



## Seismic risk perception in Italy

Massimo Crescimbene (1), Federica La Longa (1), Romano Camassi (2), Nicola Alessandro Pino (3), and Laura Peruzza (4)

(1) Istituto Nazionale di Geofisica e Vulcanologia, Rome, Italy (massimo.crescimbene@ingv.it, +3906855082007), (2) Istituto Nazionale di Geofisica e Vulcanologia, Via Donato Creti 12, 40128, Bologna, Italy, (3) Istituto Nazionale di Geofisica, Osservatorio Vesuviano, Via Diocleziano 238, 80124, Napoli, Italy, (4) Osservatorio Geofisico Sperimentale, Borgo Grotta Gigante 42/c, 34010 Sgonico, Trieste, Italy

Risk perception is a fundamental element in the definition and the adoption of preventive counter-measures. In order to develop effective information and risk communication strategies, the perception of risks and the influencing factors should be known. This paper presents results of a survey on seismic risk perception in Italy conducted from January 2013 to present. The research design combines a psychometric and a cultural theoretic approach. More than 7,000 on-line tests have been compiled. The data collected show that in Italy seismic risk perception is strongly underestimated; 86 on 100 Italian citizens, living in the most dangerous zone (namely Zone 1), do not have a correct perception of seismic hazard. From these observations we deem that extremely urgent measures are required in Italy to reach an effective way to communicate seismic risk.

Finally, the research presents a comparison between groups on seismic risk perception: a group involved in campaigns of information and education on seismic risk and a control group.