



Changes meeting Les Diablerets Work in progress

Marie Charrière



Outline

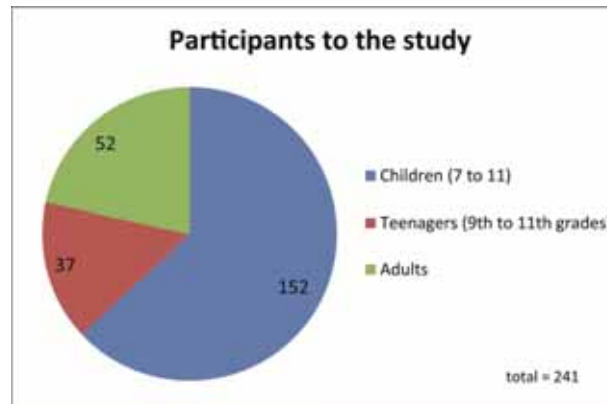
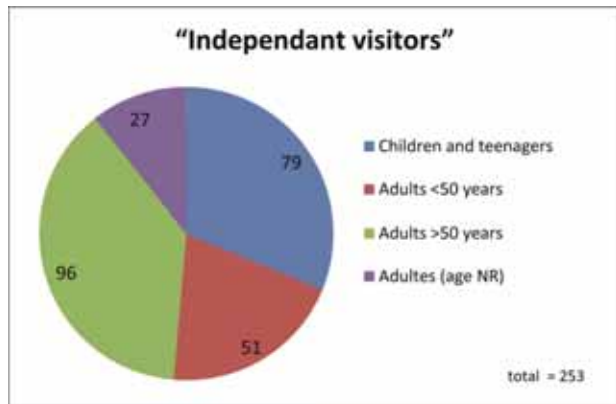
- Objective
- Video
- Exhibition
- Tests
- Some results
- Future work
- Contribution to CHANGES book

Objective

Assess the effectiveness of visuals
for raising risk awareness

The “Alerte” exhibition

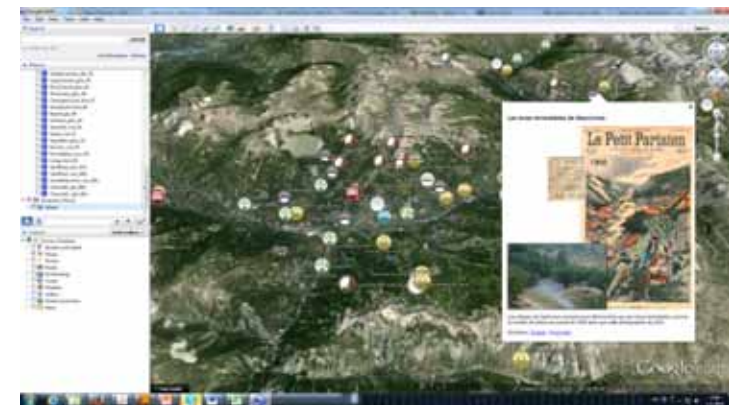
- 2 years project finalized
- 04.12.13 to 19.02.14
- free entrance
- ~ 500 visitors



Content of the exhibition

Locally oriented, 5 natural hazards,
phenomena and mitigation measures:

- 15 posters (photos, drawings, graphs)
- timeline (poster and interactive)
- Mock-up
- Seismograph
- Video of events
- 15 videos of witnesses
- Interactive Google Earth Map
- Emergency kit



Measure of change/difference/attractiveness

- **Effectiveness survey**

- 1) **Pre-test/Post-test research design**

Factors: Worry level, Exposure to awareness raising, ability to mitigate/respond/prepare, attitude to risk, level of awareness, previous experiences, demographics.

For the five **Hazards**

- 2) **Satisfaction with visuals**

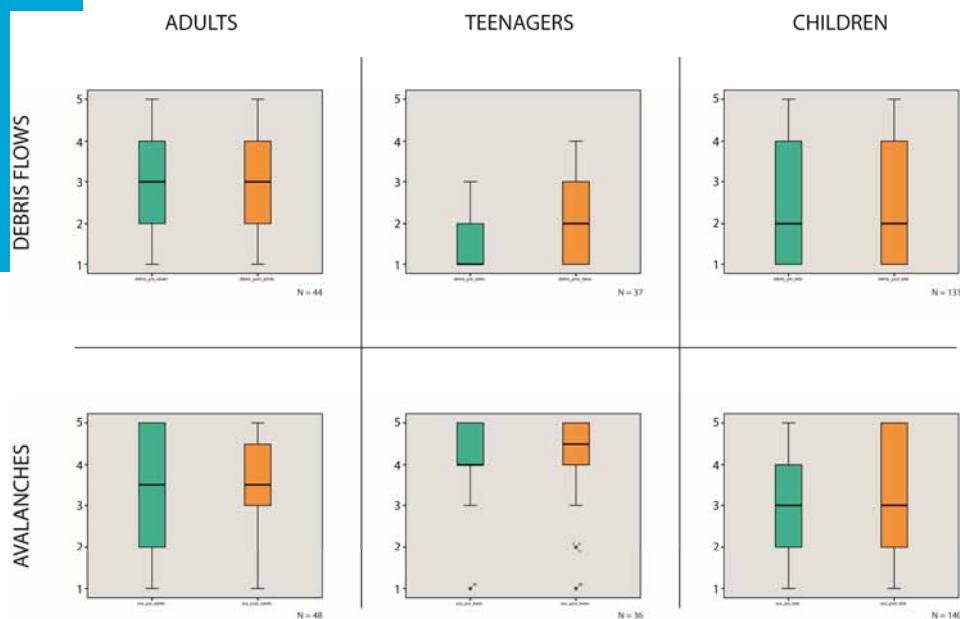
Complete RFID testing

- **“Independent” visitors survey**

N=50, similar to post-test



Some results



In general do you worry about...?

Globally participants are more worried about avalanches than debris flows



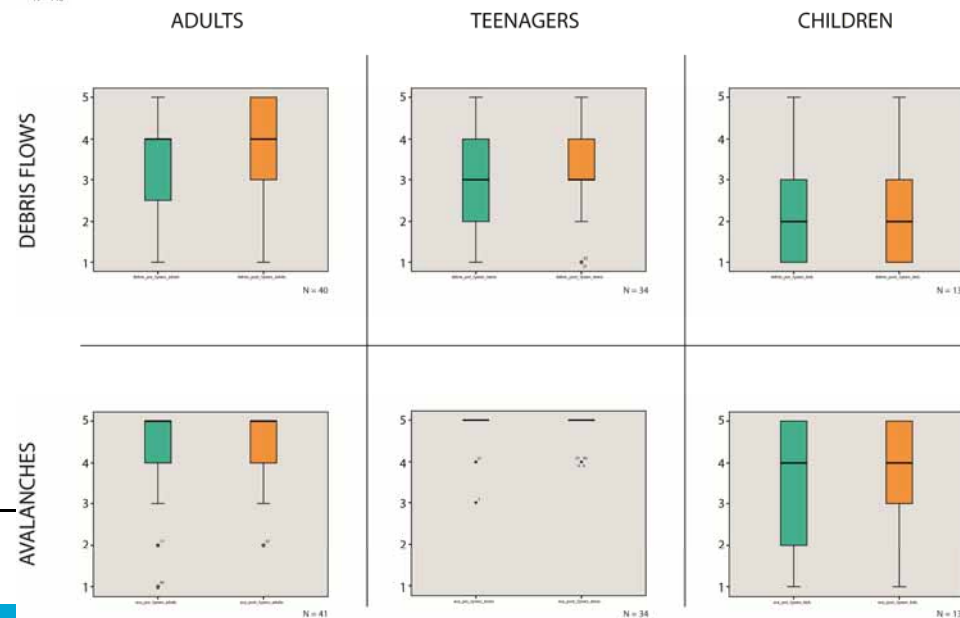
Only significant result (paired t-test):
Teenagers and debris flows

In the next 5 years, how likely is that the following will occur in the Ubaye valley?

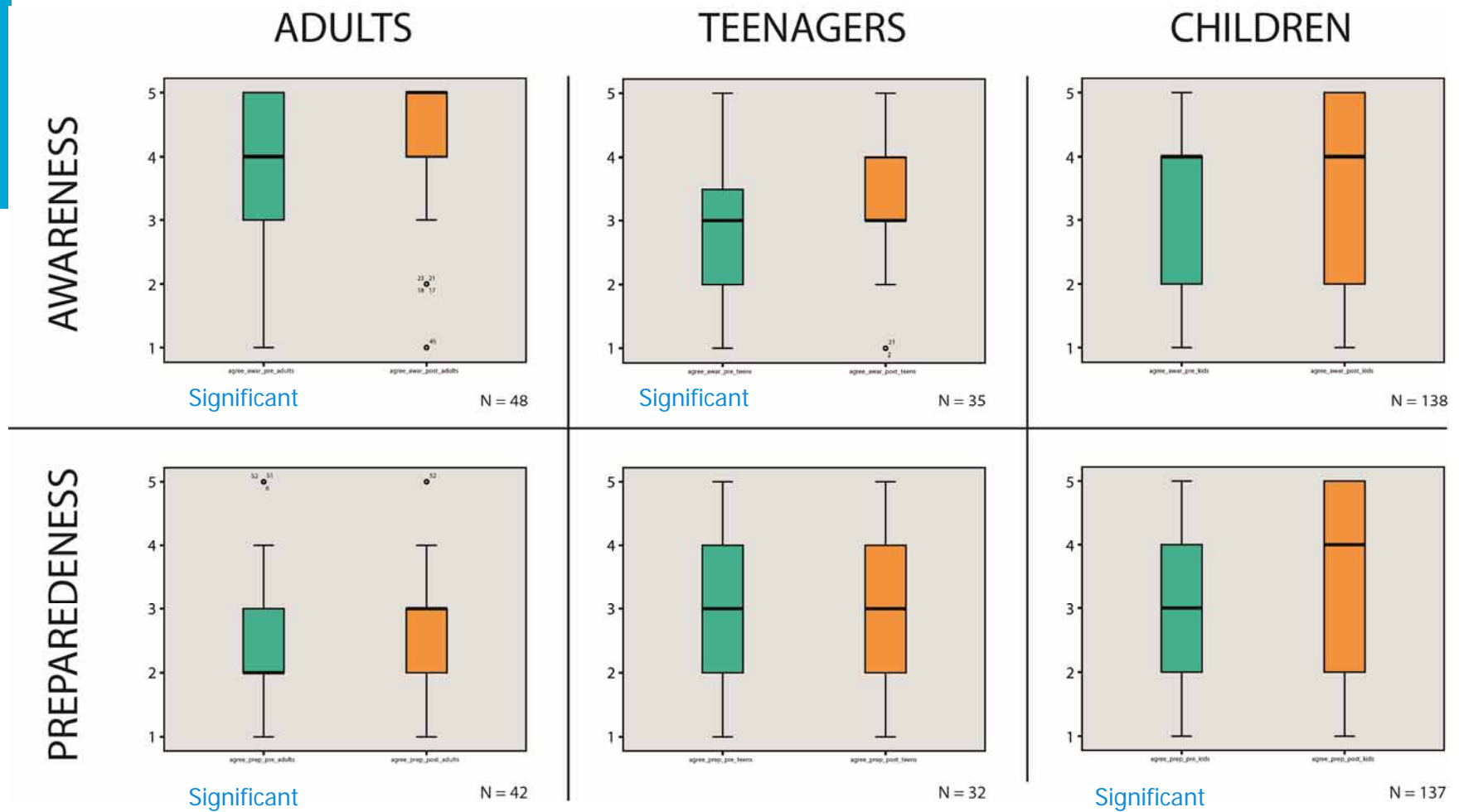
Globally participants think that avalanches are more likely to occur than debris flows



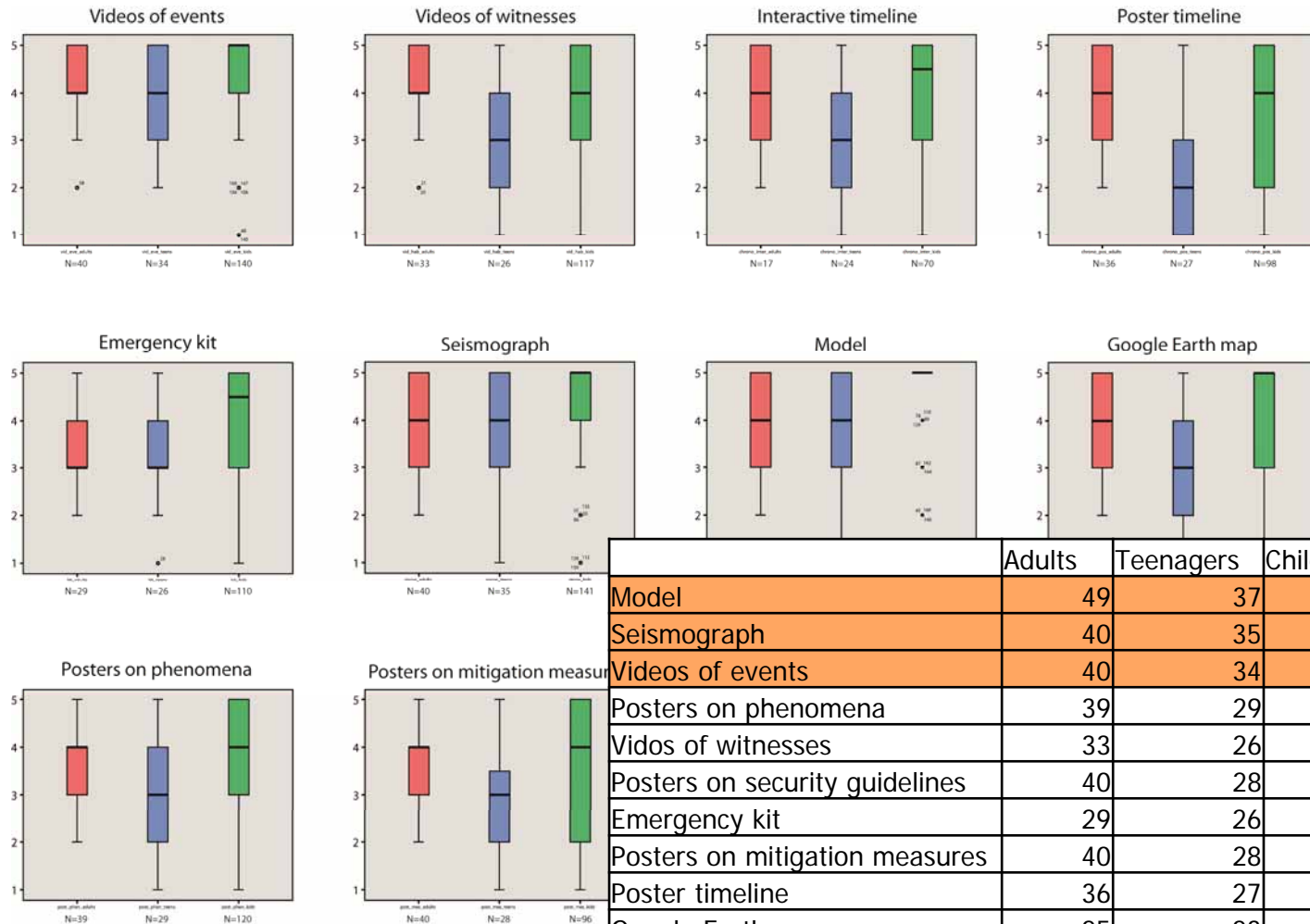
Only significant result (paired t-test):
Teenagers and debris flows



Some results



Some results



	Adults	Teenagers	Children	TOTAL
Model	49	37	147	233
Seismograph	40	35	141	216
Videos of events	40	34	140	214
Posters on phenomena	39	29	120	188
Vidos of witnesses	33	26	117	176
Posters on security guidelines	40	28	100	168
Emergency kit	29	26	110	165
Posters on mitigation measures	40	28	96	164
Poster timeline	36	27	98	161
Google Earth map	25	23	85	133
Interactive timeline	17	24	70	111

Further work on this exhibition data

- **Finalize the analysis of changes and differences**
- **Explain the later, cross-check between variables, inferential statistics**
- **RFID analysis**
- **Triangulation between RFID results and results of the surveys**
- **Publish two papers**

Additional work for the PhD (end June 2015)

- **Another case study: Romania or Italy** (in negotiation)
- **Communicators' perspective of effectiveness of visual** (avalanches apps) (in preparation)

Contribution to the CHANGES book

- Reflexion on importance of risk communication and the use of visuals, on exhibitions as experimental settings, operationalization of awareness measurement and effectiveness research.