

COMPARATIVE STUDY ON BEIJING RESIDENTS' RISK PERCEPTION ON INCIDENTS OF PANDEMIC INFLUENZA, SUBWAY TERRORIST SCENARIO AND TORRENTIAL RAIN

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Abstract

Based on the research on Beijing residents' risk perception in three emergencies (pandemic influenza, subway terrorist scenario and torrential rain) from 2009 to 2012, the article makes a comparative study of the residents' risk communication and perception by carrying out structured questionnaires and found that: (1) In terms of risk communication, Beijing residents' accesses to risk information are similar while their understanding of risk information are significantly different, which resulted in different reaction to emergencies; (2) In terms of accesses to internet, those New Media, especially social network media like micro-blog and QQ are playing a more important role in emergency information release; (3) In terms of risk perception, society as a whole would learn from the emergency and disaster happened before and public would have more rational perception on the risk, meanwhile risk perception inclined to be polarized when citizens are poor educated and informed. (4) Risk perceptions vary with the urbanization of the environment and society in different situations. Risk perception of citizens is keeping changing. In conclusion, the article suggestions have been proposed for government involved in emergency preparation and response. Besides, empirical study limitation based on the analysis of the past studies has been proposed for deeper exploration.