More than a one-size-fits-all approach: Tailoring flood risk communication to plural residents’ perspectives

IWRA Webinar
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Expert knowledge & Lay knowledge

Residents’ perspectives as starting point:
What are their preferences in flood risk communication?
Empirical Research

51 structured interviews
18 in-depth interviews

Q Methodology:

Q Set – 31 statements

Q Sort – Likert scale pyramid

Factor Analysis
Residents’ Perspectives

- Insusceptible
- Confident
- Acknowledged
- Inexpert
- Self-assured
- Omniscient
- Insufficiently
- Connected
Characteristics

- Knowledge on flood risk
- Well protected
- Government should inform
- Unwilling to pay for information – common good
- Passive perspective

- Insusceptible confident
- Self-assured omniscient
- Acknowledged inexpert
- Insufficiently connected
Characteristics

- Knowledge on flood risk
- Trust in governmental protection
- No need for expert advice
- Website to confirm risk
- Not motivated by probabilities

- Insusceptible confident
- Self-assured omniscient
- Acknowledged inexpert
- Insufficiently connected
Characteristics

• Knowledge on flood risk
• Not well protected
• Personal information
• Website to confirm risk
• ‘Probabilities make people wait and see’
• Willing to adapt
Characteristics

- Need for more information
- Not well protected
- Government provides insufficient information
- Both general and personal information
- ‘Probabilities are non-sense’
- Interested in technical measures and benefits

- Insusceptible confident
- Self-assured omniscient
- Acknowledged inexpert
- Insufficiently connected
Cultural Theory
Rationalities

Fatalism: no control or influence. Passive rationality.

Hierarchism: control through rules and regulations. Strong trust in institutions.

Individualism: freedom to make mistakes. Self-determination and individual liberty.

Egalitarianism: Unstable balance. No room for experiments.
Conclusions

Four different preferences for flood risk communication

Rational vs. irrational

Communication strategies for one or all perspectives?

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