

INFORMATION SHEET
Can Social Media Enhance Public Disaster Warnings?
Dennis S. Mileti and Jeannette N. Sutton

CONTACT INFORMATION

suttonj@colorado.edu
(303) 587-0498

dennis.mileti@colorado.edu
(303) 520-3400

PRESENTATION SLIDES

The presentation slides can be found at: www.jeannettesutton.com

BIBLIOGRAPHIES

Research on people in community crises

350 Page Annotated Bibliography

<http://www.colorado.edu/hazards/publications/informer/infrmr2/pubhazbibann.pdf>

Research on occupants in building crises

150 Entry Bibliography

<http://www.colorado.edu/hazards/library/BuildingsEvacBib2007.doc>

Other research on social media in disasters

http://www.jeannettesutton.com/Papers_and_presentations.html

KEY PRESENTATION IDEAS

OFFICIAL WARNING SYSTEMS: Use a social media model to develop and grow official warning systems to better integrate inter-organizational actors, enhance sub-system linkages, and reduce the causes of system failures (at least those catalogued in the social science research record).

CORRECTIVE TARGETTED MESSAGES: Use social media to easily monitor public thoughts and actions/inactions to address in subsequent official warning messages.

ACCELERATE PUBLIC ALERTING: Use and grow social media to help alert the public, reach hard-to-reach sub-populations, facilitate the public natural tendency to engage in informal notification of others, and steer people to complete public warning messages and information.

INCREASE EFFECTIVE PUBLIC ACTION-TAKING: Use and grow social media as part of official warning systems to provide enhancement of the key factors that social science has documented to motivate public protective action-taking (message content, repetition, cues, and milling).

MYTHS: Disaster myths costs lives in warnings. Three new myths related to social media are emerging and could be investigated for validity: cyber terrorism, information can be controlled, and social media warnings are wrong.