



New media vs. effectiveness analysis of informing the public against extraordinary hazards

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Replacement of traditional communication methods by techniques based on the new media is the key to increase the speed, efficiency and effectiveness of informing the public and policy makers about the hydrological and meteorological hazards. The presentation will show the use of new media in Poland, including primarily an innovative communication system using new technologies such as SMS, apps for smartphones, or sites and portals. The presentation will be supported by the results of studies conducted in the period from March, 2014 to June 2014 of public opinion and crisis management services, based on interviews, focus groups (FGI) and computer survey interviews (CATI), on receiving alerts through the new media. Audience was a representative sample of the Polish population (n = 1000) and selected institutions to counteract the effects of crises (n = 128). The role of new media and new technologies proven to be very important in broadening public awareness of the risks, and thus reduces the impact of meteorological and hydrological extreme events. Public opinion in this regard is clear - more and more people are using new media for information, which translates to their desirability of using these techniques for emergency purposes. Also, crisis management professionals show interest in the implementation of information exchange procedures based on new media and technologies. This makes it possible to create a new, efficient warning system for hydrological and meteorological hazards.