Milou Kievik

Risk perception and involvement: to what extent do these factors influence information seeking behaviour?

Abstract This experiment aimed for investigating what factors influence information seeking behaviour. Especially, risk perception and involvement were investigated.
Four newspaper articles were established giving information about a fire that had happened either at Twente University in Enschede or at Colombia University in New York. The articles differed in the amount of arguments they gave about possible health threats of the fire and the levels of involvement respondents experienced. The articles containing many arguments created high levels of risk perception, whereas the articles containing only few arguments created low levels of risk perception. Also, the articles that were situated at the Twente University, created high levels of involvement, whereas the articles that were situated in New York, created low levels of involvement.
Method Ninety-two respondents, students from the Twente University, read the article. Successively, they were asked to choose between four website links. Two links were relevant, whereas the other two were not. The link choice indicated the amount of information seeking behaviour respondents showed. After choosing a link, respondents were asked to fill in a questionnaire asking questions about their general risk perception of a fire, risk perception after reading the article, levels of involvement respondents experienced, adherence probability, intention to seek relevant risk information, credibility and amount of knowledge respondents thought they had about the article. Successively, respondents were asked to fill in a quiz about the article. Results of the quiz showed the amount of knowledge respondents gained from the article.
Results showed that level of involvement was the key factor in information seeking behaviour. High levels of involvement created high levels of information behaviour. Also, the level of arguments the article obtained determined the adherence probability of the respondents. A high amount of arguments leaded to high levels of adherence probability. Furthermore, high levels of risk perception (obtained by a high amount of arguments), leaded to low levels of information remembrance. Most information was remembered when the article created high levels of involvement, but low levels of risk perception.

Key words:
Information seeking behaviour, involvement, risk perception

Introduction

Nowadays, threats are all around us. Due to the rapid growing technology, people are faced with many new risks and threats (Boomkens, 2004). But also risks that exist for decades still cause much harm and trouble. In Enschede, the Netherlands, citizens have been exposed to several fires in the last ten years. In 2002 a building at the Twente University was set on fire and burned down, causing much damage. In 2000 citizens in Enschede were shocked even more after the firework explosion that destroyed an entire district. Twenty-three people were killed and almost one thousand got injured.

These events lead to feelings of unsafety in society. To reduce these unsafe feelings mass-media campaigns often combine messages highlighting possible threats, with recommendations about behaviours reducing those threats. The way people respond to these messages and other media campaigns, gives a good indication about their intention to adopt risk related behaviours (Kahlor et al 2003).Therefore, effective risk communication is of great importance. These media messages usually employ a top down way of communicating in which the sender plays the crucial role. This way of communication does not always seem to be very effective (Griffin, Dunwoody & Neuwirth, 1999).

Boscarino et al. (2006) state that, while faced with extreme fear, people do not always tend to do as they are advised. In their research, they studied the evacuation intention of New York citizens after the 9/11 disaster. They showed that, while 42.6 % of the respondents would wait for evacuation instruction, 34.4 % of the respondents would evacuate immediately, without waiting for further instructions. Apparently, communication in a one way direction does not always give the wanted response (Griffin et al., 1999).

Probably, a more bottom up principle should be encouraged (Griffin et al., 1999). This kind of communication is based on people's own information seeking behaviour.

Nowadays, people are able to access information through more modern communication media. Through media like the Internet, people become more and more independent in searching for relevant information, such as relevant risk information.

Of interest therefore would be to see under what conditions people are willing to seek relevant risk information.

In recent studies, determinants are sought that influence this process.

One of the first persons who studied the information seeking process was Wilson. In 1981 he established a model that was based upon two main propositions: first that information need is not a primary

need, but a secondary need that arises out of needs of a more basic kind. These needs can be defined as physiological, cognitive or affective. Second, in the effort to discover information to satisfy a need, the enquirer is likely to meet with barriers of different kinds. These barriers that impede the search for information will arise out of the same set of context factors (Wilson, 1999).

Another model for the information seeking process is the 'Extended model of information behaviour' (Godbold, 2006). Her model claims that whether or not a person engages in information seeking behaviour depends upon the context in which the person finds himself and the gap that he or she experiences. When the gap is too big, or when a person feels that there is no gap, a person will not engage in information behaviour (Godbold, 2006). These theories explain information behaviour in general terms. But they do not search for separate entities that affect this kind of behaviour. Therefore, no explicit claims can be made.

Research done by Griffin et al. (1999) provides a more specific overview of elements that influence information behaviour. They state that three factors – information sufficiency, perceived information gathering capacity and relevant channel beliefs – will influence the extent to which a person will seek out risk information in both routine and non routine channels and the extent to which he or she will spend the time and effort analyzing the risk information critically. Also other factors such as individual characteristics, hazard characteristics, affective response and informational subjective norms, do influence this process indirectly.

Involvement According to Huurne, ter & Gutteling (forthcoming), affective and hazard characteristics play an even more important role than Griffin et al. (1999) stated. Huurne, ter & Gutteling (forthcoming) state that the elements risk perception and involvement, next to the elements already mentioned above, play a crucial role in information behaviour. Other research supports these findings. According to Huurne, ter & Gutteling (forthcoming) involvement does increase the need for additional information as well as affective responses, and therefore indirectly motivates people to seek or avoid additional information.

When a person experiences an uncertain or threatening situation, he or she evaluates whether his or her self interests are affected, which leads to problem recognition (Health, Liao & Douglas, 1995). According to Health, Liao & Douglas (1995), this problem recognition is important for people to feel involved, which is a necessary element in the information seeking process.

Also, as Petty & Cacioppo state (1981), involvement is an important variable in the Elaboration Likelihood Model. The

amount of involvement a person experiences represents the personal relevance and significance of a risk topic to the individual (Johnson, 2005) and thus determines the way in which a person behaves towards a risk.

Amount of arguments According to Gutteling & Wiegman (1992) information about risks can affect the way in which a person judges and responds to certain risks. When a message creates high levels of risk perception, people will react differently to a given risk than when the message creates low levels of risk perception. People tend to base their risk perception upon subjective elements, rather than objective ones (Slovic, 1981). Risk perception seems the perception of the severity of a certain risk together with subjective judgments (Griffin et al., 1999).

The risk perception that a person experiences thus may, or may not, support a persons' information seeking behaviour. This is also supported in research by Mileti & Fitzpatrick (1992). According to them, perceived risk indirectly impacted upon public action through information searching.

Of interest therefore would be to see in what way we can create high and low levels of risk.

According to Petty & Cacioppo (1981), the content of a message is a key variable in creating risk perception. They state that the amount of arguments a message contains is of great importance in creating risk perception. Of interest therefore would be, to see whether a message containing many arguments will create different levels of risk perception than a message containing only few arguments.

The first set of hypothesis therefore will be:

H1: "A message containing many arguments will create a high level of risk perception."

H2: "A message containing few arguments will create a low level of risk perception."

Thus, we expect messages containing many arguments, to establish high levels of risk perception and messages containing only few arguments to establish lower levels of risk perception. The following hypotheses are also based on this assumption.

As described above, the elements risk perception and involvement are crucial elements in information seeking behaviour. Several studies have shown that these elements, indirectly, influence information seeking behaviour. Of interest would be to see if these elements also influences information seeking behaviour directly.

The second set of hypotheses therefore are:
H3: "High levels of involvement will lead to high levels of information seeking behaviour"
H4: "High levels of risk perception will lead to high levels of information seeking behaviour"
H5: "High levels of involvement together with high levels of risk perception will lead to the highest level of information seeking behaviour"

Another important aspect within risk communication is whether or not a person will adhere to given instructions. Risk communication can only be effective when people do as they are advised. Therefore it seems of interest to see under what conditions people are willing to comply with instructions.
Current research shows that the main reason why people don't follow up given instructions, is because they do not have enough knowledge (Vahabi, 2005; Sadler et al., 2007). Having appropriate knowledge of a particular phenomenon may encourage adherence and persistence (Kane et al., 2008).
Also awareness and clear guidelines are predictors for adherence to given instructions (Tessaro et al., 2006).
According to Petty & Cacioppo (1986) providing the public with appropriate information therefore seems the key element for sufficient adherence.
These research outcomes are all based on rather health related issues. Research that relates more to risk questions, show somewhat other results.
This research shows that having enough and appropriate knowledge about a certain risk, doesn't increase adherence rates. According to Meijnders, Midden and McCalley (2006), it is not knowledge that brings about attitude change, but vividness that is a key factor in providing attitude change through systematic information processing.
Whether knowledge will, or will not, create better adherence, remains questionable. Research is rather indecisive.
The sixth hypothesis thus will be:
H6: "A message containing many arguments, will create better adherence than a message containing less arguments."

Furthermore, it would be of importance to study under what condition most of this information is remembered.
Probably both risk perception and levels of involvement play an important role.
When risk perception is low, people will not experience a lot of distress.
According to the Elaboration Likelihood Model (ELM), therefore they can elaborate the given message extensively, according to the central route.
But when people are experiencing high levels of risk perception, the ELM claims

that people will not be able to highly elaborate the given message. Therefore, it is most likely that they will process the information according to the peripheral route. This route states that it does not involve elaboration of the message through extensive cognitive processing of the merits of the actual argument presented. These processes often rely on environmental characteristics of the message, like the perceived credibility of the source, quality of the way in which it is presented, the attractiveness of the source, or the catchy slogan that contains the message (Petty & Cacioppo, 1986). Involvement also seems to affect the amount of information a person will remember.

A person gets involved in a situation after the evaluation that the situation is problematic (Health, Liao & Douglas, 1995). Without this problem recognition, a person will not feel involved and thus will not be motivated to seek for information (Health, Liao & Douglas, 1995; Ajzen & Sexton, 1999).

This indicates that with lower levels of involvement, information will probably be less elaborated and thus less information will be remembered.

When people do experience high levels of involvement, they will experience feelings of anxiety. According to Nathan, Health & Douglas (1992), they will try to reduce these feelings. Therefore, high levels of involvement will probably motivate people to search for information. They will thus try to elaborate given messages extensively and probably remember a lot of the given information.

High levels of involvement will probably enhance information remembrance. High levels of risk perception, on the other hand, will probably created the opposite response because strong feelings of anxiety will create low levels of information elaboration. Therefore, not much information will be remembered. The combination of low risk perception, assumed to be established in messages containing only few arguments, and high involvement will probably create the highest level of information elaboration.

The next hypotheses will be:

H7: “High levels of risk perception will lead to low levels of information remembrance”

H8: “High levels of involvement together with low levels of risk perception, will lead to the highest levels of information remembrance.

H9: “When the levels of involvement are low, there will be no difference in remembrance between either high or low risk perception”.

Method

Participants. Ninety-two persons in the age of 18 to 30 participated in the study.

Significantly more females (63%) than males (37%) participated in the study ($\chi^2(1)=6{,}261$, $p<0{,}05$). Also, significantly more psychology students (48,9%), than TCW (20.7%), EDMM (9,8%) and other students (20.7%) participated in the study ($\chi^2(1)= 30{,}957$, $p<0{,}01$). Participants were all undergraduate students from Twente University or were students from another University, but lived in a radius of 10 kilometers near the University of Twente. They were sent an email message containing a website link. By pressing the link, they could participate in the study. 800 students were asked to participate. The response rate was 11.5%

Design and Procedure. The study design was a 2 (arguments: many vs few) x 2 (involvement: high vs low) between-subject experiment.

Participants were randomly assigned to one of four groups. These groups differed in amount of arguments given and levels of involvement established. This group manipulation will be discussed in more detail below.

At the beginning of the experiment respondents were asked to answer some questions about their demographic background. After this, they started the experiment. They first read a newspaper article about a fire that had happened either at Twente University, or at the Colombia University in New York. In both articles, the information provided, came from what we expected to be a reliable source (the head of a fire department in either Enschede or New York).

The information given in the articles differed in amount of arguments given (many versus few) and involvement (high versus low).

Amount of arguments. Different amounts of arguments were used in this experiment to create different levels of risk perception. Two articles gave many arguments about the fire and therefore was supposed to create high levels of risk perception. This article explained everything that had happened during the fire in detail. Also, all possible health threats that could be expected after the fire were explicitly mentioned.

It was mentioned that many chemical substances were released during the fire and that this will lead to high levels health risks. All possible health problems that could be expected were mentioned and all the toxic substances that were released during the fire were explained. Also, the extent to which these chemicals could created health problems were extensively discussed (appendix 1 & 3)

The articles that contained only few arguments were supposed to create low levels of risk perception. These articles did not explain in detail what substances were released and what health problems could be expected. This article stated that there was no danger for the public health during the fire. Also, no explanations were given about the risks

to which people were exposed (appendix 2 & 4).

Involvement. Two different levels of involvement were created. The messages that created a high level of involvement were situated at Twente University, as it will probably create a high sense of involvement among participant . All participants were students of Twente University or lived close to it. Even more, a fire like the one explained in the article had already happened in 2002. In this year the same building as mentioned in the article burned down causing much danger and harm. Therefore, we expect the article discussing a fire at Twente University to create high levels of involvement (appendix 1 &2).

The other two articles created a low level of involvement (appendix 3&4). This was established by referring to another University, the Colombia University at New York, with which none of the participants had any connection. According to Health, Liao & Douglas (1995), people that face a situation of uncertainty, evaluate whether their self- or altruistic interests are affected, which leads to problem recognition.

This indicates that, when reading about a fire at the University of Twente, students from this University would evaluate the situation as a threat to their self- and altruistic interests, which will lead to problem recognition. But when reading about a fire at the Colombia University in New York, this will not be the case.

In sum, four articles will be created out of two variables, risk perception and involvement. The manipulation of these variables results in four different articles as shown below.

	Involvement	
Arguments	Low	High
Few	Colombia University No Danger (appendix 4)	Twente University No Danger (appendix 2)
Many	Colombia University Health Threat (appendix 3)	Twente University Health Threat (appendix 1)

Fig. 1 Explanation of the four different conditions.

Measures. Three different sets of items were assessed in this study. The first set of questions referred to information seeking behaviour. Respondents were asked to choose between four different website links. Two links were relevant to the articles read before. These links indicated information seeking behaviour. The other two links were not relevant, and thus did not indicate information seeking behaviour. These links were,

however, interesting links about topics students will be attracted to(appendix 5). Successively, respondents were asked to fill in a questionnaire (appendix 6). This questionnaire measured responses on a five point scale, with one indicating that the respondent highly disagreed to a given statement/thought that the given risk was very small, and five indicating that the respondents highly agreed to a given statement/thought that the given risk was extremely high.

This questionnaire measured risk perception in general, risk perception after reading the article, level of involvement and adherence probability. These questions were already used and validated in another study after information seeking behaviour (Huurne, ter, 2008) Also, respondents were asked about the credibility of both the source and the article itself and how much knowledge they thought they had about the article.

Risk perception was measured by a fourteen item scale.

The first three questions measured risk perception in general. Respondents indicated how much risk they perceived is involved with a fire in general. These three items seemed reliable (a=.75).

The other eleven items measured risk perception in relation to the article. Respondents indicated how much risk they perceived is involved with the fire described in the article, how dangerous this is for people and environment and how likely it is that a fire of this extend would occur. These questions serve to see whether there is a difference between participants receiving the message giving lots of information about what had happened, and the ones that did not, in their risk perception. Also these items seemed very reliable (a=0.91)

Involvement was measured using a reliable four items scale(a=.88). Respondents were asked how relevant a fire such as these would be for them, how much they are interested in knowing about such a fire, how committed they felt with the topic and how important it is for them to get information regarding the possible risks that could occur. These questions served to see whether the difference in involvement between the respondents given the Colombian or Twente article, as we expected, did occur.

Adherence probability was measured using two items. These items seemed reliable (a=.64). Respondents were asked how likely they were to take precaution measures and whether they would adhere to given instructions.

Information seeking behaviour was also measured within the questionnaire using two items. The items asked respondents whether they would seek information about the fire and whether they would keep notice of given information about

the fire. Also these items seemed reliable (a=.79)

Credibility was measured using a reliable two item scale (a=.68). The first item measured the credibility of the source and the second item measured the credibility of the article itself.

Respondents were also asked to indicate the amount of knowledge they thought they had about the article.

The last set of questions assessed the amount of knowledge participants received from the article. Participants were given fifteen statements that had to be answered with either true or false. These questions served to see whether there is a difference in knowledge between participants receiving the message containing many arguments, and thus had a high level of risk perception, and the article containing only few arguments, and thus had low level of risk perception.

Therefore, two different quizzes were established. One for the respondents reading the article high in risk perception (appendix 7) and one for respondents reading the article low in risk perception (appendix 8).

Results

Descriptive statistics: There were no differences between the four conditions in age ($F(3,90)=0.519$ $p=0.670$), gender ($F(3,90)=1.103$, $p=0.352$) or education ($\chi^2(3)=2.260$, $p=.520$).

Table 1 presents the mean scores (M) and standard deviations (Std) obtained by the participants in this research.

Also, it shows the pearson correlations of the test variables. These scores are based upon the combination of the four conditions.

Table 1. Mean score, standard deviations and pearson correlations.

	1	2	3	4	5	6	7	8
1. link	1							
2. Knowledge	.10	1						
3. Risk perception gen.	.09	.14	1					
4.Risk perception	.12	.16	.44(**)	1				
5. Involvement	.47(**)	.11	.01	.35(**)	1			
6. Adherence	.18	.18	.16	.43(**)	.51(**)	1		
7. Information seeking	.30(**)	. 26(*)	.10	.44(**)	.60(**)	.58(**)	1	
8. Credibility	.18	. 29(**)	.39(**)	.35(**)	.27(**)	.41(**)	.27(**)	1
Mean scores total	.717	2.97	3.78	2.91	2.64	3.15	2.82	2.97
Standard dev, total	.453	0.81	0.71	0.72	1.04	0.86	1.09	0.69

N=92. * Correlation is significant at the 0.05 level (2-tailed) ** Correlation is significant at the 0.01 level (2-tailed)

Conditions. The four different conditions were supposed to create different levels of involvement. Involvement was supposed to be higher in the first and second condition, than in the third and fourth condition. This was proven valid. The conditions differed in the amount of involvement participants experienced ($F(1,88)=945.644$, $p<0.01$). A main effect of involvement was found ($F(1,88)=55.238$, $p<0.01$). Condition 1 ($M=3.44$) and condition 2 ($M=3.11$) scored significantly higher on this variable than condition 3 ($M=1.98$) and condition 4($M=2.02$) (see table 3). Therefore, we can assume that participants in condition 1 and 2 show higher levels of involvement than participants in condition 3 and 4.

Arguments. The first and second hypotheses assume that the conditions that contain many arguments, create higher levels of risk perception than the conditions that contain only few arguments. Results are in support with these assumptions ($F(1,88)=1938.175$, $p<0.01$). A main effect of amount of arguments was found ($F(1,88)=24.088$, $p<0.01$). Participants in condition 1 ($M=3.34$) and 3 ($M=3.14$) show higher levels of risk perception than participants in condition 2 ($M=2.65$) and 4 ($M=2.53$) (see table 3). Therefore, we can adopt hypothesis one and two.

Hypotheses. The second set of hypotheses made assumptions about information seeking behaviour. Hypothesis 3 assumed that respondents with high levels of involvement should be more willing to seek relevant information than those with low levels of involvement.
Therefore, respondents participating in condition 1 and 2 should be more willing to seek relevant information than respondents participating in one of the other conditions. As a result, respondents in the first and second condition are supposed to choose one of two relevant links more often than the respondents in the other condition. Also, respondents in the first and second condition should score higher on the questions asked in the questionnaire about willingness to seek out relevant information and to keep notice of relevant risk information. Results are in support with this hypothesis (table 2). There is a main effect of involvement in link choice ($F(1,88)=20.510$, $p<0.01$). This indicates that participants scoring high on involvement choose a relevant link more often than participants scoring low on involvement.

	Levels of involvement	
Arguments	*Low*	*high*
Few	50.0%	87.0%
Many	54.5%	95.7%

Table 2. Percentage of respondents choosing a relevant link.

Thus, we can assume that high levels of involvement will lead to high levels of information seeking behaviour, in support of the first hypothesis.
The other measure in relation to information seeking, measured the intention to seek relevant risk information. Two questions in the questionnaire asked respondents about their intention to seek relevant risk information. Also, these questions have proven significant ($F(1,88)=16.00$, $p<0.01$). This is also in support with hypothesis 3.
Hypothesis 4 assumed that high levels of risk perception (established in the articles containing many arguments) would lead to high levels of information behaviour. As shown in table 2, no mean differences were found between the articles containing many and few arguments ($F(1,88)=0.181$, $p=.67$). Also, no difference was found in the *intention* participants recorded to seek relevant information ($F(1,88)=1.757$, $p=.188$).

These results are not in support with the fifth hypothesis and we cannot assume that high levels of risk perception will lead to high levels of information seeking behaviour and intention. Also no interaction effect was found between risk perception and involvement in choosing a relevant link ($F(1,88)=0.01$, $p=.977$). This indicates that only involvement is an important factor in information seeking behaviour.
Hypothesis 5 therefore, also does not find support from the given results. The combination of high levels of involvement and high levels of risk perception does not significantly show the highest amount of information seeking behaviour. There is no significant difference between condition one and two ($F(44)=.364$, $p=.718$). Thus, not the combination of high levels of involvement and high levels of risk perception seems the most important aspect, but involvement on its own seems the key factor in information behaviour.

Table 3: Mean scores of all variables in each condition.

	Few arguments		*Many arguments*	
	Low involvement	*High involvement*	*Low involvement*	*High involvement*
Link choice	0.58	*0.82(**)*	*0.55*	*0.78(**)*
Gen. risk Perception	*3.52*	*3.42*	*4.09(**)*	*4.13(**)*
Risk perception	*2.53*	*2.65*	*3.15(**)*	*3.34(**)*
Involvement	*2.02*	*3.11(**)*	*1.99*	*3.44(**)*
Information seeking	*2.25*	*3.13(**)*	*2.57*	*3.36(**)*
adherence	*2.65*	*3.20(**)*	*3.27(**)*	*3.52(**)*
credibility	*3.00*	*3.45*	*3.56*	*3.54*
knowledge	*2.63*	*3.35*	*3.05*	*2.19*
Quiz score	*0.57*	*0.68(**)*	*0.53*	*0.48*

(**) scores from these condition(s) are significantly higher than scores from the other condition(s)

Hypothesis 6 claims that a message containing many arguments will create better adherence than a message containing less arguments. The newspaper articles differ in amount of knowledge given. Article 1 and 3 give most information about the fire that happened. Therefore, respondents participating in the first and third condition should show better adherence than respondents participating in the second and fourth condition.

Results are partly in support of this hypothesis. There is a significant difference between the four conditions in adherence probability ($F(1,88)=1410.811$, $p<0.01$).

A main effect of amount of arguments was found($F(1,88)=8.025$, $p<0.01$), but there is also a main effect of involvement ($F(1,88)=5.638$, $p<0.05$). No interaction effect was found ($F(1,88)=.88$, $p=.374$). Only in the fourth condition, respondents show lower adherence probability than respondents in the other conditions (Table 3). This indicates that low levels of involvement, together with low levels of arguments, account for low adherence probability. Therefore, not only amount of arguments, but also levels of

involvement, are responsible for adherence probability.

Hypothesis 7 suggests that high levels of risk perception will lead to low levels of information remembrance.
Results show a significant difference between the four groups in information remembrance ($F(1,88)=2108.484$, $p<0.01$). There is a main effect of amount of arguments (and therefore also risk perception) ($F(1,88)=21.480$, $p<0.01$). No main effect was found for involvement ($F(1,88)=1.915$, $p=.170$). These results are in support of the seventh hypothesis. High levels of risk perception lead to low levels of information remembrance (see table 3). Also a significant interaction effect was found ($F(1,88)=8.130$, $p<0.01$) as can be seen in figure 2.

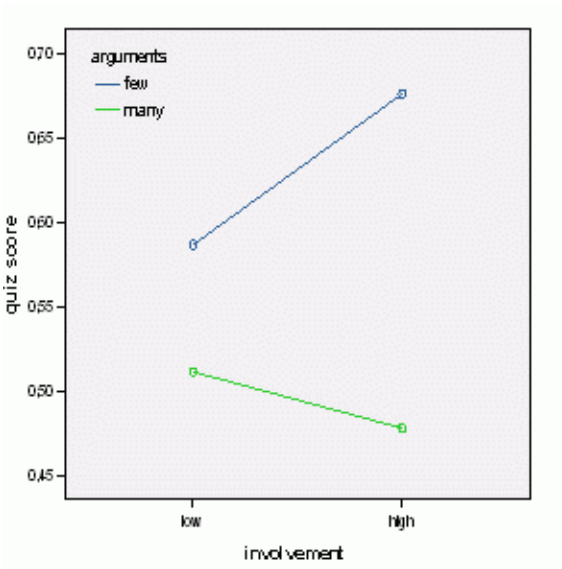

Fig. 2 An interaction effect for level of involvement and number of arguments.

Hypothesis 8 claims that a high level of involvement together with a low level of risk perception, will lead to the most information remembrance. Therefore, condition 2 should show the highest level of information remembrance. Figure 2 shows a clear trend in support of this hypothesis. Also, as can be seen in table 3, the condition high in involvement and low in risk perception, shows the highest mean quiz score (M=.678). As already shown above, there is a significant difference in quiz score between the conditions ($F1,88)= 2108.484$, $p<0.01$). Also, a main effect of amount of arguments was found ($F(1,88)=21.480$, $p<0.01$), but no main effect was found for involvement ($F(1,88)= 1.915$, $p=.170$). These results are in support of this hypothesis. Condition 2 scores significantly higher on the quiz than condition 1 ($T(43)=5.675$, $p<0.01$), 3 ($T(43)=4.312$, $p<0.01$) and 4 ($T(45)=2.931$, $p<0.01$), and therefore respondents participating in condition 2 gained most knowledge.
Hypothesis 9 claims that, when levels of involvement are low, there will be no difference in information remembrance between either high or low risk perception. As can be seen in table 3, the mean scores of the third condition (M=0,53) and fourth condition (M=0,57) do not differ significantly ($T(44)=1,186$, N.S.). Therefore, we can also adopt the last hypothesis.

Discussion

The main purpose of this experiment was to see whether information seeking behaviour was triggered by either risk perception or involvement. Different levels of risk perception were created by using different amounts of arguments about possible health threats in the articles. The articles containing many arguments created high levels of risk perception whereas the articles containing few arguments created low levels of risk perception. This was in support of the first two hypotheses. Beforehand expectations were that both risk perception and involvement had a positive, direct effect on information seeking behaviour.

Results show that involvement is the key factor in information seeking behaviour. High levels of involvement directly lead to high levels of information seeking behaviour. This is in support of the third hypothesis. For risk perception, these results were not found. High levels of risk perception, did not lead to high levels of information behaviour. No main effect of this variable was found. Therefore, risk perception does not directly lead to high levels of information seeking behaviour. Probably, this factor only has an indirect effect on information seeking behaviour, as already found in previous research (Griffin, Dunwoody & Neuwirth, 1999). A direct effect will therefore probably be found in relation to affective response, but not in direct relation to information seeking behaviour.

The next question stated in the introduction was whether knowledge would be a key factor in adherence intention. Expectations were that articles containing many arguments, and therefore giving high levels of information, would create better adherence than the articles containing only few arguments. Results are not in support with this assumption. Not only the amount of arguments given, showed to be an important factor in adherence probability. Also involvement is an important element. Respondents that read the article low in levels of arguments and involvement, showed low levels of adherence probability. All the other respondents showed the same levels of adherence probability. Therefore, we cannot state that knowledge is the key factor in adherence probability. Probably, other factors are of importance. This in contrast to Vahabi (2005) and Sadler et al.(2007), who stated that knowledge is the most important factor in adherence probability. Probably, this difference is due to differences in research topic. Research done by Vahabi (2005) and Sadler et al. (2007) all related to health issues. The risk topic in this research could therefore create different results. This is in accordance to Meijnders,

Midden and McCalley (2006), who stated that not knowledge is the important factor in adherence. They stated that other factors, for instance vividness, brings about adherence.

The last set of hypothesis in this research looked at information remembrance. Of interest was whether risk perception and involvement would influence information remembrance.

Results showed that high levels of risk perception lead to low levels of information remembrance. This is in support with the seventh hypotheses and therefore also in accordance to the Elaboration Likelihood Model (Petty & Cacioppo, 1986). This model stated that when people are experiencing high levels of risk perception, they will not be able to highly elaborate the given message and therefore will not remember much information. This thus seems correct.

Also, expectations were that a combination of low risk perception and high involvement would lead to the highest level of information remembrance. Results were in support of this hypothesis. Respondents in the second condition showed the highest scores on the quiz, and thus remembered most information. This combination of involvement and risk perception therefore seems the best combination in information remembrance.

Finally we were interested to see whether there would be a difference in information remembrance, when levels of involvement were low. Expectations were that when levels of involvement is low, people will not be highly involved with the given message and therefore will not remember much information (Health, Liao & Douglas, 1995; Ajzen & Sexton, 1999). Results were in support of this hypothesis. Involvement thus also seems a key variable in information remembrance.

In conclusion we can state that risk perception can be created using different amounts of arguments in an article. An article containing many arguments, creates higher levels of risk perception than articles containing only few arguments. This is in support with the first set of hypotheses.

Furthermore, level of involvement is a key factor in information seeking behaviour. High levels of involvement create high levels of information seeking behaviour, whereas low levels do not. This is in support with the third hypothesis. Risk perception, on the other hand, does not create high levels of information behaviour, and thus the combination of high risk perception and high involvement does not create the highest level information seeking behaviour. Therefore, the fourth and fifth hypotheses can not be confirmed. Risk perception will probably only create information seeking behaviour in an indirect way. Further research should confirm this.

Also, not knowledge on its own, but a combination of multiple factors, seems to create high levels of adherence. Probably a combination of factors is necessary to create high adherence levels. This is not in support with our sixth hypotheses. Further research is necessary to look at these factors.

Information remembrance seems to be affected by both involvement and risk perception. High levels of risk perception creates low levels of information remembrance. Most information was remembered when risk perception was low and the level of involvement high. When the level of involvement was low, it did not matter whether risk perception was low or high. Both conditions scored almost the same on the quiz. This is in support with our last set of hypotheses.

References

Ajzen, I., & Sexton, J. (1999). Depth of Processing, Belief Congruence and Attitude-Behaviour Correspondence. In S. Chaiken & Y. Trope (Eds.) *Dual Process Theories in Social Psychology,* 32, pp. 665-683.

Boomkens, R. (2004). Towards the Capsular City? Public Safety and Public Fears, in: C.D. van der Vijver & J.B. terpstra (red.): *Urban Safety: Problems, Governance and Strategies,* pp. 17 – 26, Enschede, IPIT, Unversiteit Twente.

Boscarino, J.A., Adams, R.E., Figley, C.R., Galea, S., & Foa, E.B. (2006). Fear of Terrorism and Preparedness in New York City 2 Years After the Attacks: Implications for Disaster Planning and Research. *Journal of Public Health Management and Practice,* 12 (6), pp. 505-513.

Godbold, N.(2006). Beyond Information Seeking: Towards a General Model of Information Behaviour. *Information Research,* 11 (4).

Griffin, R.J., Neuwirth, K., & Dunwoody, S. (1999). Proposed Model of the Relationship of Risk Information Seeking and Processing to the Development of Preventive Behaviours. *Environmental Research,* 80, pp. S230-245.

Gutteling, J.M., & Wiegman, O. (1992). Beoordeling en Beleving van Milieurisico's: Overzicht van Onderzoek naar Ruimtelijke, Socio-demografische, Culturele en Informationele Determinanten. *Nederlands Tijdschrift voor de Psychologie,* 47, pp. 97-114.

Health, R.L., Liao, S.H., & Douglas, W. (1995). Effects of Percieved Economic Harms and Benefits on Issue Involvement, Use of Information Sources, And Actions: A study in Risk Communication. *Journal of Public Relations Research,* 7 (2), pp. 87-109.

Huurne, E.F.J. ter (2008). *Information Seeking in a Risky World. The Theoretical and Empirical Development of FRIS: A Framework of Risk Information Seeking*. Enschede, the Netherlands: Gildeprint.

Huurne, E.F.J., ter & Gutteling J.M. (forthcoming). Information Needs and Risk Perception as Predictors of Risk Informaion Seeking. *Journal of Research.*

Johnson, B.B. (2005). Testing and Expanding a Model of Cognitive Processing of Risk Information. *Risk Analysis,* 25 (3), pp. 631-650.

Kahlor, L.A., Dunwoody, S., Griffin, R.J., Neuwirth, K., & Giese, J. (2003). Studying Heuristic-Systematic Processing of Risk Communication. *Risk Analysis*, 23 (2), pp. 355 – 368.

Kane, S.V., Brixner, D., Rubin, D.T., & Sewitch, M.J. (2008). The Challenge of Compliance and Persistence: Focus on Ulcerative Colitis. *Journal of Managed Care Pharmacy*, 14 (1 SUPPL. A), pp. S2-S12.

Meijnders, A., Midden, C., & McCalley, T. (2006). The Persuasive Power of Mediated Risk Experiences. *Lecture Notes in Computer Science,* 3962 LNCS, pp. 50-54.

Mileti, D.S., & Fitzpatrick, C. (1992). The Causal Sequence of Risk Communication in the Parkfield Earthquake Prediction Experiment. *Risk Analysis,* 12 (3), pp. 393-400.

Nathan, K., Health, R.L., & Douglas, W. (1992). Tolerance for Potential Environmental Health Risks: The influence of Knowledge, Benefits, Control, Involvement, and uncertainty. *Journal of Public Relations Research,* 4 (4), pp. 235-258.

Petty, R. E., & Cacioppo, J. T. (1986). *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*, New York: Springer-Verlag.

Sadler, G.R., Ko, C.M., Cohn, J.A., White, M., Weldon, R.N., & Wu, P. (2007). Breast Cancer Knowledge, Attitudes, and Screening Behaviors Among African American Women: The Black Cosmetologists Promoting Health Program. *BMC Public Health* 7, art. no. 57.

Slovic, P. (1987). Perception of Risk. *Science,* 236 (4799), pp. 280-285.

Tessaro, I., Mangone, C., Parkar, I., & Pawar, V. (2006). Knowledge, Barriers, and Predictors of Colorectal Cancer Screening in an Appalachian Church Population. *Preventing Chronic Disease,* 3 (4), pp. A123.

Vahabi, M. (2005). Knowledge of Breast Cancer and Screening Practices. *Health Education Journal,* 64 (3), pp. 218-228.

Wilson, T.D.(1999). Models in Information Behaviour Research. *The Journal of Documentation,* 55, (3), pp. 249-270.

Appendix 1

Asbest gevaar na brand Universiteit van Twente.

Enschede – Een brand in het GW gebouw van de Universiteit van Twente heeft het hele gebouw in de as gelegd. De brand brak even na tien uur 's avonds uit. Toen de brand werd opgemerkt, was het kwaad al geschied. De brandweer kon het vuur pas laat in de avond onder controle krijgen, maar daarmee kon het gebouw niet meer worden gered. De brandweer sloot de omgeving meteen af wegens ernstig asbest gevaar. Er zijn geen gewonden gevallen.

Volgens brandweercommandant Wevers van de brandweer in Enschede is nog niet geheel duidelijk waardoor de brand is ontstaan. Er zijn echter aanwijzingen die doen vermoeden dat het om brandstichting gaat.

Volgens de brandweercommandant zijn er zeer veel gevaarlijke stoffen vrijgekomen. Daarom is meteen besloten de omgeving af te sluiten en omstanders te weren. "Het gebouw bestond voor een groot deel nog uit asbest, wat tijdens de brand is vrijgekomen. Dit is zeer schadelijk voor de volksgezondheid, waardoor besloten is de boel onmiddellijk af te sluiten. Ook is duidelijk geworden dat er nog meer zeer gevaarlijke stoffen zijn vrijgekomen. In de lucht zijn verhoogde concentraties van giftige gassen gevonden die ernstige schade aan de gezondheid kunnen toebrengen", aldus Wevers.

Bekend is dat asbest, vrijgekomen bij een brand, veel gezondheidsrisico's met zich meebrengt, waarvan de meest bekende en schadelijke variant waarschijnlijk longkanker is. Deze ziekte ontstaat echter alleen na inademing van losse asbestdeeltjes. Volgens de brandweercommandant is het daarom ook belangrijk om niet in de buurt van een brand met asbestgevaar te komen, zeker niet zonder het dragen van mondkapjes. Ook geeft hij nadrukkelijk weer dat er nog meer giftige

stoffen zijn vrijgekomen, waaronder chloride en fosfaat, die schadelijk kunnen zijn. In het gebouw waren grote hoeveelheden van deze stoffen aanwezig. De stoffen kunnen bij het inademen van kleine hoeveelheden al tot ernstige gezondheidsproblemen lijden en zijn dan ook erg schadelijk. “Het verraderlijke van deze stoffen is dat er geen symptomen optreden bij het inademen ervan. Dus mensen hebben niet door dat ze eraan blootgesteld worden. Pas wanneer de longen al ernstige schade hebben opgelopen, ontstaan er klachten. Maar dan is het natuurlijk al te laat”, aldus Wevers. “Daarom”, zegt hij, “is het heel belangrijk dat mensen zo veel mogelijk binnen blijven en bij klachten onmiddellijk een arts raadplegen.”

Het is inmiddels al de vijfde keer dit jaar dat er in Twente een grote brand uitbreekt waarbij schadelijke stoffen zijn vrijgekomen. Het aantal branden waarbij asbest vrijkomt is dit jaar weliswaar voor het eerst gedaald, maar toch is het aantal volgens Wevers nog steeds schrikbarend hoog.
Ook komen er steeds meer mensen met klachten naar het ziekenhuis naar aanleiding van het inademen van giftige gassen bij een brand. Ook het aantal mensen dat aan longkanker leidt, veroorzaakt door het inademen van asbest in het verleden, groeit. Dit geeft de ernst van de situatie dan ook duidelijk weer.

Volgens Wevers is het belangrijk dat burgers weten wat hen te doen staat wanneer er in hun nabijheid een brand uitbreekt, dan kunnen veel klachten voorkomen worden. “Mensen lijken niet altijd goed te weten hoe schadelijk het inademen van rook en gassen bij een brand is. Dit terwijl door goede voorzorgsmaatregelen te nemen, ernstige problemen nog enigszins voorkomen kunnen worden.” Inwoners dienen volgens de brandweercommandant allereerst alle gegeven instructies nauwkeurig op te volgen. Verder is het belangrijk dat ramen en deuren altijd gesloten worden en dat men het nieuws goed in de gaten houdt. Ook dient er te worden gelet op vroegtijdige tekenen van lichamelijke problemen. Deze zijn het hebben van prikkende ogen, neus en tong, geïrriteerde luchtwegen en pijn bij het inademen. Wanneer iemand deze klachten waarneemt dient zo snel mogelijk actie te worden ondernomen, voordat er ernstigere schade ontstaat. Contact kan opgenomen worden met het alarmnummer 112.

Appendix 2

Asbest gevaar na brand Universiteit van Twente.

Enschede – Een brand in het GW gebouw van de Universiteit van Twente heeft het hele gebouw in de as gelegd. De brand brak even na tien uur 's avonds uit. Toen de brand werd opgemerkt, was het kwaad al geschied. De brandweer kon het vuur pas laat in de avond onder controle krijgen, maar daarmee kon het gebouw niet mee worden gered. De brandweer sloot de omgeving uit voorzorg af. Er zijn geen gewonden gevallen.

Volgens brandweercommandant Wevers van de brandweer in Enschede is nog niet geheel duidelijk waardoor de brand is ontstaan. Er zijn echter aanwijzingen die doen vermoeden dat het om brandstichting gaat.

Volgens de brandweercommandant zijn er bij de brand enige gevaarlijke stoffen vrijgekomen. Daarom is besloten de omgeving uit voorzorg af te sluiten en omstanders te weren. "Het gebouw bestond voor een heel klein deel nog uit asbest, wat mogelijk tijdens de brand is vrijgekomen. Dit kan schadelijk zijn voor de volksgezondheid, waardoor besloten is de boel tijdelijk af te sluiten. Ook is duidelijk geworden dat er nog kleine hoeveelheden van andere stoffen zijn vrijgekomen. In de lucht zijn verhoogde concentraties van bepaalde gassen gevonden, waaronder chloride en fosfaat, maar burgers hoeven zich hierover geen zorgen te maken", aldus Wevers. "Er is absoluut geen gevaar voor de volksgezondheid ontstaan tijdens de brand", geeft hij nadrukkelijk weer.

Gelukkig is er dit jaar voor het eerst een daling in de hoeveelheid branden waarbij asbest is vrijgekomen. Dit komt deels door de strengere wetten die opgesteld zijn om te voorkomen dat asbest gebruikt wordt in gebouwen die brandgevaar met zich meebrengen. Daarnaast zijn ook de maatregelen die getroffen worden door brandweerlieden steeds doortastender, waardoor er vaak gezorgd kan worden dat

de schade heel beperkt blijft. “Onze brandweermannen krijgen een steeds betere training en leren bovendien om te gaan met dit soort situaties. Daardoor kunnen ze sneller en doortastender werken, wat veel schade kan voorkomen.”

Volgens Wevers is het belangrijk dat burgers weten wat hen te doen staat wanneer er in hun nabijheid een brand uitbreekt. Inwoners dienen volgens de brandweercommandant allereerst alle gegeven instructies op te volgen. Verder is het belangrijk dat ramen en deuren gesloten worden. Ook is het verstandig om het nieuws in de gaten te houden om verdere ontwikkelingen omtrent de brand te volgen. “Zo zullen burgers nooit gevaar lopen”, aldus de brandweercommandant.

Appendix 3

Asbest gevaar na brand Colombia University New York.

New York – Een brand in het GW gebouw van de Universiteit van Colombia in New York heeft het hele gebouw in de as gelegd. De brand brak even na tien uur 's avonds uit. Toen de brand werd opgemerkt, was het kwaad al geschied. De brandweer kon het vuur pas laat in de avond onder controle krijgen, maar daarmee kon het gebouw niet meer worden gered. De brandweer sloot de omgeving meteen af wegens ernstig asbest gevaar. Er zijn geen gewonden gevallen.

Volgens brandweercommandant Wevers van de brandweer in New York is nog niet geheel duidelijk waardoor de brand is ontstaan. Er zijn echter aanwijzingen die doen vermoeden dat het om brandstichting gaat.

Volgens de brandweercommandant zijn er zeer veel gevaarlijke stoffen vrijgekomen. Daarom is meteen besloten de omgeving af te sluiten en omstanders te weren. "Het gebouw bestond voor een groot deel nog uit asbest, wat tijdens de brand is vrijgekomen. Dit is zeer schadelijk voor de volksgezondheid, waardoor besloten is de boel onmiddellijk af te sluiten. Ook is duidelijk geworden dat er nog meer zeer gevaarlijke stoffen zijn vrijgekomen. In de lucht zijn verhoogde concentraties van giftige gassen gevonden die ernstige schade aan de gezondheid kunnen toebrengen", aldus Wevers.

Bekend is dat asbest, vrijgekomen bij een brand, veel gezondheidsrisico's met zich meebrengt, waarvan de meest bekende en schadelijke variant waarschijnlijk longkanker is. Deze ziekte ontstaat echter alleen na inademing van losse asbestdeeltjes. Volgens de brandweercommandant is het daarom ook belangrijk

om niet in de buurt van een brand met asbestgevaar te komen, zeker niet zonder het dragen van mondkapjes. Ook geeft hij nadrukkelijk weer dat er nog meer giftige stoffen zijn vrijgekomen, waaronder chloride en fosfaat, die schadelijk kunnen zijn. In het gebouw waren grote hoeveelheden van deze stoffen aanwezig. De stoffen kunnen bij het inademen van kleine hoeveelheden al tot ernstige gezondheidsproblemen lijden en zijn dan ook erg schadelijk. “Het verraderlijke van deze stoffen is dat er geen symptomen optreden bij het inademen ervan. Dus mensen hebben niet door dat ze eraan blootgesteld worden. Pas wanneer de longen al ernstige schade hebben opgelopen, ontstaan er klachten. Maar dan is het natuurlijk al te laat”, aldus Wevers. “Daarom”, zegt hij, “is het heel belangrijk dat mensen zo veel mogelijk binnen blijven en bij klachten onmiddellijk een arts raadplegen.”

Het is inmiddels al de vijfde keer dit jaar dat er in New York een grote brand uitbreekt waarbij schadelijke stoffen zijn vrijgekomen. Het aantal branden waarbij asbest vrijkomt is dit jaar weliswaar voor het eerst gedaald, maar toch is het aantal volgens Wevers nog steeds schrikbarend hoog.
Ook komen er steeds meer mensen met klachten naar het ziekenhuis naar aanleiding van het inademen van giftige gassen bij een brand. Ook het aantal mensen dat aan longkanker leidt, veroorzaakt door het inademen van asbest in het verleden, groeit. Dit geeft de ernst van de situatie dan ook duidelijk weer.

Volgens Wevers is het belangrijk dat burgers weten wat hen te doen staat wanneer er in hun nabijheid een brand uitbreekt, dan kunnen veel klachten voorkomen worden. “Mensen lijken niet altijd goed te weten hoe schadelijk het inademen van rook en gassen bij een brand is. Dit terwijl door goede voorzorgsmaatregelen te nemen, ernstige problemen nog enigszins voorkomen kunnen worden.” Inwoners dienen volgens de brandweercommandant allereerst alle gegeven instructies nauwkeurig op te volgen. Verder is het belangrijk dat ramen en deuren altijd gesloten worden en dat men het nieuws goed in de gaten houdt. Ook dient er te worden gelet op vroegtijdige tekenen van lichamelijke problemen. Deze zijn het hebben van prikkende ogen, neus en tong, geïrriteerde luchtwegen en pijn bij het inademen. Wanneer iemand deze klachten waarneemt dient zo snel mogelijk actie

te worden ondernomen, voordat er ernstigere schade ontstaat. Contact kan opgenomen worden met het alarmnummer 911.

Appendix 4

Asbest gevaar na brand Colombia University New York.

New York – Een brand in het GW gebouw van de Universiteit van Colombia in New York heeft het hele gebouw in de as gelegd. De brand brak even na tien uur 's avonds uit. Toen de brand werd opgemerkt, was het kwaad al geschied. De brandweer kon het vuur pas laat in de avond onder controle krijgen, maar daarmee kon het gebouw niet mee worden gered. De brandweer sloot de omgeving uit voorzorg af. Er zijn geen gewonden gevallen.

Volgens brandweercommandant Wevers van de brandweer in New York is nog niet geheel duidelijk waardoor de brand is ontstaan. Er zijn echter aanwijzingen die doen vermoeden dat het om brandstichting gaat.

Volgens de brandweercommandant zijn er bij de brand enige gevaarlijke stoffen vrijgekomen. Daarom is besloten de omgeving uit voorzorg af te sluiten en omstanders te weren. "Het gebouw bestond voor een heel klein deel nog uit asbest, wat mogelijk tijdens de brand is vrijgekomen. Dit kan schadelijk zijn voor de volksgezondheid, waardoor besloten is de boel tijdelijk af te sluiten. Ook is duidelijk geworden dat er nog kleine hoeveelheden van andere stoffen zijn vrijgekomen. In de lucht zijn verhoogde concentraties van bepaalde gassen gevonden, waaronder chloride en fosfaat, maar burgers hoeven zich hierover geen zorgen te maken", aldus Wevers. "Er is absoluut geen gevaar voor de volksgezondheid ontstaan tijdens de brand", geeft hij nadrukkelijk weer.

Gelukkig is er dit jaar voor het eerst een daling in de hoeveelheid branden waarbij asbest is vrijgekomen. Dit komt deels door de strengere wetten die opgesteld zijn om te voorkomen dat asbest gebruikt wordt in gebouwen die brandgevaar met zich meebrengen. Daarnaast zijn ook de maatregelen die getroffen worden door brandweerlieden steeds doortastender, waardoor er vaak gezorgd kan worden dat

de schade heel beperkt blijft. “Onze brandweermannen krijgen een steeds betere training en leren bovendien om te gaan met dit soort situaties. Daardoor kunnen ze sneller en doortastender werken, wat veel schade kan voorkomen.”

Volgens Wevers is het belangrijk dat burgers weten wat hen te doen staat wanneer er in hun nabijheid een brand uitbreekt. Inwoners dienen volgens de brandweercommandant allereerst alle gegeven instructies op te volgen. Verder is het belangrijk dat ramen en deuren gesloten worden. Ook is het goed om het nieuws in de gaten te houden om verdere ontwikkelingen omtrent de brand te volgen. “Zo zullen burgers nooit gevaar lopen”, aldus de brandweercommandant.

Appendix 5

Zou u nu de keuze willen maken tussen 1 van de 4 sites hieronder? Dit kunt u doen door erop te klikken.

(LET OP: U kunt slechts 1 keuze maken)

www.brandinuwregio.nl/regiotwente

www.gevaarlijkestoffen.nl/gevaarlijkestoffenbijbrand

www.boerzoektvrouw.kro.nl/boerfrans

www.studentennet.nl/studiekeuze

Appendix 6

Vragenlijst

1 Allereerst zouden we graag willen weten hoe u denkt over de risico's van een brand in het algemeen.

	Helemaal Niet	Nauwelijks	Enigszins	Nogal	Heel erg
Hoe RISKANT vindt U een brand?	1	2	3	4	5
Hoe GEVAARLIJK vindt U een brand?	1	2	3	4	5
	Zeer klein	nogal klein	niet klein/ niet groot	nogal groot	zeer groot
Hoe groot is de KANS dat er iets ernstigs gebeurd bij een brand?	1	2	3	4	5

2 U heeft net een artikel gelezen. Wat betekent de desbetreffende brand voor u in uw dagelijks leven?

	Helemaal Niet	Nauwelijks	Enigszins	Nogal	Heel erg
Ik ben geïnteresseerd in de gevolgen van deze brand	1	2	3	4	5
De risico's hebben invloed op mijn dagelijks leven	1	2	3	4	5
Ik voel me betrokken bij dit risico	1	2	3	4	5
Ik vind het belangrijk informatie te hebben over het desbetreffende risico	1	2	3	4	5

3 Hoe denkt u over de risico's van een brand zoals gelezen in het artikel *voor u persoonlijk?*

	Zeer klein	Nogal klein	Niet klein/ Niet groot	Nogal groot	Zeer groot
De kans dat er in mijn leefomgeving een ongeval gebeurt zoals de beschreven brand, is...	1	2	3	4	5
De kans dat ik gezondheidsschade oploop door een brand zoals gelezen in het artikel is...	1	2	3	4	5
De kans dat ik word blootgesteld aan een brand als die beschreven is...	1	2	3	4	5

	Helemaal niet ernstig	Niet echt ernstig	Enigszins ernstig	Nogal ernstig	Zeer ernstig
Als er een brand zoals beschreven in het artikel in mijn omgeving uitbreekt, dan zijn de gevolgen voor mij..	1	2	3	4	5
Een brand zoals beschreven in het artikel zal het leven van slachtoffers enorm ontwrichten...	1	2	3	4	5
Een brand zoals beschreven, treft een groot aantal mensen in de omgeving...	1	2	3	4	5

4 Hoe voelt u zich wanneer u denkt aan de mogelijkheid om te worden blootgesteld aan de brand zoals beschreven in het gelezen artikel ?

Dan voel ik mij……

	Helemaal Niet	nauwelijks	enigszins	nogal	heel erg
Gespannen	1	2	3	4	5
Angstig	1	2	3	4	5
Nerveus	1	2	3	4	5
Bezorgd	1	2	3	4	5

Boos	1	2	3	4	5

5 Wanneer ik lees over een brand zoals beschreven in het artikel, dan….

	Zeer Klein	Nogal Klein	Niet Klein/ Niet groot	Nogal groot	Zeer groot
Is de kans dat ik voorzorgsmaatregelen neem…..	1	2	3	4	5
Is de kans dat ik gegeven instructies opvolg…	1	2	3	4	5
Is de kans dat ik informatie ga zoeken over dit onderwerp…	1	2	3	4	5
Is de kans dat ik informatie over deze brand in de gaten houd…	1	2	3	4	5

6 Wanneer U terugdenkt aan het artikel, hoe GELOOFWAARDIG vond U dan…

	Helemaal Niet	Nauwelijks	enigszins	Nogal	Heel erg
De brandweer-Commandant	1	2	3	4	5
Het gelezen artikel	1	2	3	4	5

7 Tenslotte zouden we graag van U willen weten hoeveel KENNIS U denkt te hebben over het gelezen artikel.

	Zeer weinig	Weinig	Enigszins	Veel	Zeer veel
De hoeveelheid kennis die ik heb over het gelezen artikel is…	1	2	3	4	5

Appendix 7

QUIZ

U krijgt nu enkele stellingen te zien. Kunt u aangeven of de stellingen juist of onjuist zijn? (artikel 1&3)

1. De brand brak om 9 uur 's avonds uit. Juist/Onjuist
2. Er zijn tijdens de brand geen gewonden gevallen Juist/Onjuist
3. De brand is aangestoken
4. De omgeving is afgesloten wegens asbestgevaar Juist/Onjuist
5. Slechts een klein deel van het gebouw bestond uit asbest Juist/Onjuist
6. Wanneer men in aanraking komt met asbest, veroorzaakt dit longkanker Juist/Onjuist
Asbest kan *alleen* longkanker veroorzaken Juist/Onjuist
7. De enige stoffen die zijn vrijgekomen bij de brand zijn asbest, chloride en fosfaat Juist/Onjuist
8. Er zijn in de lucht verschillende gassen gemeten, waarvan niet alle gassen giftig waren. Juist/Onjuist
9. Bij het inademen van kleine hoeveelheden chloor lijdt dit enkel tot lichte longbeschadiging Juist/Onjuist
10. Wanneer men fosfaat inademt, lijdt dit tot prikkende ogen en luchtwegen Juist/Onjuist
11. Er zijn dit jaar al 4 branden in Twente aan deze brand voorafgegaan. Juist/Onjuist
12. Wanneer er een brand uitbreekt, dienen burgers allereerst deuren en ramen te sluiten Juist/Onjuist
13. De lichamelijke klachten die kunnen ontstaan bij deze brand zijn het hebben van prikkende ogen, neus, tong en mond, geïrriteerde luchtwegen en pijn bij het inademen Juist/Onjuist
14. Het aantal branden waarbij asbest is vrijgekomen is dit jaar wederom gedaald. Juist/Onjuist

Appendix 8

QUIZ

U krijgt nu enkele stellingen te zien. Kunt U aangeven of de stellingen juist of onjuist zijn? (artikel 2&4)

1. De brand brak om 9 uur 's avonds uit. Juist/Onjuist
2. Er zijn tijdens de brand geen gewonden gevallen Juist/Onjuist
3. Het GW gebouw kon niet meer worden gered Juist/Onjuist
4. De brand is aangestoken
5. De omgeving is afgesloten wegens asbestgevaar Juist/Onjuist
6. Slechts een klein deel van het gebouw bestond uit asbest Juist/Onjuist
7. De enige stoffen die zijn vrijgekomen bij de brand zijn asbest, chloride en fosfaat Juist/Onjuist
8. Asbest is schadelijk voor de gezondheid Juist/Onjuist
9. Er is tijdens de brand slechts een gering gevaar Voor de volksgezondheid ontstaan. Juist/Onjuist
10. Er zijn dit jaar al 4 branden in New York aan deze brand voorafgegaan. Juist/Onjuist
11. Wanneer er een brand uitbreekt, dienen burgers allereerst deuren en ramen te sluiten Juist/Onjuist
12. Het aantal branden waarbij asbest is vrijgekomen is dit jaar wederom gedaald. Juist/Onjuist
13. De daling in branden waarbij asbest vrijkomt is *enkel* het gevolg van de effectievere trainingen die brandweermannen tegenwoordig krijgen Juist/Onjuist
14. Brandweermannen gaan tegenwoordig veel doortastender te werk dan vroeger Juist/Onjuist
15. Asbest mag in ieder nieuw gebouw gebruikt worden Juist/Onjuist