

A CAUTIONARY TALE: WHY MULTIPLE, DISTINCTIVE APPROACHES ARE NECESSARY WHEN COMMUNICATING BUSHFIRE RISK

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Research Question (in Context):

This project analyses how information in bushfire-risk areas flows through social networks, where modes of interaction may impact peoples' abilities to process, assess relevancies, and relay risk information.

Comparative Findings:

*By recognising how people construct and **select** associations within and across particular landscapes, we can learn how to best interact in those spaces.*

Character Findings:

Every town possesses a unique social character. Certain qualities of the area and the people connected to it, can influence the establishment and maintenance of that character.

Composite Findings:

People and spaces are not constant. As people move through and around localities, they experience and shape each differently. Identifying common structural elements of social networks and information flows help broaden our understanding of these variances.

*There once was a herd of zebras, all striped the same.
Presumed identical, save for their names.
By chance looking closer, my concern was sparked.
Why! There appear vast differences,
between light stripes and dark!
Similarities were uncanny, but it could not be denied –
There were great individualities among this great pride.
And so I began to wonder, do they not think alike?
Perhaps their perceptions
are as unique as their stripes?
And so I dared ask them, do you all think exact?
Do you homogeneously learn, process,
participate and react?
After a myriad of responses from insightful to crass,
I learned never to presume uniformity en masse.*

Variation among areas facing similar risk of bushfire demonstrate that uniform approaches do not work. Multiple, distinctive approaches are necessary when communicating bushfire risk.