe they are knowing that okay, disaster is coming but I am prepared, the preparedness measures I took enough so, I would not be at risk okay, I would not be impacted. Other one is that the transferring of knowledge, they want to take the responsibility by others like local municipal authority or by the central government on regional government.

So, these factors we discussed already can actually increase the low preparedness intention. We also discussed about objective risk and the perceived risk, scientific risk we have and what scientists estimate and the perceived risk; what laypeople think about. Now, we are talking about that risk is actually the probability and the magnitude of an adverse event.

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Progress : Risk estimation

- More data
- Refining the existing data
- Warning : Incorporating “risk perception” (subjective risk) in risk management – is a blunderplans/ strategies will loose the creditability.

For one thing that we need more data and we in order to refine our existing knowledge, existing information, existing estimations of a risk. But they are making us telling us that okay in any case, please do not incorporate people's perceptions, lay people's perceptions in disaster risk management that would be itself a disaster. So, what we need to do?

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- Reduce the gap – “what is scientifically true”
and “what people presume is true”
-

We need to simply reduce the gap, we need to tell people that what they know is not simply true, what we are telling as a scientist, as an expert is true so, our estimation is the right, only then we can enhance people's preparedness so, actually we should know what is right, what is not wrong.

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Can risk be measured?

So, now if the scientists are really saying that, the question is even the scientist can they really measure the risk accurately?

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- Lord Kelvin (Beer – 1967) : “ Anything that exists.....exists in some quantity and can therefore be measured”

As I said before, this person is saying that anything that exists; exists in some quantity and can, therefore, be measured.

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Actual danger and perceived danger



Like the example they have given that, this road is in danger, so do not be flamboyant, do not try to be hero, you will be at risk.

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Safe and unsafe road



This road; left-hand side road is safe; right-hand side road is unsafe.

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