

Facilitating readiness for natural hazards: The role of social trust

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Rarity & complexity of hazard activity means that people must rely on others to:

- acquire information,
- deal with their uncertainty, and then
- make decisions

Trust influences how well people can

- reduce uncertainty/complexity when
- faced with novel events

Siegrist & Cvetkovitch (2000)

Trust influences

- perception of other's motives
- their competence &
- the credibility of the information they provide

Earle (2004)

Acting on information...

Is as much a function of the relationship between people & the source of information as it is about the information itself

Paton (2005; 2007)

Pearce (2003)

Paton, Millar & Johnston (2001)

Test theoretical model of social trust

Kee & Knox (1970)

Mayer et al (1995)

Trust influenced by

Situational factors

- Information availability/familiarity

Individual/social structural factors

- Costs vs. benefits of acting
- Community characteristics

Study One

Information availability/familiarity
Frequency with which people discuss
hazard issues with others

	<u>Weekly</u>	<u>Monthly</u>
High		
Bushfire (N=281)	25%	52%
Low		
Earthquake (N=352)	8%	24%

	Bushfire <i>High information</i>	Earthquake <i>Low information</i>
Outcome expectancy	.193 (p<0.004)	.135 (p<0.01)
Action coping	.144 (p<0.024)	.153 (p<0.005)
Trust	.076 (ns)	.170 (p<0.001)
R ²	18%	19%

Factors predicting adoption of preparedness measures

Study Two
Community Characteristics, Trust
and Preparedness



Dispositional factors costs & benefits

- positive outcome expectancy
 - benefits > costs
- negative outcome expectancy
 - costs > benefits

Community characteristics

When dealing with uncertainty, views of others with similar values influence

- conceptualisation of risk, and
- choices about confronting risk

Earle (2004)

Lion et al. (2002)

Community Participation

Eng & Parker (1994)

Faced with uncertainty

Perceived quality of information

- Degree to which it is consistent with needs & expectations of those seeking it

Function of:

- Ability to articulate uncertainty into meaningful question
- Answers to which will reduce uncertainty and inform decision making

Articulating Problems

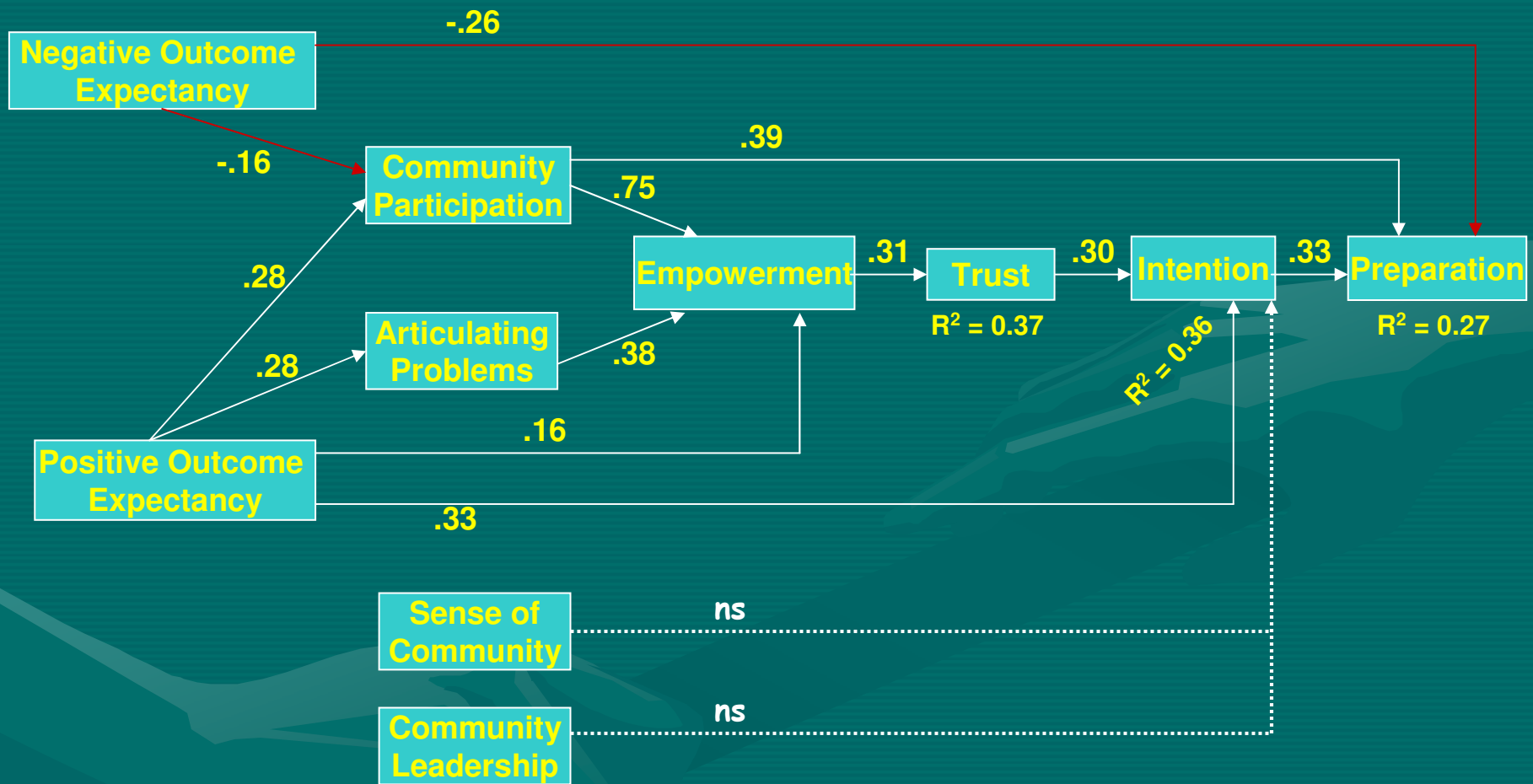
Eng & Parker (1994)

Quality of information

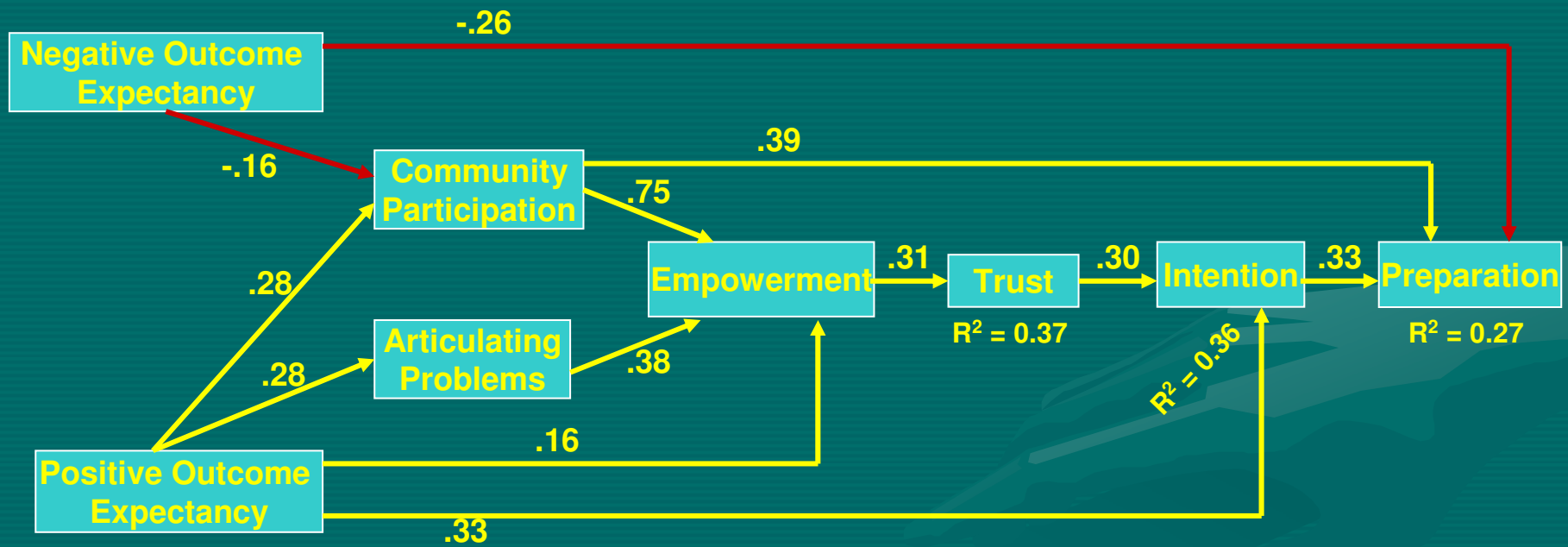
- Degree to which sources of information act in ways that meet needs and expectations of those seeking it

Empowerment

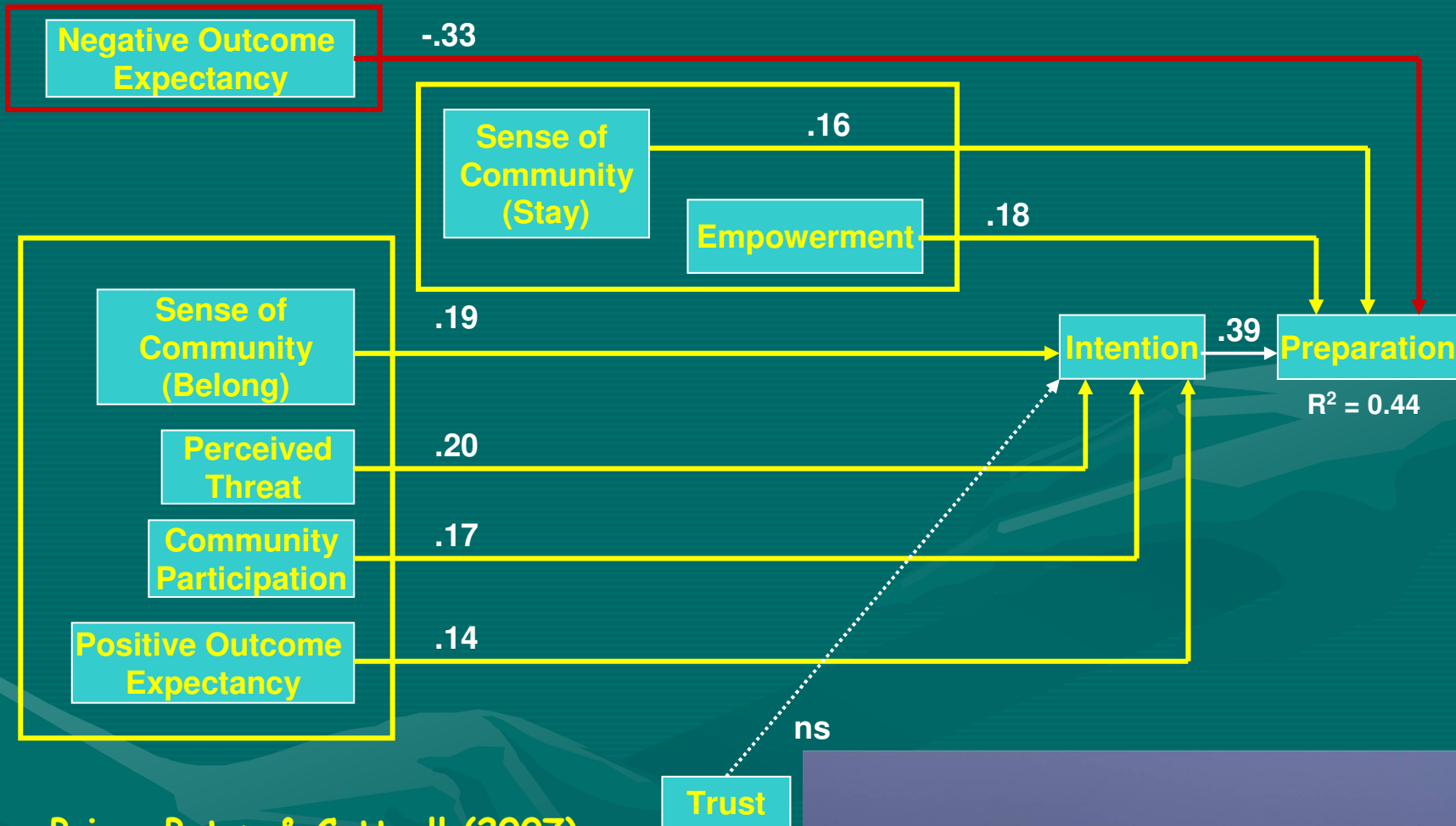
Eng & Parker (1994)
Speer & Peterson (2000)



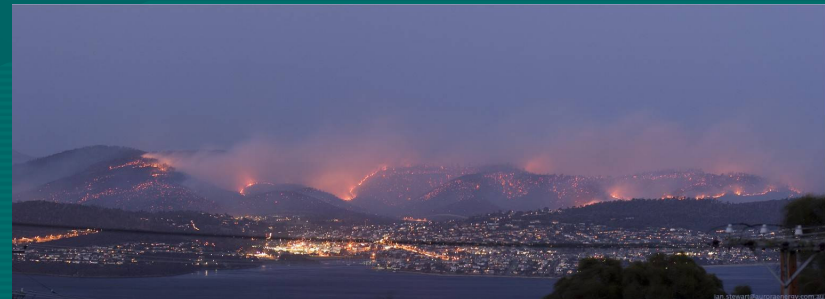
Paton, McIvor & Johnston (2007)



Paton, McIvor & Johnston (2007)



Prior, Paton & Cottrell (2007)



Conclusions

Modelling preparation process

- assess communities & direct resources
- return on investment

Some people decide not to prepare

Others are predisposed to act, but need support and guidance

Paton, Smith & Johnston (2005)

'Preparing' and 'Not Preparing' are discrete processes

- Need separate strategies

Paton & McClure (2007)

Conclusions...

Support and guidance...from communities and agencies

Strategies involve a mix of

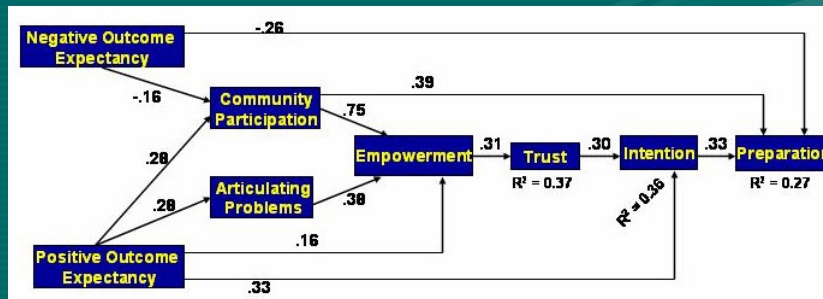
- information provision
- community relationships & competencies
- community empowerment & engagement

Paton (2000; 2005; 2007a,b)

Conclusions...

Trust...important facet of engagement

- Influenced by level of information available within community
- Increases in importance following adverse outcomes



Once lost, it is very difficult to regain

Paton & Bishop (1996)

Paton, Millar & Johnston (2001)

Poortinga & Pidgeon (2004)

Conclusions...

When agencies engage and empower communities about hazards & their mitigation

- levels of trust,
 - satisfaction with communication,
 - risk acceptance,
 - willingness to take responsibility for their own safety, and
 - ability to confront hazard consequences
- all increase