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Towards a Cognitive Motivational Model for Flood Risk Communication

Decision Making in Uncertainty Lab

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Context

- Flood risk management
- Reduce flood impact
- Risk communication





Problem

- Top-down communication
 - Classic approach
 - Broad audience
 - Based on communicators assumptions
- People-centered communication
 - Smaller audience
 - Local knowledge





Need for people-centered risk communication

Current Study

Purpose

- To develop a Cognitive Motivation Model for Flood Risk Communication
 - Broad audience
 - People-centered
 - Efficient



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Mental Model

Our own conception of the world

- Incomplete understanding
 - Incomparable associations
 - Misinterpretations
- Knowledge of the public
 - How much?
 - What knowledge?



Mental Model

Flood experience

• Under- and overestimation





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Gathering and sharing information

Gathering

• Media

Sharing

- Information
- Beliefs
- Risk perception
- Social networks facilitate local communication



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Threat & Coping appraisal

Protection Motivation Theory

- Threat appraisal
 - Risk perception
 - Needed for willingness to cope

- Coping appraisal
 - Dealing with the threat
 - Offer coping strategies







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Concluding remarks

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Cognitive Motivational Model for Flood Risk Communication

- Broad audience
- People-centered
- Efficient

Recommendation

• Validate this model in a case study

References

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Questions



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