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Needs and Noises of Society in Outreach Programs of Earthquake Science

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<http://www.eri.u-tokyo.ac.jp/outreach/>

Public outreach is an effort by individuals in an organization to connect its ideas to the general public. For an effective outreach of earthquake science, the needs of the society to earthquake science, and the barriers which prohibit effective communication between researchers and the general public should be examined. For this purpose, we are now conducting a social survey on the needs and noises of the society in outreach activities of earthquake science from 2008 to 2010 supported by KAKENHI (20510170). As the first step, we made an questionnaire survey to the participants of the open lecture of Earthquake Research Institute on July 2008, and collected 481 answers. It includes questions on 1) experience of large earthquake, 2) knowledge of earthquake, 3) expectation to researchers, 4) understanding of technical terms, 5) interest to rumors of large earthquakes seen on weekly magazines, 6) evaluation of earthquake science, and so on. The result and cross analysis of the survey will be presented in the paper. We plan to make an internet research with modified questionnaire soon.