

A Modified Social Amplification of Risk Framework towards Risk Communication Management for Flood-risk Reduction

¹Karen Joyce Cayamanda, ²Rowena D.T. Bacongus, ²Maria Ana T. Quimbo, ²Maria Stella C. Tirol, ²Jose V. Camacho, Jr. & ²Merlyne M. P aunlagui

¹University of the Philippines Mindanao; ²University of the Philippines Los Baños

ABSTRACT

Extensive literature on disaster studies has examined risk communication and disaster risk management as separate concerns which emphasize the significant role of risk communication and management at the level of the communities to enhance community preparedness and reduce the risks triggered by disasters like flooding. However, no literature has been found specifically in the area of risk communication management. This study, therefore, aimed to focus on this gap in the literature which integrates risk communication with disaster risk management towards a more integrative approach to risk reduction. Using a convergent parallel mixed method design, this study was conducted utilizing both the qualitative and quantitative approaches in the data collection and analysis guided by the integrated frameworks of the disaster risk management and the social amplification of risk (SARF). The merging of both results in the analysis and interpretation helped identify the convergence or divergence of the findings. Results of the study revealed that the risk reduction strategies can be further enhanced through a risk communication management using a localized and participatory approach in the proper knowledge transfer of flood risk communication among the stakeholders involved, placing the community as the central actor for amplification. Thus, the study proposed a community-based flood-risk communication management (CBFRCM) framework and a Flood Risk Amplification Communication Theory (FRACT). The study recommends the application of the proposed theory to test the operationalization of the modification of SARF as well as its appropriateness to the context of flood vulnerabilities of communities.

Keywords: flooding; flood-risk amplification communication theory; risk communication management; risk communication; strategic risk communication; risk reduction

About the presenter:

Dr. Karen Joyce G. Cayamanda is an Associate Professor in Communication from the University of the Philippines Mindanao, with a 25-year teaching experience and an 18-year experience as faculty administrator in different positions. She is a graduate of UPLB (BA Comm Arts, 1993; MA Comm Arts, 2000 and PhD Development Studies, 2019). Her study titled "Risk Communication Management for flood vulnerable communities of Davao City, Southern Philippines, with a Best Dissertation award, has been presented in various international conferences and have been awarded Best Paper presentation in three international conferences. She is a grantee of the PhD graduate studies scholarship under the Commission on Higher Education (CHED) and a PhD research scholarship recipient under the Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA) and a PhD fellow of the Doctoral Studies Program of the University of the Philippines. She is a Peer Reviewer, Book Editor and Author in peer-reviewed international journals and active in Conferences, both national and international, as paper presenter, discussant, session chair and member of the organizing committee.

