



The social network and the geo-hydrological information: the CNR IRPI Facebook page as example of communication.

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Good communication is a fundamental step for the spread of news and knowledge. The effectiveness and persuasiveness of a message is a function of the interaction of characteristics of the audience, the source of the message, and content of the message. Italian Research Institute for the Hydrogeological Protection (CNR-IRPI) has been publishing information on geo-hydrological events using the Internet (<http://sici.irpi.cnr.it/>, <http://webmap.irpi.cnr.it/>, <http://geomorphology.irpi.cnr.it/>, <http://polaris.irpi.cnr.it/>, <http://giida.irpi.cnr.it/>, <http://events.irpi.cnr.it/>). Our websites are mainly visited by experts and the information are used for technical purposes. The contents and the interface of the websites are designed for this type of users. Our intention is to increase the type of users, and we are testing the use of social network to catch the wide public's attention. Social networks have emerged as critical factor in information dissemination, search, marketing expertise and influence discovery, and are an important channel for people to share information. Social scientist have long recognized the importance of social networks in the spread of information. Facebook and Twitter are the most widely used social networking services. They make it simpler to communicate with multiple people at one time. Social media may also make it easier for users to monitor activities of people (friends or followers). An official Facebook page of the Italian Research Institute for the Hydrogeological Protection (CNR-IRPI, <https://www.facebook.com/CNR.IRPI>), was created and linked to a Twitter account. The purpose of this page is to disseminate information on flood and landslide events and on our research activities, in order to raise awareness of geo-hydrological matters among users. This page publishes news on current or historical landslide and flood events involving the Italian territory, or news from around the world collected on the network. The news are published as text or links to videos or photos collected from the network. Facebook provides statistics regarding access the page and the interactions that users have with the news published. These statistics make it possible to quantify the interest of the users to the content of the news (post events, new publication institute, etc.). The way the news are published (only in text mode, with photographic or video images), the novelty (current event or historical) and the location (events in Italy or abroad) are all messages characteristic's that increase the audience attention. This work has highlighted the significance of the characteristics that can draw the attention of the public regarding landslide and flood information.