

Public Response to Recent Terrorist Attempts in the United States: A Longitudinal Look at Fear, Risk-Related Behaviors and Support for Different Security Measures

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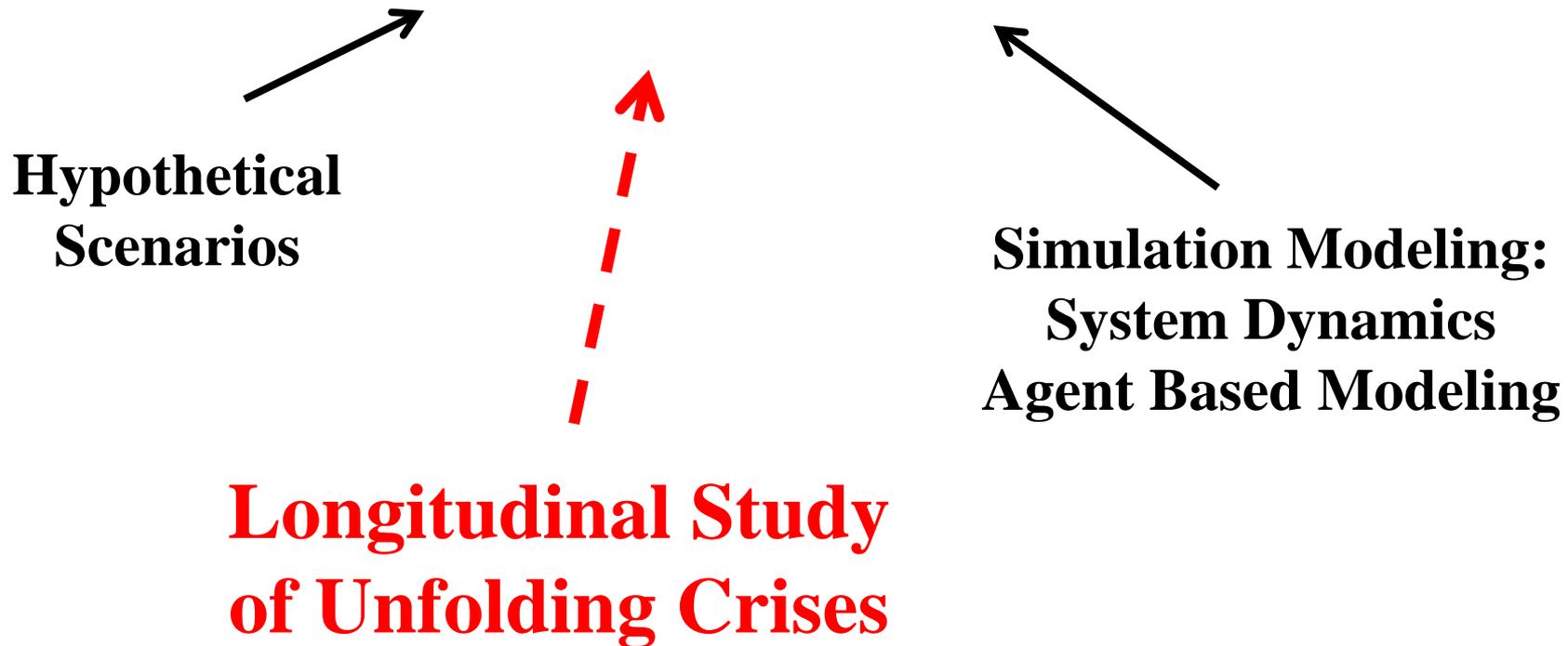
Objectives

**The Dynamics of Perceived Risk:
Methodological Approaches**

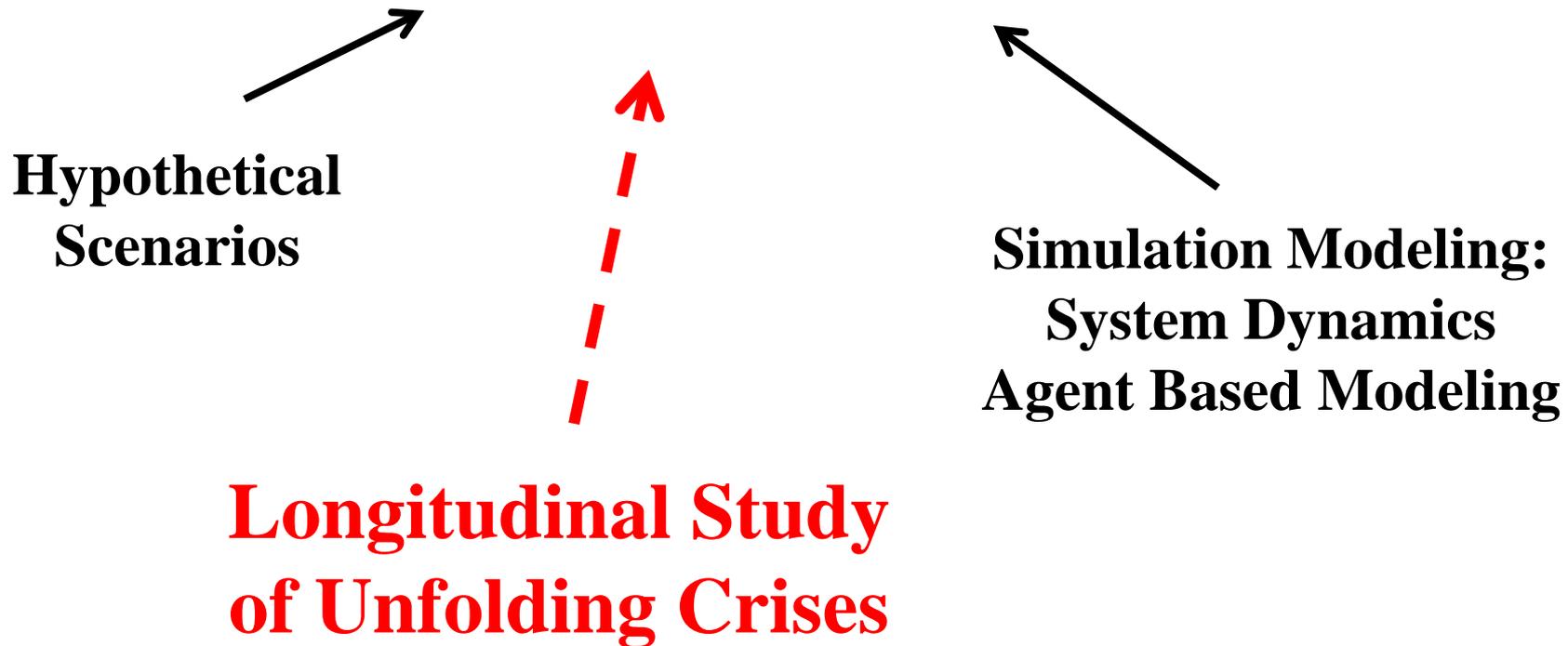
**Public Response to the Christmas Day
Terrorist Attempt**

Early Response to the Japanese Disasters

Understanding Dynamics of Perceived Risk And Risk-Related Behavior



Hypothetical
Scenarios



Simulation Modeling:
System Dynamics
Agent Based Modeling

**Longitudinal Study
of Unfolding Crises**

Longitudinal Design and Response Scales

Tip of Iceberg-Over a 100 Variables

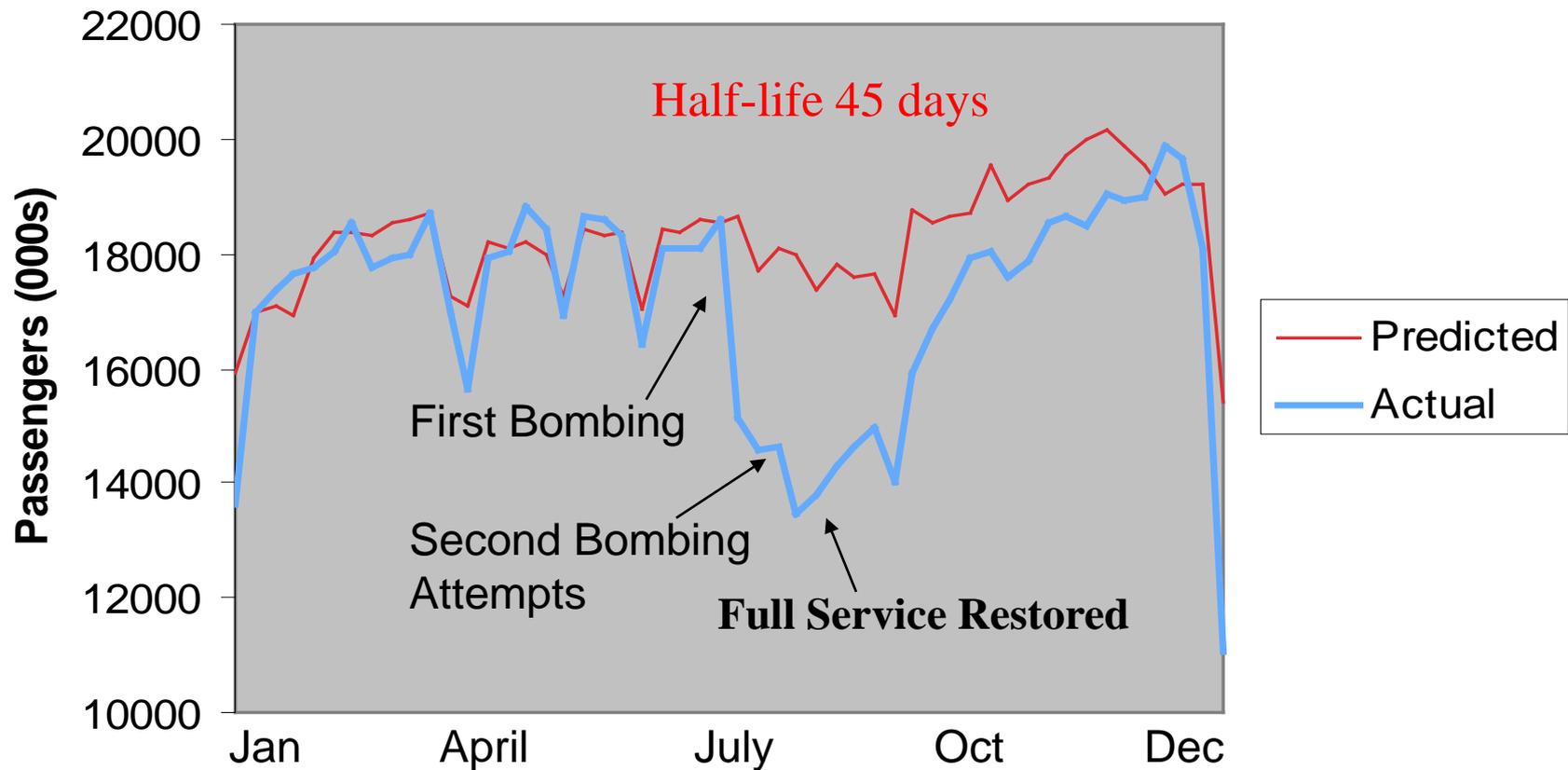
- **Data Collection: Security Survey (6 Time Points)**
 - December 31, 2009 (N=609), January 21 2010 (N=754), February 24 2010 (N=737), May 12 2010 (N=691), September 20 2010 (N=637), December 13 2010 (N=652)

- **Data Collection: Japanese Crisis (1 Time Point)**
 - March 22, 2011 (N=630)

- **Data Collection: Financial Crisis (7 Time Points)**
 - September 29 2008 to October 6 2009 (N>600)

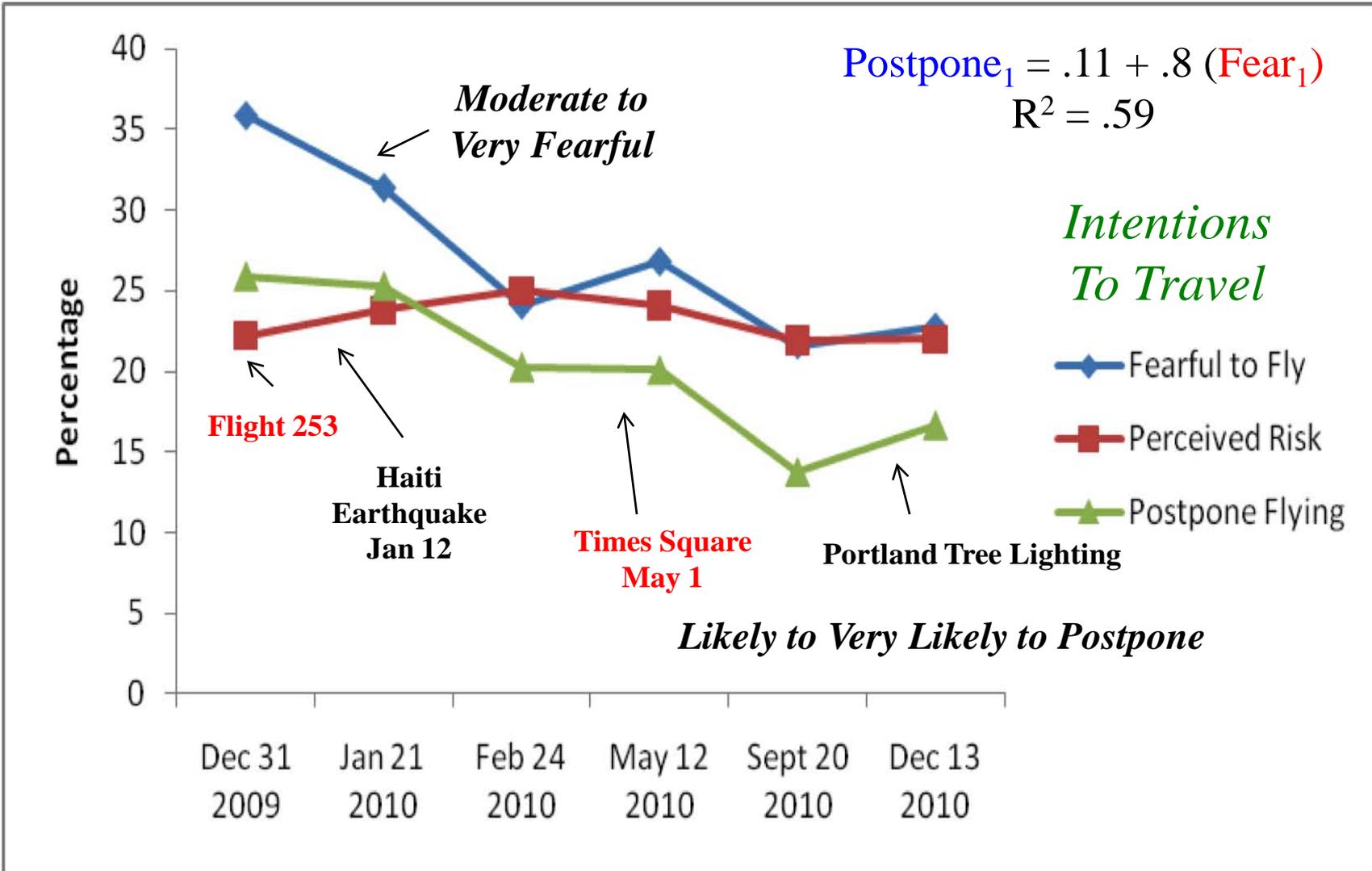
London Train Bombings: Predicted vs. Actual Passengers

(Prager, Asay, Lee & von Winterfeldt)



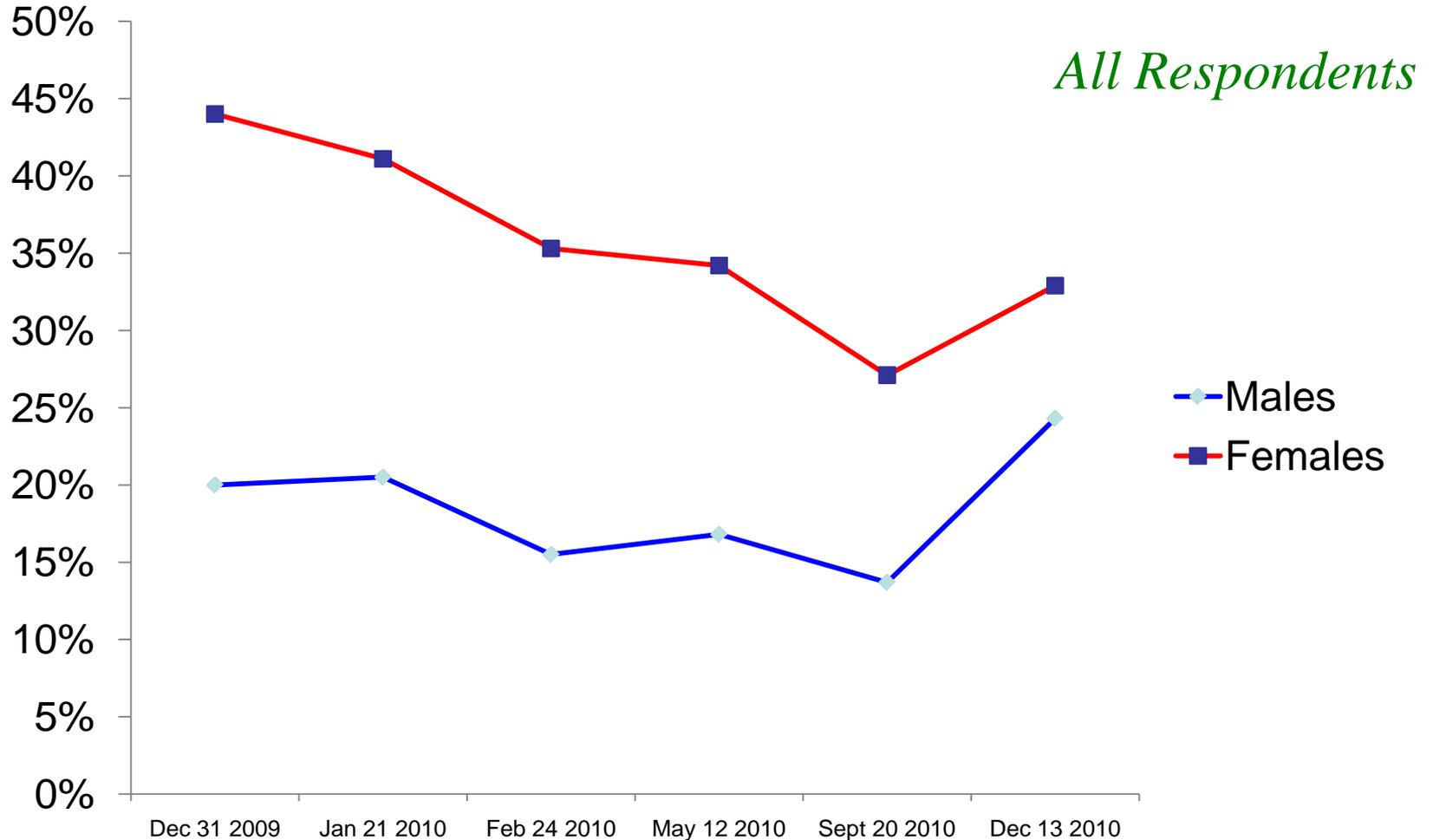
2005

Fear and Postponing Flying



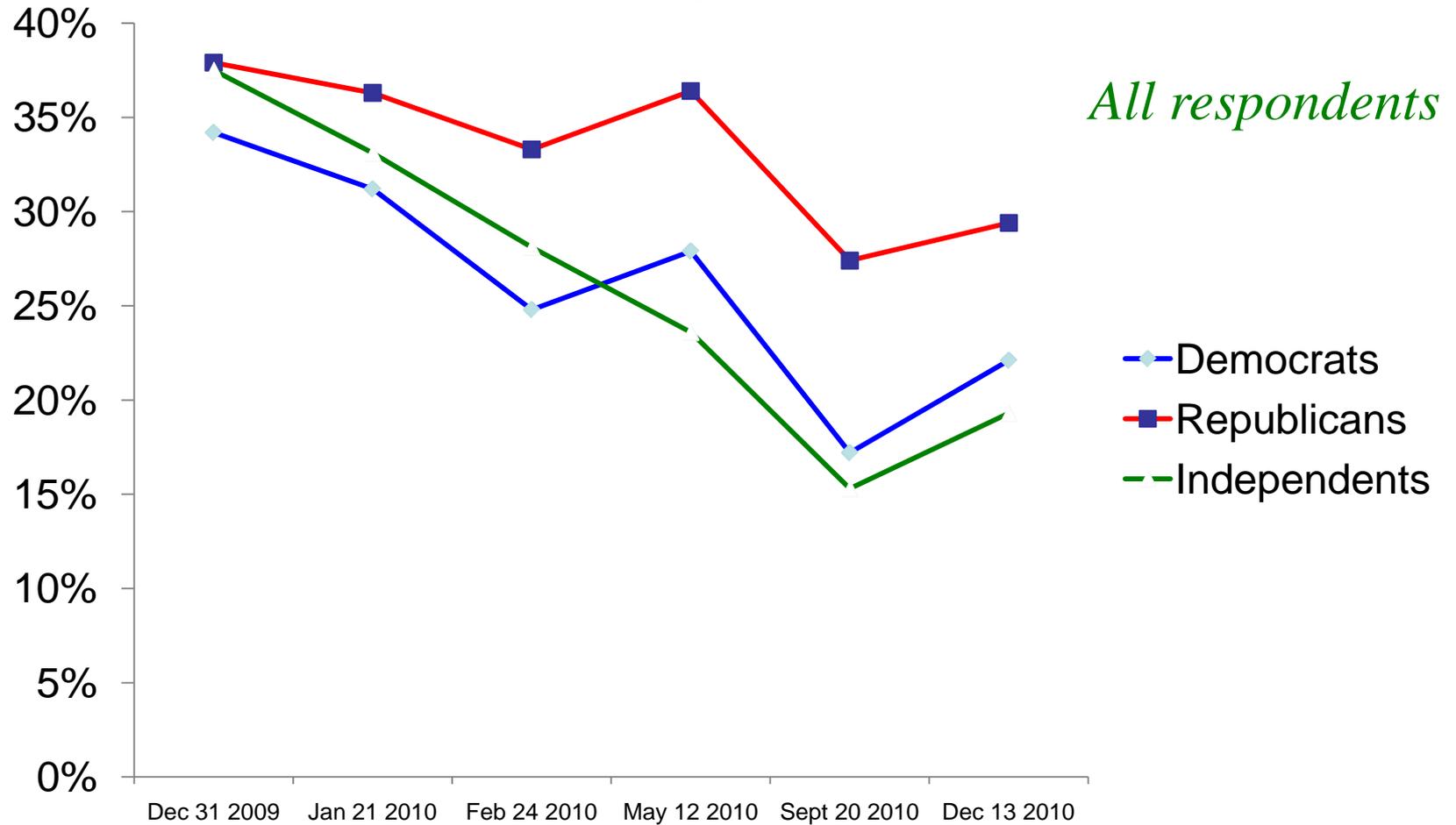
Flying: Moderate to Very Fearful

Gender



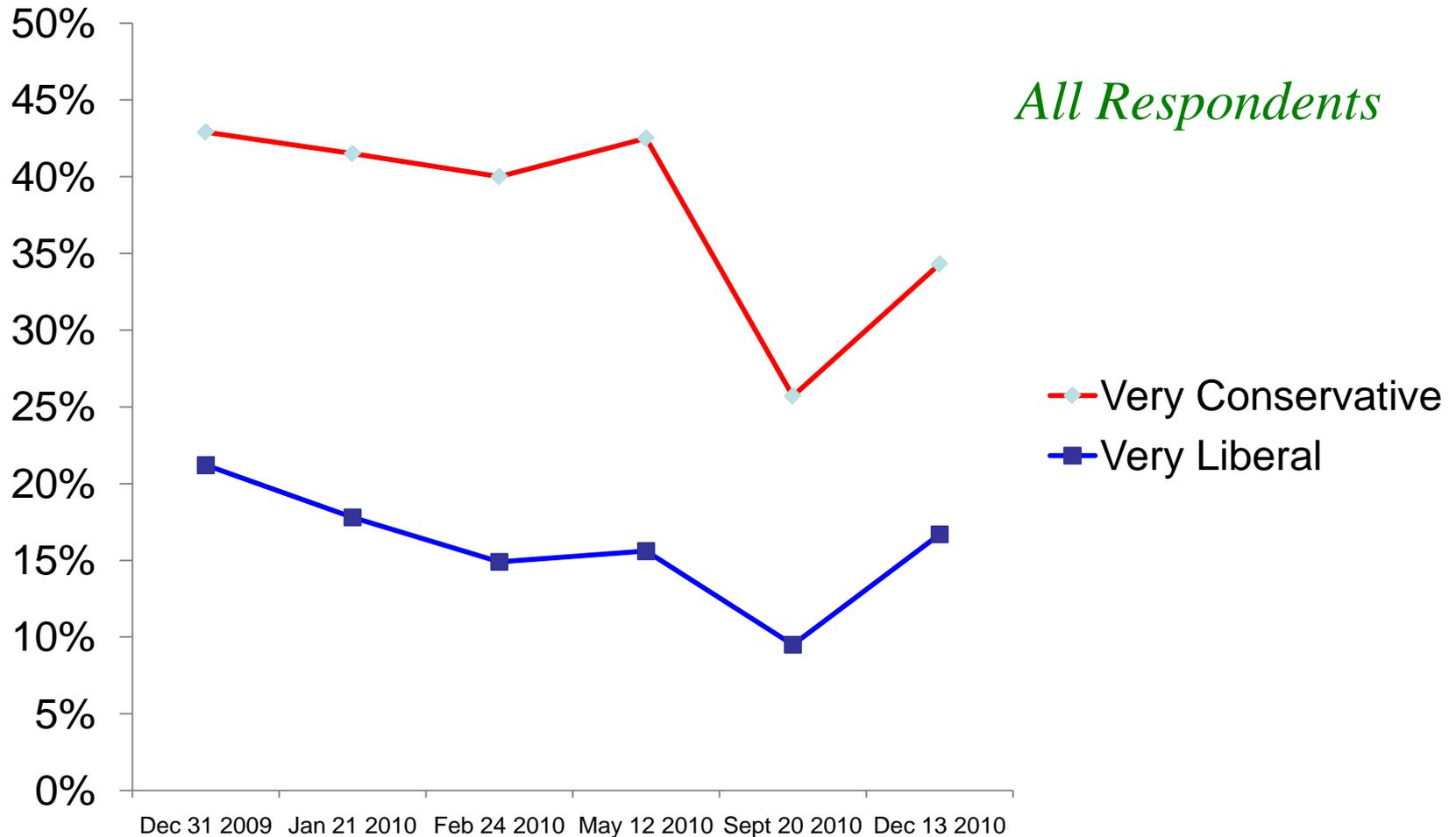
Flying: Moderate to Very Fearful

Party Affiliation



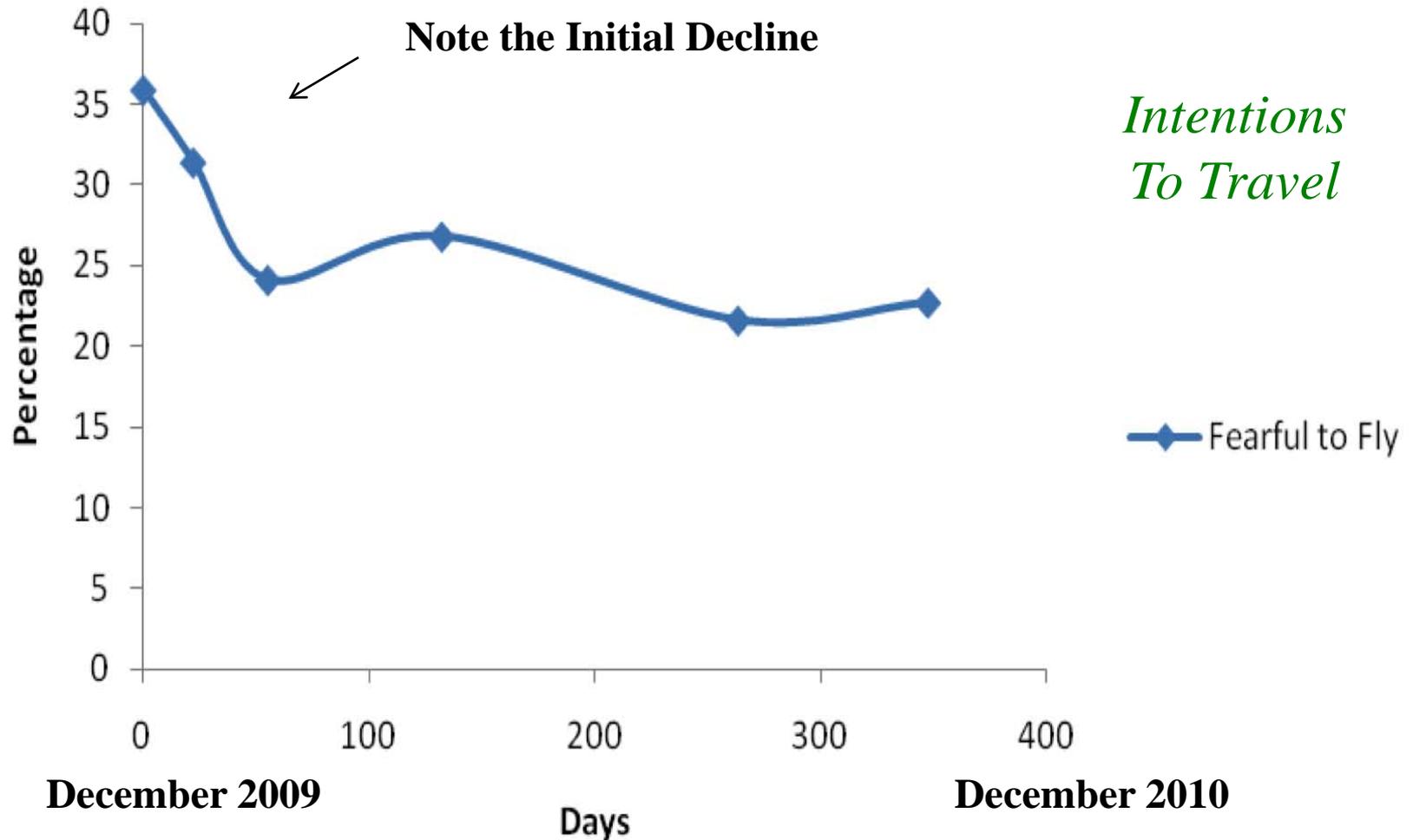
Flying: Moderate to Very Fearful

Political Attitude



Flying: Moderate to Very Fearful

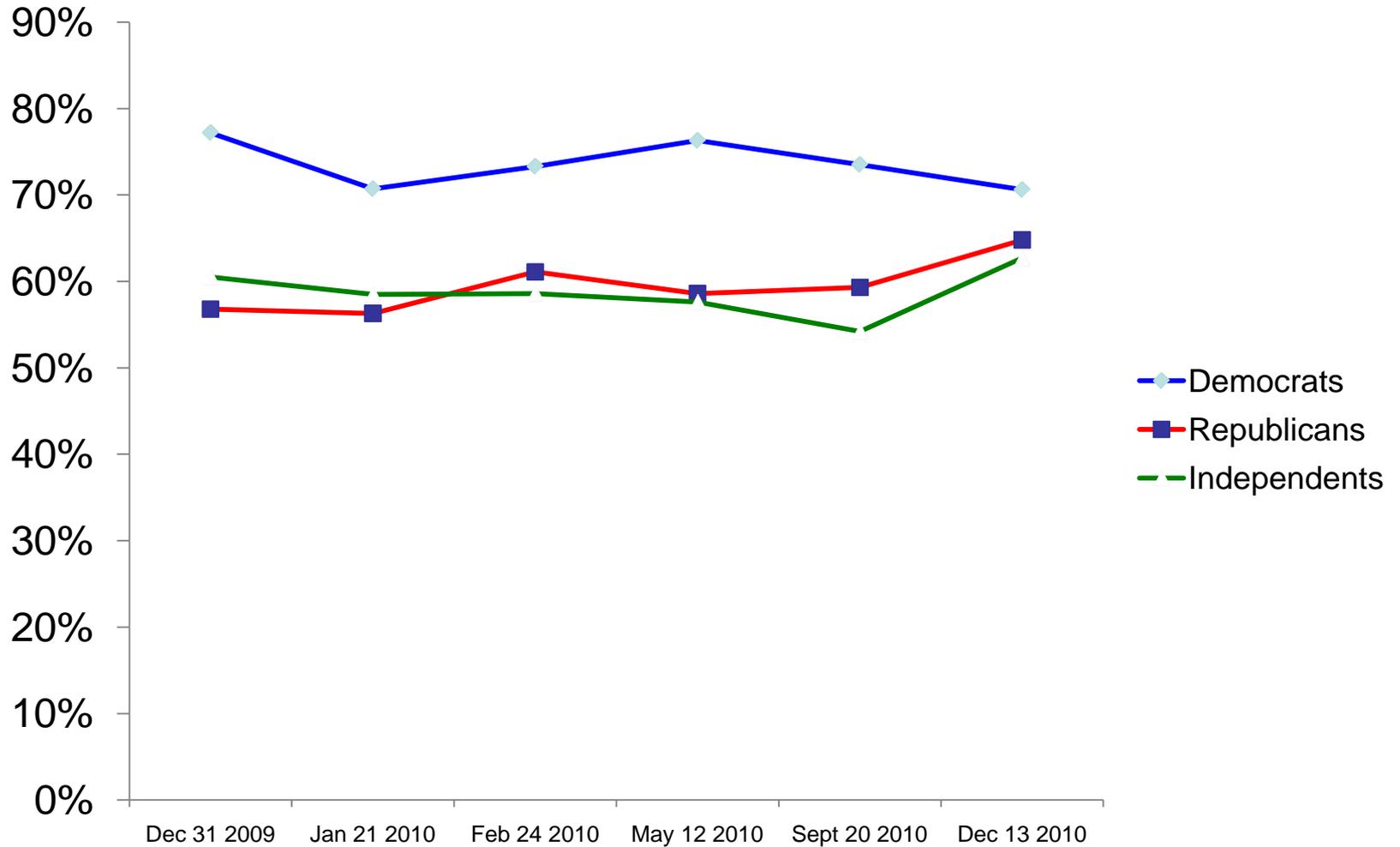
Adjusted Time Scale



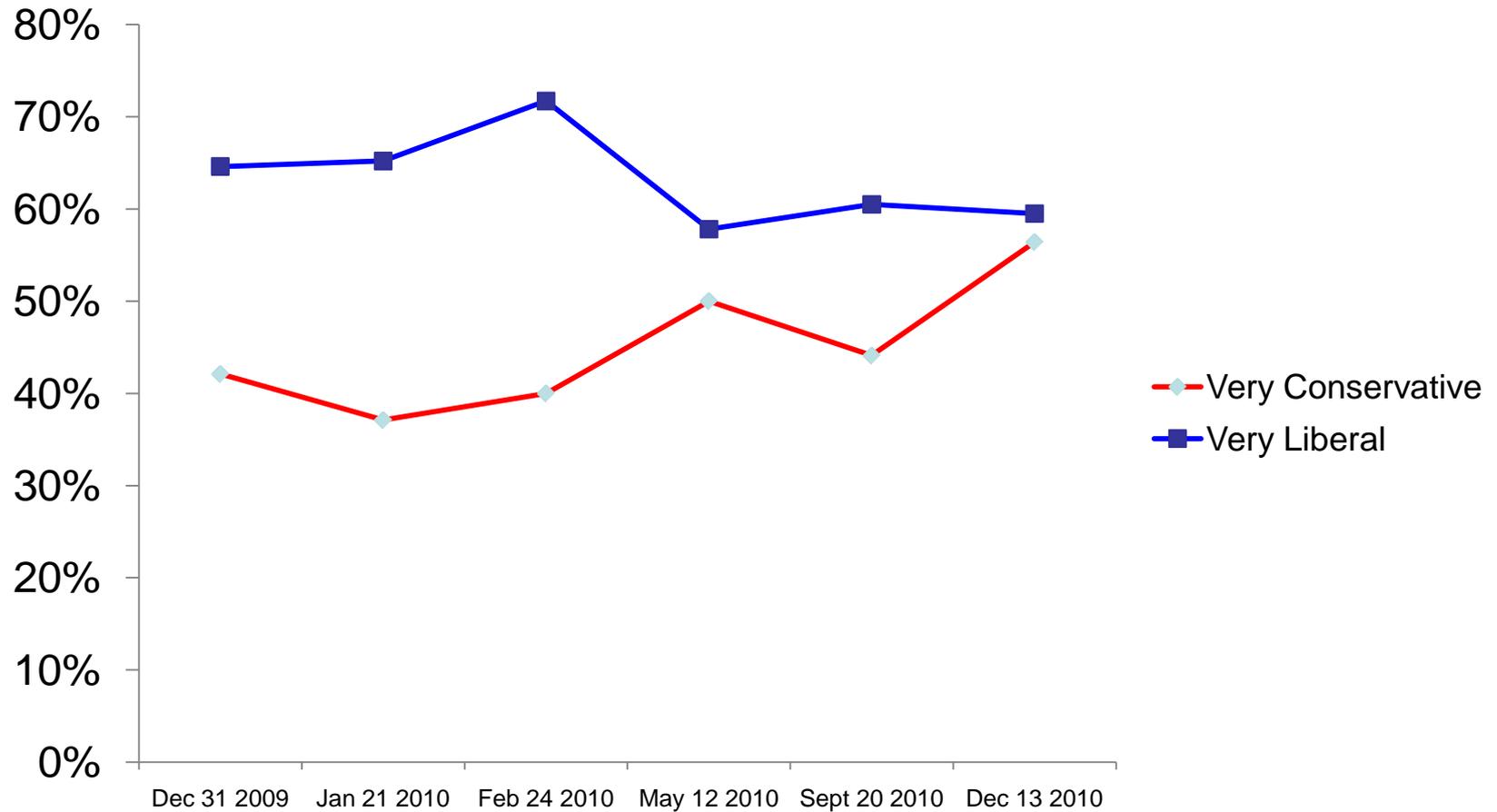
Perceptions of DHS: Trust and Communication

| | 2009 | | 2010 | | | |
|-------------------------------------------------------|--------|--------|--------|--------|--------|-----------------|
| | 31-Dec | 21-Jan | 24-Feb | 12-May | 20-Sep | 13-Dec |
| Trust in DHS (moderate to very high trust) | 65% | 65% | 67% | 68% | 66% | 67% |
| DHS Communication (moderately to extremely effective) | 56% | 59% | 60% | 55% | 61% | dc ^a |
| DHS Exaggeration (somewhat to strongly agree) | 31% | 32% | 34% | 29% | 33% | 24% |

Trust in DHS by Party Affiliation



Trust in DHS by Political Attitude



Regression Model: Trust in DHS ($R^2 = .34$)

Skillful Handling of Flight 253 Terrorist Attempt

Skillful Communication of Flight 253 Terrorist Attempt

Avoided Disaster due More to Skill than Luck

U.S. Government can Protect Citizens

Personally Can Adjust Well to Crises

Support Extensive Security Expenditures and Measures

Liberal Political Attitude

Perceptions of DHS: Support for Airport Security Measures

| | 2009 | 2010 | | | | |
|--------------------------------------------------------------------------------|--------|--------|--------|--------|--------|--------|
| | 31-Dec | 21-Jan | 24-Feb | 12-May | 20-Sep | 13-Dec |
| Support for Scanners (somewhat to strongly support) | 80% | 79% | 79% | 80% | dc | 64% |
| Support for Pat-Down (somewhat to strongly support) | dc | dc | dc | dc | dc | 65% |
| Removing Shoes can Prevent (moderately likely to almost certain to prevent) | 39% | 40% | 43% | 43% | dc | dc |
| Restricting Liquids can Prevent | 43% | 44% | 43% | 41% | dc | dc |

Japanese Crisis: Response in the U.S.

| | March 22 2011 |
|-----------------------------------------------------------|---------------|
| Fear to Travel (Moderately to Very Fearful) | 77% |
| | |
| Seek Information for Protective Action (Radiation) | |
| Friends and Family | 32% |
| Personal Doctor | 41% |
| Community Emergency Response Managers | 57% |
| Governor's Office | 48% |
| U.S. Department of Homeland Security | 53% |
| White House | 35% |
| | |
| Risk Signal from Nuclear Accident in Japan | |
| Under Extreme Conditions Safety Systems Will Work | 30% |
| Under Extreme Conditions Safety Systems Can Fail | 70% |

Japanese Crisis: Emotional Response in the U.S.

| Disaster | Sadness | Fear | Anger |
|------------------------|---------|------|-------|
| Earthquake and Tsunami | 81% | 40% | 23% |
| Nuclear Accident | 74% | 50% | 33% |

Conclusions

Negative Emotions Are Related to Risk Behavior

**Negative Emotions Decline Most Quickly
Directly Following the Crisis Event**

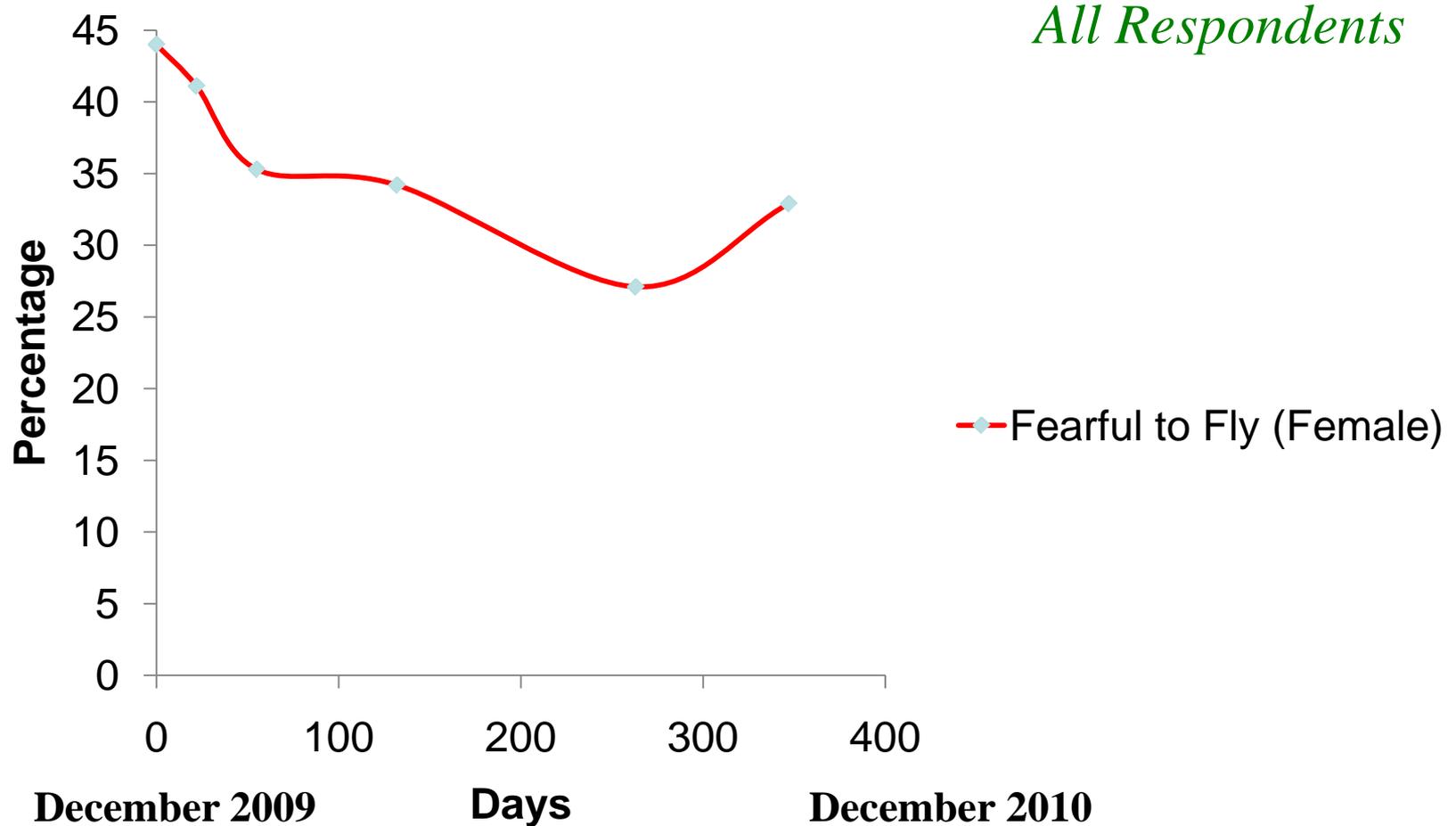
**Response Patterns Can Differ Markedly
Across Subgroups (Gender, Political Affiliation and
Attitudes)**

Emotional Response Related to Disaster Type

**Trust is Related Both to Perceived Competence
and Political Affiliation/Attitude**

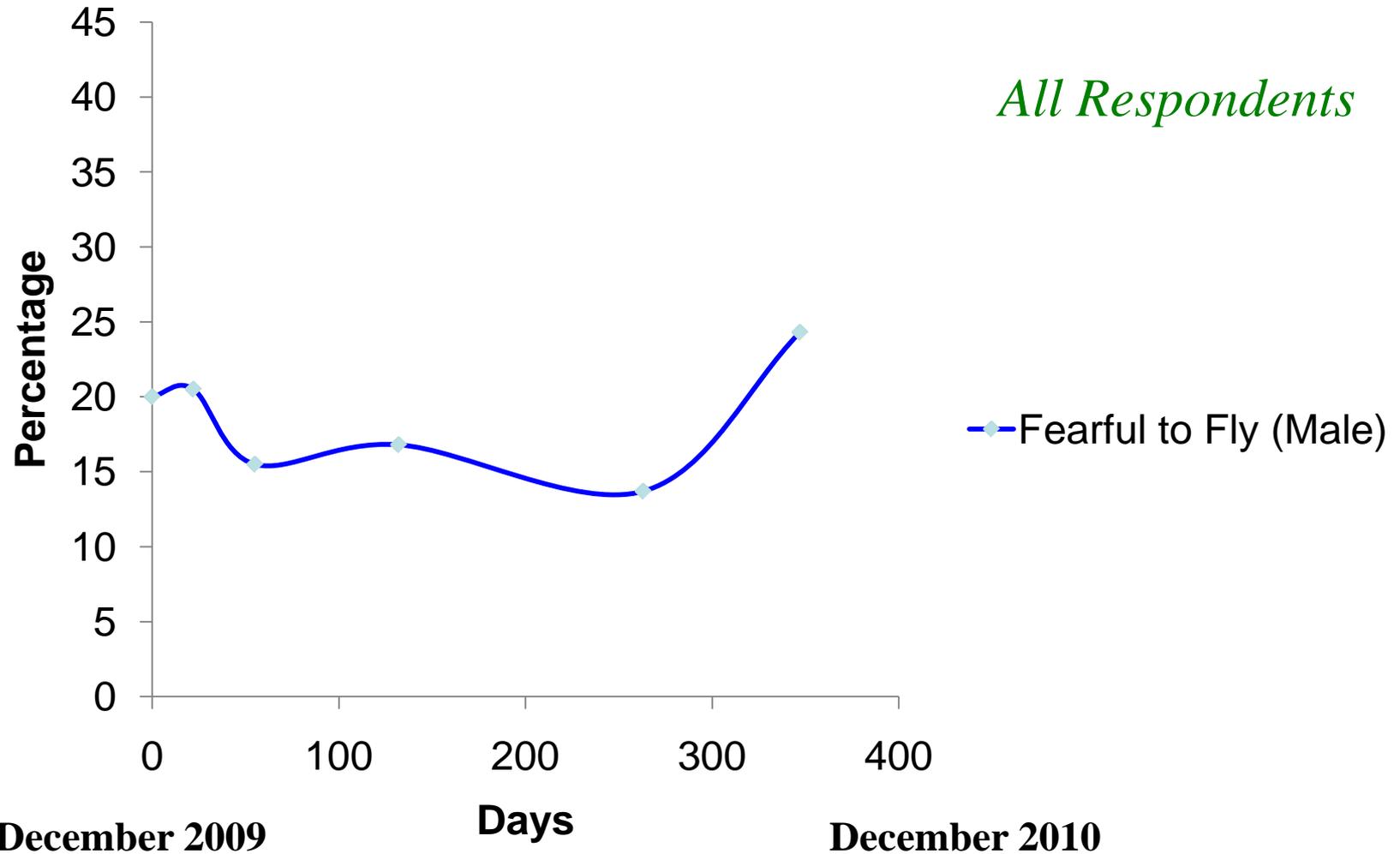
Flying: Moderate to Very Fearful

Females

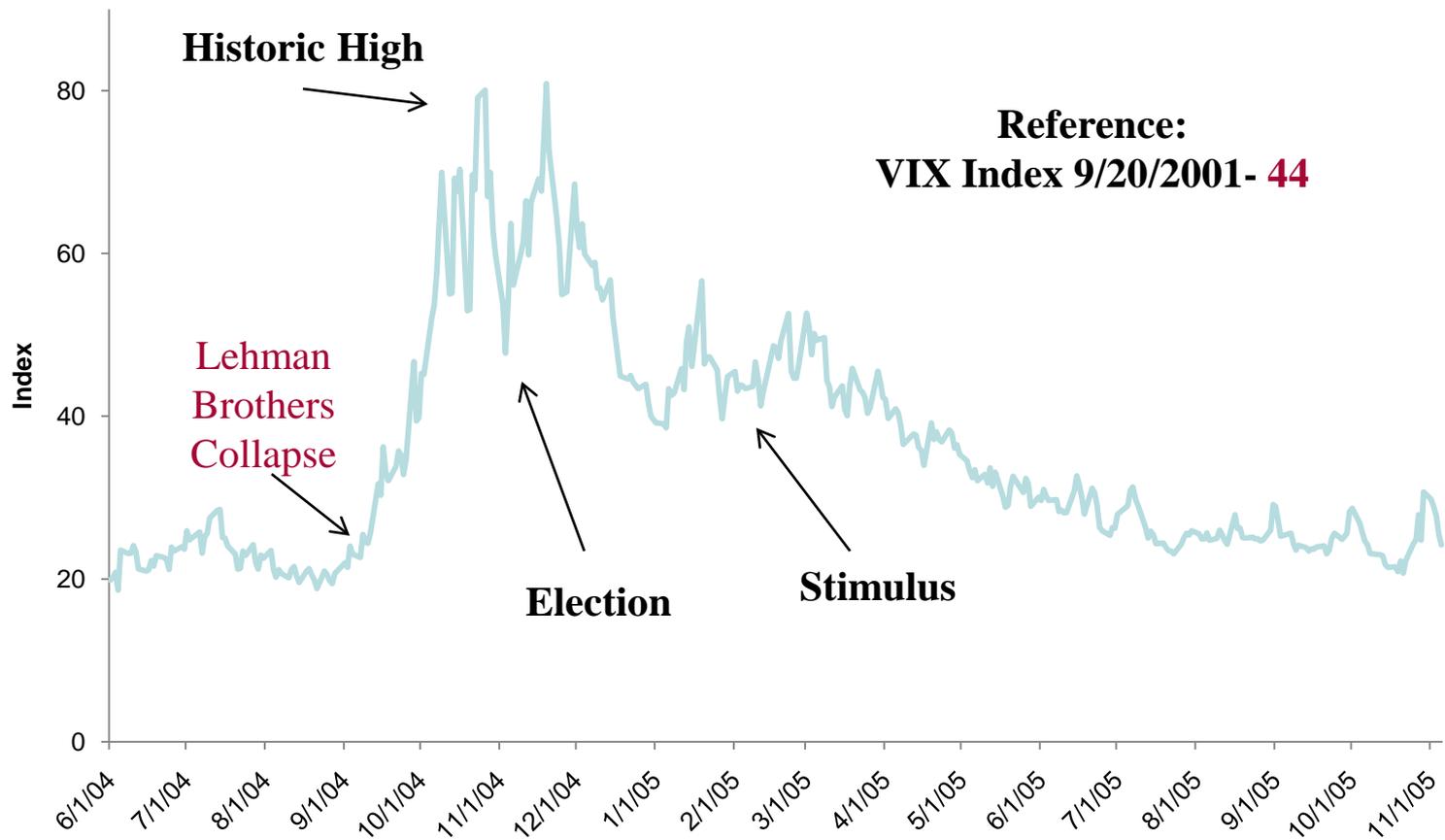


Flying: Moderate to Very Fearful

Males



Diffusion of Investor Fear Following Announcements of “Potential Financial Meltdown”¹: VIX Index



1: <http://finance.yahoo.com>.

Retrieved November 6, 2009

The Dynamics of Perceived Risk

