

Firefighters & Tree-Huggers:

How emotion can be effectively incorporated
into public outreach for wildfire mitigation



Destiny Aman

Penn State University

FEMA Emergency Management in
Higher Education Conference

<http://destinyaman.com>

Intro



qualitative research
provides the *how* and *why*
behind the *who* and *what*
of quantitative research



Research Questions:

1. How are spaces of **home, nature, and community** produced and experienced in the WUI?
2. How is **wildfire hazard** produced and experienced in the WUI?
3. What is the **impact** of these constructions on the vulnerability of the people and environment in the WUI to wildfire hazard?

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Methods

Truckee, CA



participant obs

board/council/HOA/summit meetings
wildland fire exercises
ride-alongs

interviews

residents = 53
managers = 26

Truckee, CA





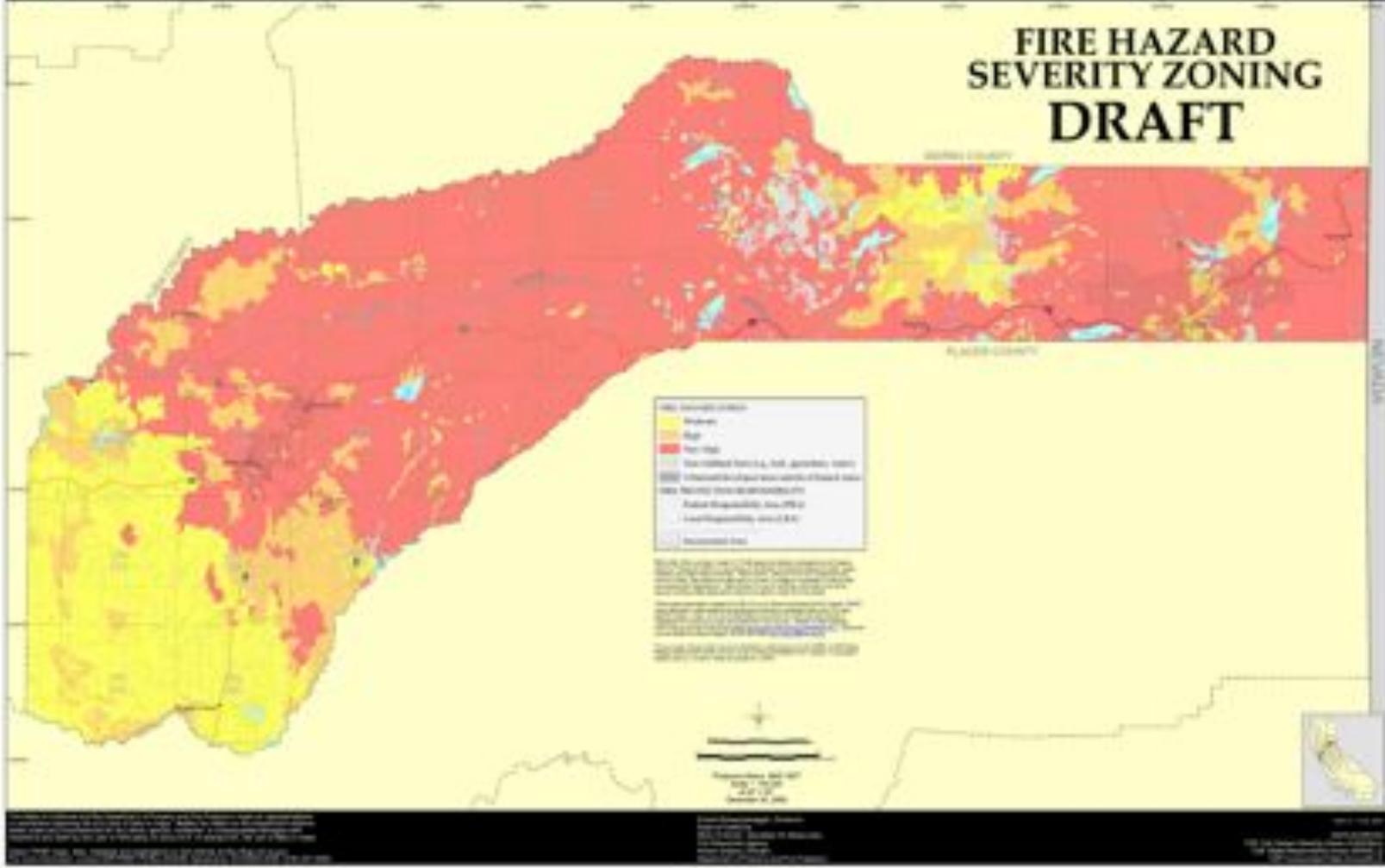
1960 Olympics





NEVADA COUNTY

FIRE HAZARD SEVERITY ZONING DRAFT



NEVADA COUNTY CALIFORNIA
FIRE HAZARD SEVERITY ZONING DRAFT
DATE: 10/15/2010
SCALE: 1:50,000
PROJECT: FIRE HAZARD SEVERITY ZONING
PREPARED BY: FRAP
APPROVED BY: [Signature]

DRAFT

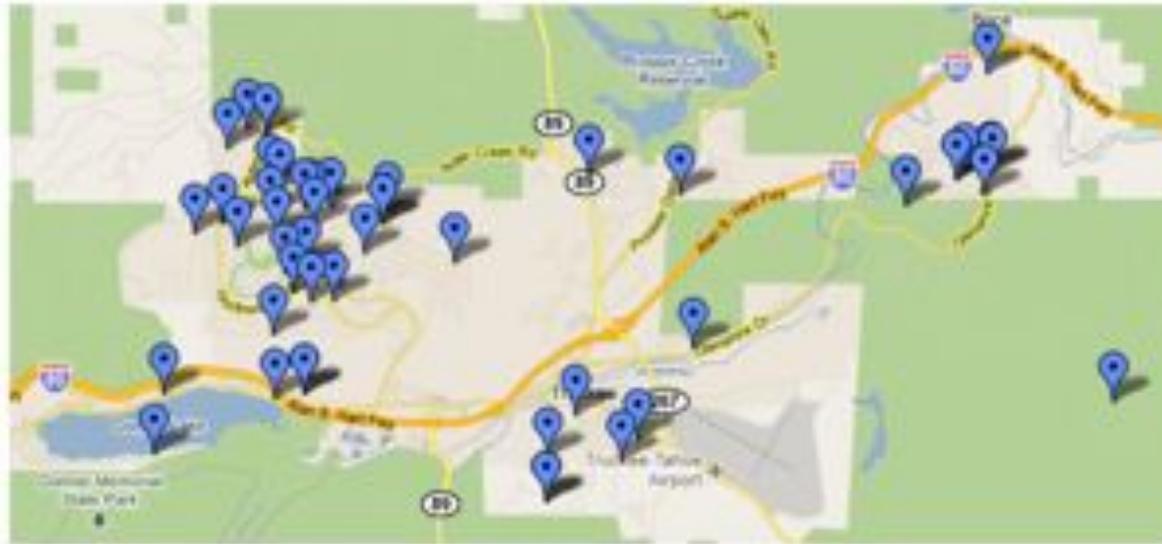
SIERRA COUNTY



PLACER COUNTY

NEVADA





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Results

Implications

Communication



Perception



Residents and risk managers perceive the value of the built environment



Mitigation



Residents and risk managers possess different **affective** relationships with spaces of home, community and **nature**



medieval



industrial



romantic



modern



Residents and risk managers possess different **affective** relationships with spaces of home, community and **nature**

medieval



industrial



romantic



modern



medieval



industrial



24319 A

romantic



modern

modern



Implications

Communication



Perception

Homeowners and risk managers perceive the space of the WUI differently.



Mitigation



John Conner
USFS



Perception

Homeowners and risk managers perceive the space of the WUI differently

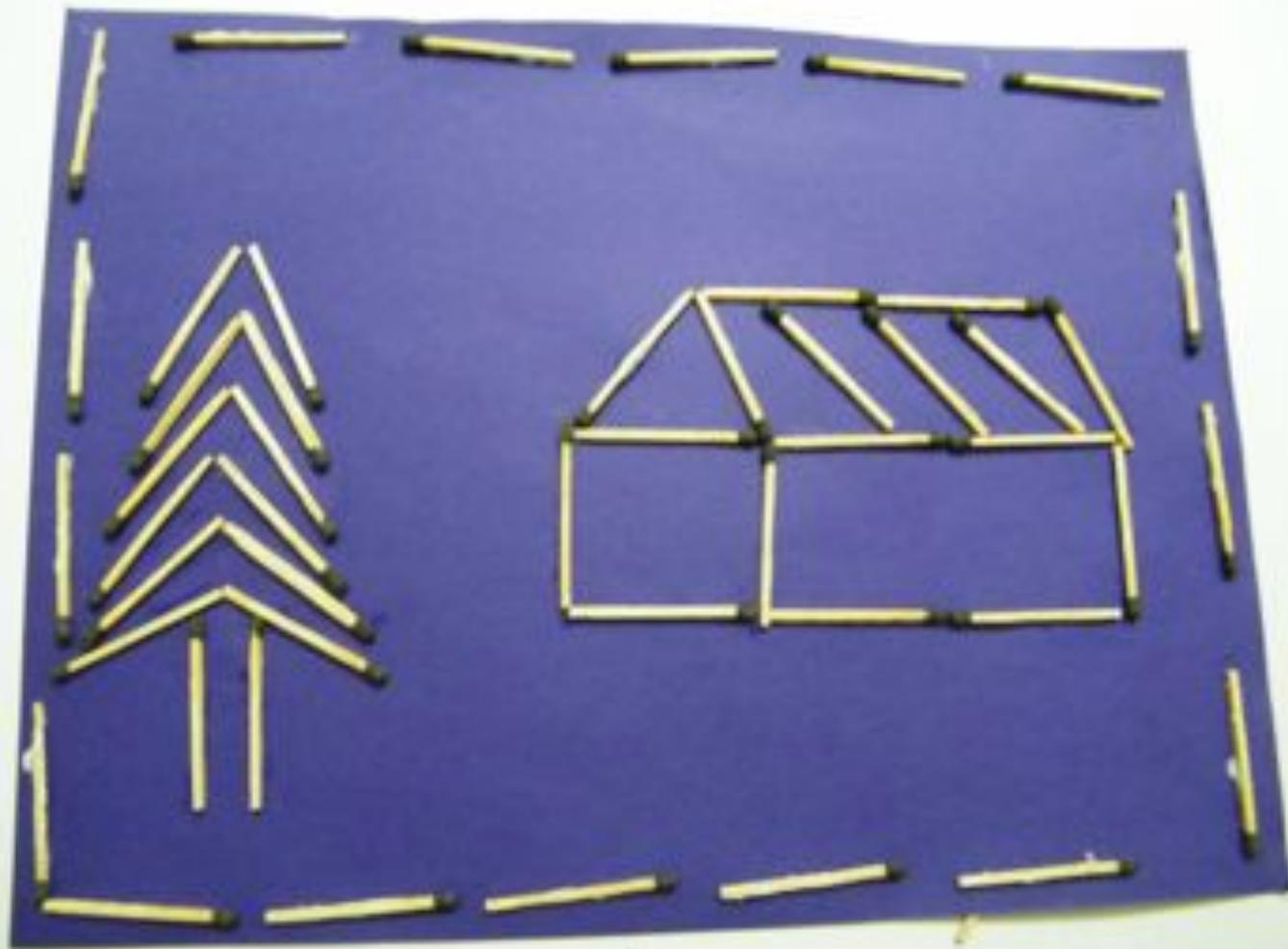




Perception

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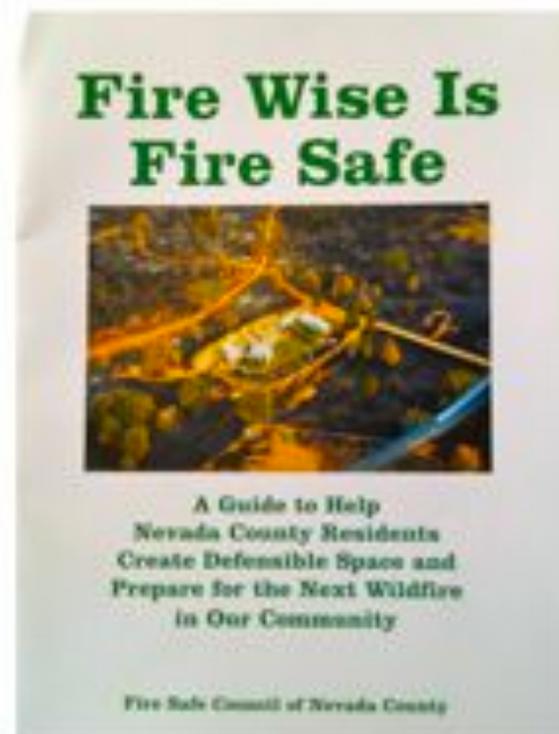


Mitigation



John Conner
USAF

Communication



Implications

Communication



Perception

Homeowners and risk managers perceive the space of the WUI differently.



Mitigation



John Conner
USFS

Mitigation



Jack Cohen
USFS



Steve Quarles
of Berkeley
2011





Steve Quarles

UC Berkeley
IBHS



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3rd Human Dimensions of
Wildland Fire Conference

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Many thanks to the American Association of University Women (AAUW), the Joint Fire Sciences Program, and the Sagehen Creek Field Station for their support of this work.