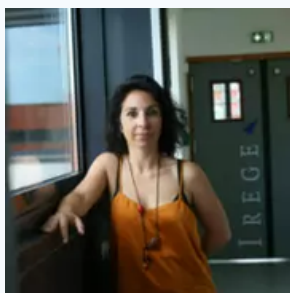


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**DOROTHEE CHARLIER
(USMB, IREGE)**

SIMPLIFYING CLIMATE
RISK COMMUNICATION:
EVIDENCE FROM
A RANDOMIZED
EXPERIMENT
IN JAMAICA

Households experience hundreds of millions of dollars in private property damage every year to foreseeable natural disasters like hurricanes, even though low-cost measures exist that if implemented would mitigate the damage. How public authorities communicate natural disaster risk may influence whether households take preventative action and what action they take. The information content of a warning message about an impending hypothetical hurricane was experimentally varied, in a questionnaire-based RCT administered in Jamaica. The control warning message resembles those issued by meteorological offices today, while the treatment messages vary the presentation of the information contained in the message. Individuals are found more likely to act – and to take certain specific adaptive actions – when the warning message uses non-technical language and when it includes pro-social disaster relief images. Implications for risk communication theory, and for meteorological and disaster preparedness authorities in hurricane-prone countries, are elaborated.

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