

Influence of Daily SNS Usage on the Collection of Disaster Information and Inhabitants' Behavior during Flood

Junya HIRANO ^a, Kunihiro KISHI ^b, Sorawit NARUPITI ^c, Kasem CHOOCHARUKUL ^d, Takashi NAKATSUJI ^e

^a *Tokyo Branch, Taisei Corporation, Tokyo, 163-6008, Japan*

^a *E-mail: hirajun0318@gmail.com*

^b *Associate Professor, Graduate School of Engineering, Hokkaido University, Hokkaido, 060-8628, Japan*

^b *E-mail: kishi@eng.hokudai.ac.jp*

^c *Associate Professor, Department of Civil Engineering, Chulalongkorn University, Bangkok, 10330, Thailand*

^c *E-mail: kong@chula.ac.th*

^d *Associate Professor, Department of Civil Engineering, Chulalongkorn University, Bangkok, 10330, Thailand*

^d *E-mail: kasem.c@eng.chula.ac.th*

^e *Professor, Graduate School of Engineering, Hokkaido University, Hokkaido, 060-8628, Japan*

^e *E-mail: naka@eng.hokudai.ac.jp*

Abstract: Social Networking Service (SNS) attracts much attention as one of the media for collecting the disaster information. Many studies have been conducted about the effect of SNS on people's behavior during disaster. However, there are few studies that deal with the relationship between the daily SNS usage and people's behavior during disaster. Based on the questionnaire survey in Bangkok, the relationship was analyzed using Structural Equation Modeling and Theory of Planned Behavior. It was found that the attitude toward the collection of information in daily life had some influence on the intention to collect disaster information. Also, the confidence of being able to select correct information had crucial influence on whether or not to increase SNS usage. It was concluded that SNS has some potential as interactive media. That is, it should be used not only for collecting but also providing the information.

Keywords: Social Networking Service (SNS), Disaster Information, Theory of Planned Behavior, Structural Equation Modeling, Multi-Group Path Analysis

1. INTRODUCTION

Recently, it has been recognized that the enhancement of people's perception of disaster is important to prevent the damage by natural disaster. Such non-structural measures are expected to work well together with the structural measures, such as the construction of dams and dykes. The collection and provision of the disaster information is one of such non-structural measures. TV, radio and administrative radio system are used to collect and provide the disaster information in a passive manner. However, due to the development of internet technology, lots of information is available in various media wherever we are and whenever we want. Especially, Social Networking Service (SNS), such as Facebook and Twitter, attracts much attention as one of the useful media for collecting and providing the