

The Role of Public Education in Increasing Public Awareness through Mass Media with Emphasis on Newspapers and TV: Coping with Possible Earthquake in Tehran

Authors : Naser Charkhsaz, Ashraf Sadat Mousavi, Navvab Shamspour

Abstract : This study aimed to evaluate the role of state education in increasing public awareness through mass media (with emphasis on newspapers and TV) coping with possible earthquake in Tehran. All residents aged 15 to 65 who live in the five regions of Tehran (North, South, East, West and Center) during the plan implementation were selected and studied. The required sample size in each region was calculated based on the Cochran formula ($n=380$). In order to collect and analyze the data, a questionnaire with reliability (82%) and a one-sample t-test has been used, respectively. The results showed that warnings related to the Tehran earthquake affected people in the pre-contemplation stage, while public education through mass media did not promote public awareness about prevention, preparedness and rehabilitation.

Keywords : media, disaster, knowledge, Iranian Red Crescent society

Conference Title : ICRCRC 2016 : International Conference on the Red Cross and Red Crescent

Conference Location : London, United Kingdom

Conference Dates : November 24-25, 2016