

ShakeAlert® Social Science Research Initiative

Robert de Groot, USGS – Pasadena

Sara McBride, USGS – Moffett Field

Maximilian Dixon, Washington Emergency Management Division

ShakeAlert Joint Committee for Communication, Education, and Outreach (JCCEO)

JCCEO Mission: Supporting the ShakeAlert System through coordination, collaboration, and community building.

JCCEO Social Science Working Group (SSWG)

- SSWG is one of the 6 JCCEO Standing Working Groups. Lead by co-chairs *Sara McBride*, USGS and *Maximilian Dixon*, Washington Emergency Management Division
- **Mission: To address social science questions that are critical to the effective implementation of the ShakeAlert Earthquake Early Warning System.**
- Meetings with interested scholars in the interest area to draft, finalize, and implement a three year strategy.
- **Conduct rapid research when required (e.g. Ridgecrest).**
- Active projects with investigators from: University of Oregon, University of Kentucky, USGS, University of Washington, Colorado School of Mines, UC Berkeley, University of Colorado – Boulder & Colorado Springs, Washington Emergency Management Division, Massey University - New Zealand, and California State University – Fullerton.

Components of ShakeAlert Social Science Strategy: Goals

1. Develop understanding of where populations are currently in terms of risk perception, protective action knowledge, and basic preparedness across Washington, Oregon, and California.
2. Use social science research to inform the five priorities of the ShakeAlert Communication, Education, and Outreach (CEO) Plan (2018).
3. Develop a monitoring and evaluation plan for ShakeAlert.

ShakeAlert Social Science Projects - completed -

- ShakeAlert Sounds and Images (Wood – CSUF, Ballmann – SCEC, and Cal OES)
- ShakeAlert Warning Messages for Wireless Emergency Alerts and Apps – JCCEO Focus Group White Paper
- ShakeAlert Post-Alert Messaging Paper [in review] (McBride – USGS/Bostrom – UW)
- UX Testing for MyShake App (Rochford and Strauss – UC Berkeley)
- Protective Actions White Paper (Wood with WA EMD)
- Protective Actions ShakeAlert Guidelines – Systemwide Consensus Statement (McBride/Bruce – UO)
- Message Testing and Training (Sutton and Fischer – UK, James – CU Colorado Springs)

ShakeAlert Social Science Projects - in progress -

- Wireless Emergency Alert Speed Tests in Oakland [40k] (3/19) and San Diego County [3.4M] (6/19).
- **Ridgecrest Earthquake Sequence Survey (Sutton/Wood)**
- Ethnographic Research of the ShakeAlert System (Reddy – CO School of Mines/McBride).
- **Twitter/Media Analysis (Sutton/McBride)**
- Anchorage/Ridgecrest CCTV Footage Analysis (Baldwin - UO/McBride).
- **Baseline Survey for ShakeAlert (McBride/Becker – Massey/Dixon – WA EMD).**
- Schools (Peek – CU Boulder, de Groot, et al.)
- **ShakeAlert Post Alert Messaging – USGS Operations Guide (McBride, de Groot, Biasi, Thomas, Given)**
- Consultation for ShakeAlert Strategic Communications and Education and Training Materials Development Project (Bruce – UO, McBride, de Groot, Wood - Nusura, Long - Nusura, and Weiser - Nusura)

SSWG Ridgecrest Rapid Response

- SSWG convened on 8 July for emergency projects.
- Project proposals include: perceptions and attitudes survey of residents in Trona, Ridgecrest, San Bernadino, L.A., and adjacent counties exposed to shaking and Social media analysis
- CCTV Footage Analysis.
- Diverse Populations Research.

Questions?

- Sara McBride, co-chair SSWG – skmcbride@usgs.gov
- Maximilian Dixon, co-chair SSWG – maximilian.dixon@mil.wa.gov
- Robert de Groot, chair JCCEO – rdegroot@usgs.gov

ShakeAlert Website: ShakeAlert.org

Twitter: [@USGS_ShakeAlert](https://twitter.com/USGS_ShakeAlert)