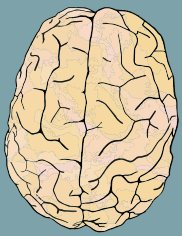


DISASTER REPORTING

The real life effects of disaster media coverage

Environmental disasters consistently capture our attention, but reporting on these events has mixed mental effects.



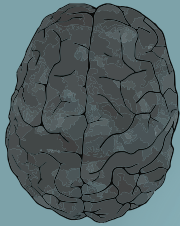
THE ALLURE OF DISASTER MEDIA
Humans are fascinated by a spectacle, but reporting can help viewers process difficult emotions, put the event in perspective, and relay important

PSYCHOLOGY

spectacle, but reporting can help viewers process difficult emotions, put the event in perspective, and relay important

THE MENTAL HEALTH TOLL

Overexposure to disaster reporting has been shown to cause stress and trauma for viewers both directly and indirectly affected by the event, with effects as severe as PTSD.



BEFORE...

How does disaster reporting affect preparation before events?



WIDESPREAD EDUCATION



IMPROVED INDIVIDUAL PREPAREDNESS



REDUCED MISINFORMATION

...AND AFTER

How does disaster reporting affect responses after the initial event?



RELIEF PROGRAMS



LIVE UPDATES



PROVIDING DIRECTION



INFORMED DECISION-MAKING

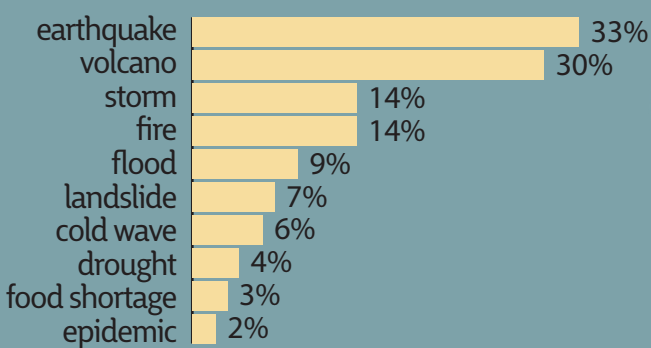


FINANCIAL AID

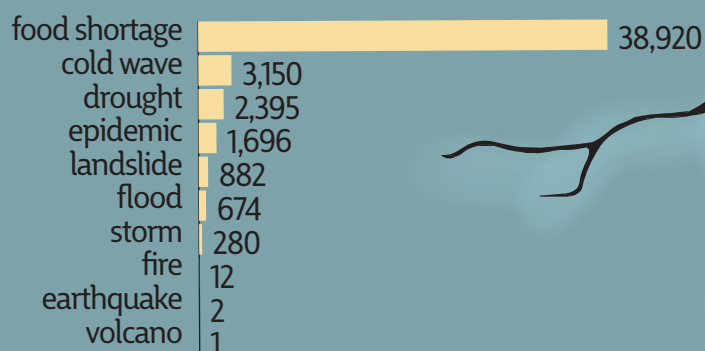
SPREADING THE WORD

In a study from 2007 that took data from disaster news coverage between 1968-2002, researchers found that the number of deaths required to make a disaster newsworthy changed depending on the disaster type. This meant that although one disaster may be more deadly than another, it would not necessarily be reported on more.

PERCENT OF OCCURRENCES COVERED PER DISASTER TYPE



NUMBER OF DEATHS REQUIRED TO BE NEWSWORTHY PER DISASTER TYPE



TIMELINESS

Natural disasters can be divided into several distinct phases that affect response efforts. The event itself is followed by a period of recovery in which priorities will rotate. Media coverage of the event does not always cover the entire timeline, but rather focuses on the initial newsworthy event, which can impact response efforts.

