



Information transmission in flood risk communication

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Risk communication has a purpose of transmitting information as well as altering citizens behavior. Flooding is the most frequent natural hazard in the world and becomes increasingly dangerous to our society due to our increased population density. Flood risk communication is essential in limiting acute and long-term impact of a flooding. Impact reduction is dependent on the people who are at risk, yet people still fail to act during a natural hazard. Studies preparing people for a flood are scarce and are scattered across literature. Present work, based on a narrative review in progress, analyzes and discusses components of flood risk communication with the goal to contribute to the progression of risk communication research. Components which will be discussed include the understanding and awareness of the risk, motivating mitigation, the influence of the media, risk perception, the range at which information is presented, people's trust in the information and the mental model in general. Considering and drawing together individual risk communication studies and studies from different disciplines gives an opportunity to create practical recommendations on flood risk communication.