

# Trust Formation and Risk Communication in Underserved Communities during Compound Hazard Events through Online and Offline Social Networks (TRUCHE)

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Award Type: PG [2229439]

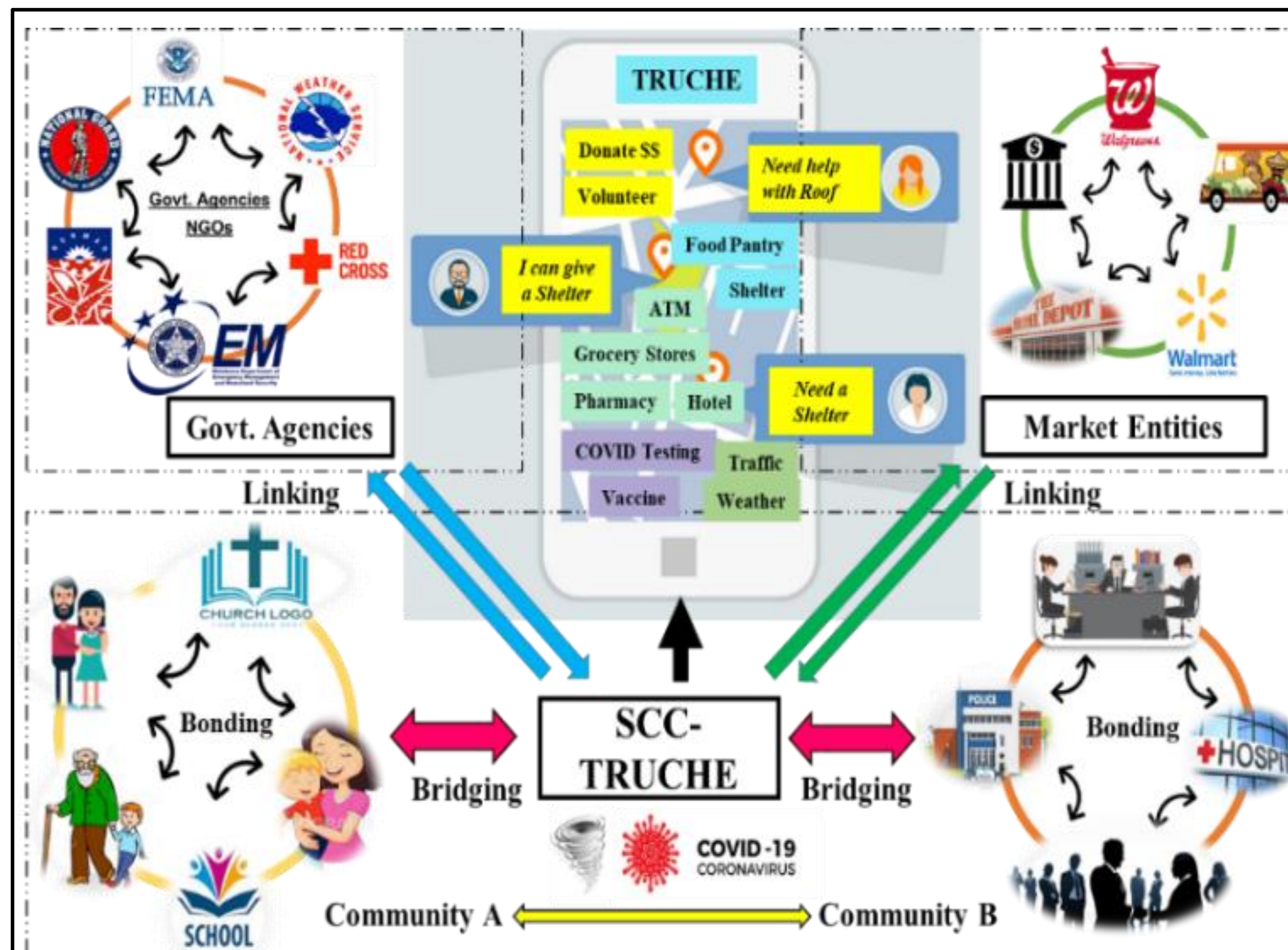


## Project Challenge

- Crisis **interactions** are typically **unbalanced** and **inefficiently** organized, which leads to **coordination failures** and inefficient **response**.
- **Social networks** offer a **critical resource** during crisis response.
- The **challenge** is to enable **community-based** coordination mechanisms that allow **sharing risk** and **information** without undermining each other.

## Intellectual Merit

- Enabling **Polycentric Governance** in **crisis management** by overcoming **coordination** challenges.
- Offering a community-wide **risk assessment** and **protective action decision-making** framework.
- Taking into account the **risk sharing** and **trust building tradeoffs** in **online** (i.e. internet, social media) and **offline** (i.e. face-to-face) **social networks**.
- Organizing a series of **activities** to **co-develop** the foundation for a **risk sharing network** for promoting community resilience.



*Figure 1. Conceptualization & Operational Roadmap for Transformative & Polycentric TRUCHE*

## Major Outcomes/Progress

- Developed a **foundation** for **TRUCHE** (designed to be **co-managed** as a shared resource or “**commons**”) to advance the understanding of how a **polycentric** system of **diverse actors** in **different levels** of social system, embedded with **smart** and **social media** tools, collectively generate community resilience.
- Conducted **workshops** and **one-on-one interviews** with government **officials**, **residents**, and **community partners** to gather necessary **data**.

## Broader Impacts

- **Accurate messages** about hazardous events will save **lives** and **minimize adverse impacts** in at-risk communities.
- Public authorities and non-profit **organizations** will be able to **communicate** with their target audience in a more effective and efficient way in times of **compounding risk events**.
- Enabling **collaboration** with **residents** and develop strategies for preventing dissemination of **misinformation** through **social media** outlets.
- Enhancing residents’ **access** to **critical resources** in disaster contexts either by relying on governmental assistance or on their **own social networks**.

## Future Goals

- Determine the **most critical compound hazard event** affecting our chosen community, where residents & partners experience significant needs and are underprepared.
- Improve the **Technology Readiness Level** of the TRUCHE communication infrastructure to change from **proof-of-concept** to a **prototype**.