Disaster Preparedness: Psychosocial Predictors for Hazard Readiness

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Inspired by major tornado events in 2011
Intro and Literature on Preparedness

- Key theoretical models
- Major areas of research
  - Cognitive
  - Demographic
  - Social/cultural
  - Communication
  - Sense of place & community

Figure 2 McIvor, Paton and Johnston (2009)

Source: Adapted from Bennett and Murphy (1997)

Figure 2 McIvor, Paton and Johnston (2009)
Method, Results, & Conclusion

▪ Outreach to Emergency Management & residents in Raleigh
▪ Mixed methods (some open-ended items in the survey)
▪ N = 343
▪ Data reduction, multiple regression, mediation
▪ Findings (predictors for preparedness):
  ▪ self-efficacy, risk perception, psychological sense of community, media reliance (a new scale), hazard experience, and complex relationship of confidence in government.
▪ Implications