

Disaster Dialogue: Using TikTok for Equitable Disaster Communication

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CASE STUDY AREA AND DATA COLLECTION



HURRICANE IDA, 2021. 111 VIDEOS ORIGINATING IN 5 STATES



HURRICANE IAN, 2022. 103 VIDEOS ORIGINATING IN 3 STATES

TIKTOK PROMOTES CULTURALLY COMPETENT AND EQUITABLE CRISIS COMMUNICATION AND DATA SHARING THROUGH ALL PHASES OF THE DISASTER CYCLE.

Preparedness

Community members use the platform to show household storm preparation, report on conditions in real time, discuss perceptions of risk, and educate viewers about community norms and standards.

Mitigation

Users film themselves talking about next steps while reflecting on and sharing culturally appropriate strategies for adaptation and resilience.

Response

Flooding, seawall breaches, and damage are shown in real time as creators discuss their thoughts, feelings, and needs with viewers, including pleas for evacuation and perceptions of government and community response.

Recovery

Creators document the destruction, the cleanup efforts, and the community's involvement in recovery. Many also establish crowdfunding and/or resource-sharing networks for their local communities at various scales.



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