

Disaster Recovery And Build Back Better
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Lecture – 16
Disaster Preparedness from Cognitive and Heuristic Perspectives

Hi everyone, I am Subhajyoti Samaddar from Disaster Prevention Research Institute, Kyoto University. Welcome to disaster recovery and build back better lecture series. This lecture we will talk about disaster preparedness from cognitive and a heuristic perspective. We already had discussion on what cultural theory and social factors they play a role in disaster preparedness.

But when you are communicating people to encourage them to prepare against disaster what they are going on inside them as an individual? What kind of cognition and heuristic perspective we may look into that would be the focus of this lecture okay? So we discussed that individual does not face only disaster, but in real life we all have different kind of risk, and disaster risk or environmental risk or ecological risk is just one part of that risk.

Life is full of risk. Disaster is not an isolated one.

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Okay, we have a health risk, we have academic risk, we have job risk so which one I should prioritise, which one I should take and which one I should ignore. Because many people are

advising me to consider this risk as serious and to take preventive actions. So we already had the discussions on cultural perspective here in this lecture we will focus on heuristic or cognitive perspective okay.

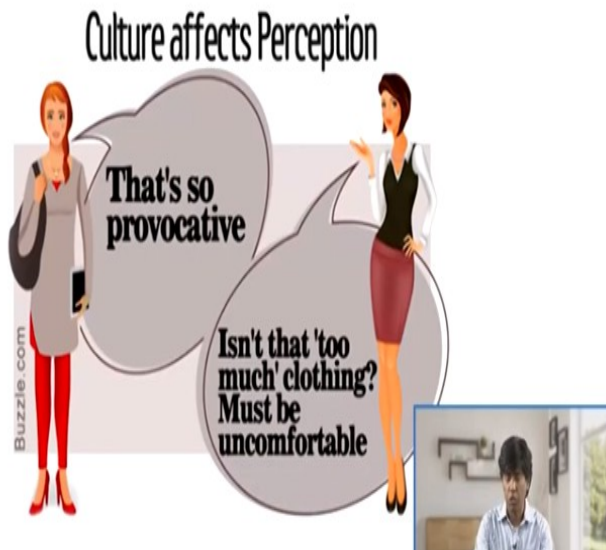
So they are saying that it is okay that you are culturally biased you are culturally influenced, but in the end of the day you have to make your own decision that is you were the responsible, you would make the decision as an individual what to do and what not to do okay no other person can impose anything if you do not want they can force you they can influence you they can pressure you, but it is you who have to make the decision okay.

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So what is going on inside human brain what intellectual reasoning process they are going through is important to know when we are trying to say that okay. We want to encourage people to take preventive action against disaster. Of course culture is an important part, but apart from we, also I have a mind of individual, I am part of my neighbour, I am part of my colleague, co-workers, I am part of my friends, I am influenced by them but my actions my attitudes are my own I am also influenced by others what I do okay.

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Of course culture is an important.

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But this person is wise or poor somebody thinks he is wise somebody thinks he is poor right. So it is not only cultural differences but also individual personal differences for a role that how people think it was one object differently not only one category of culture not only one kind of social system they have, they groom people to think in particular way but also individual because of several other reasons they have their own mind.


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Then We Should Go Look For Risk Culture In
The Man In The Mirror ...




Mohamed Elmaghrabi - TheRisk@Riskand.com



Every individual comes to an organization with his/her own personal Perception of Risk.

Every individual comes with his/her own Inventory of Moral Values and these have a great influence over the decisions they make on day-to-day basis.



So we look into the mirror every time every day it is not that we want to know that how I am looking good. But we have another kind of mirror that we want to that what we are doing is right or wrong, socially accepted or not, individually accepted or not. So we have our own judgment about our personality okay.

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So this is fine we discussed already that people are basically culturally biased. But people have their own mind also.

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So what we do generally in order to promote disaster preparedness of risk preparedness let us say this road accident okay or something. We generally ask people have this kind of advertisement.
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Okay that you can you are travelling you were riding bike, or you were riding car you can see on roads that these posters that is alarming you that if you do rash driving this is the consequence, this is the result is waiting for you so be careful okay.
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These posters, these pictures are very common right.

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When we are, you can see that for the road safety often we want to make in order to increase your risk awareness we show this picture right. Every time you go on road you can see this one.

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It is a very nice poster 'happiness is a journey, not a destination' okay. So weekend! Safe drive, Stay alive, drive to survive. It is very kind of common poster to protect road safety same in case of disaster also.

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Also maybe we can look into health risk in order to ask people not to smoke this is a very nice picture nice poster with very precise very concise smoking causes lung cancer. So do not smoke and this picture gives thousand words to the audience that why they should not smoke.

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Also, this one is a very good example that you should not smoke if you are smoking actually not only cigarette, but you are burning yourself right so do not smoke.

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Obesity



So obesity is a very common problem in modern society, okay not only in India but in many other countries especially in US. So obesity is another kind of health risk that you do not eat junk food if you are junk get taking junk food eating junk food then this is the consequence, okay and you will get heart attack.

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