

# Experiencing Hazards Across Cultures

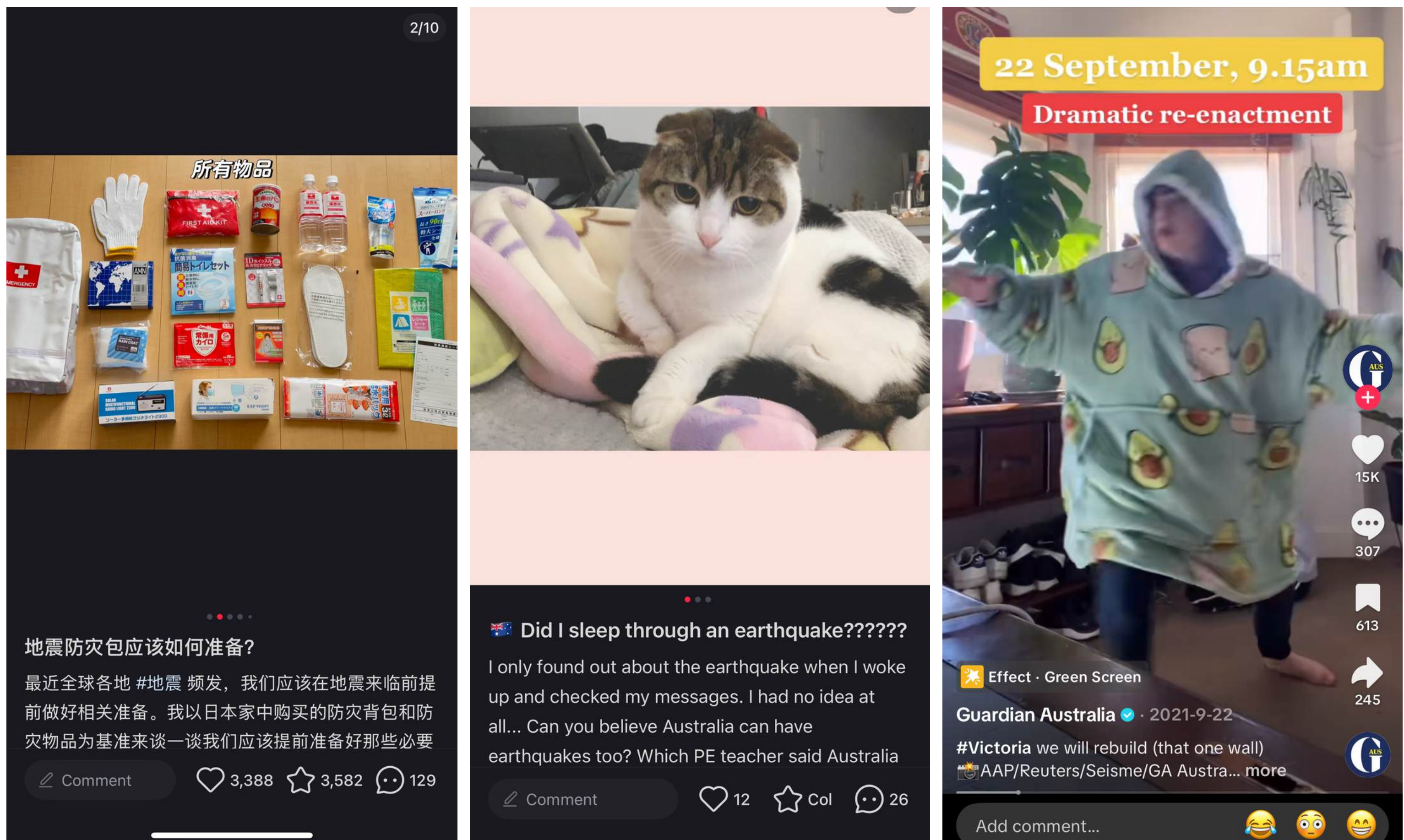
## Lessons from TikTok and Xiaohongshu

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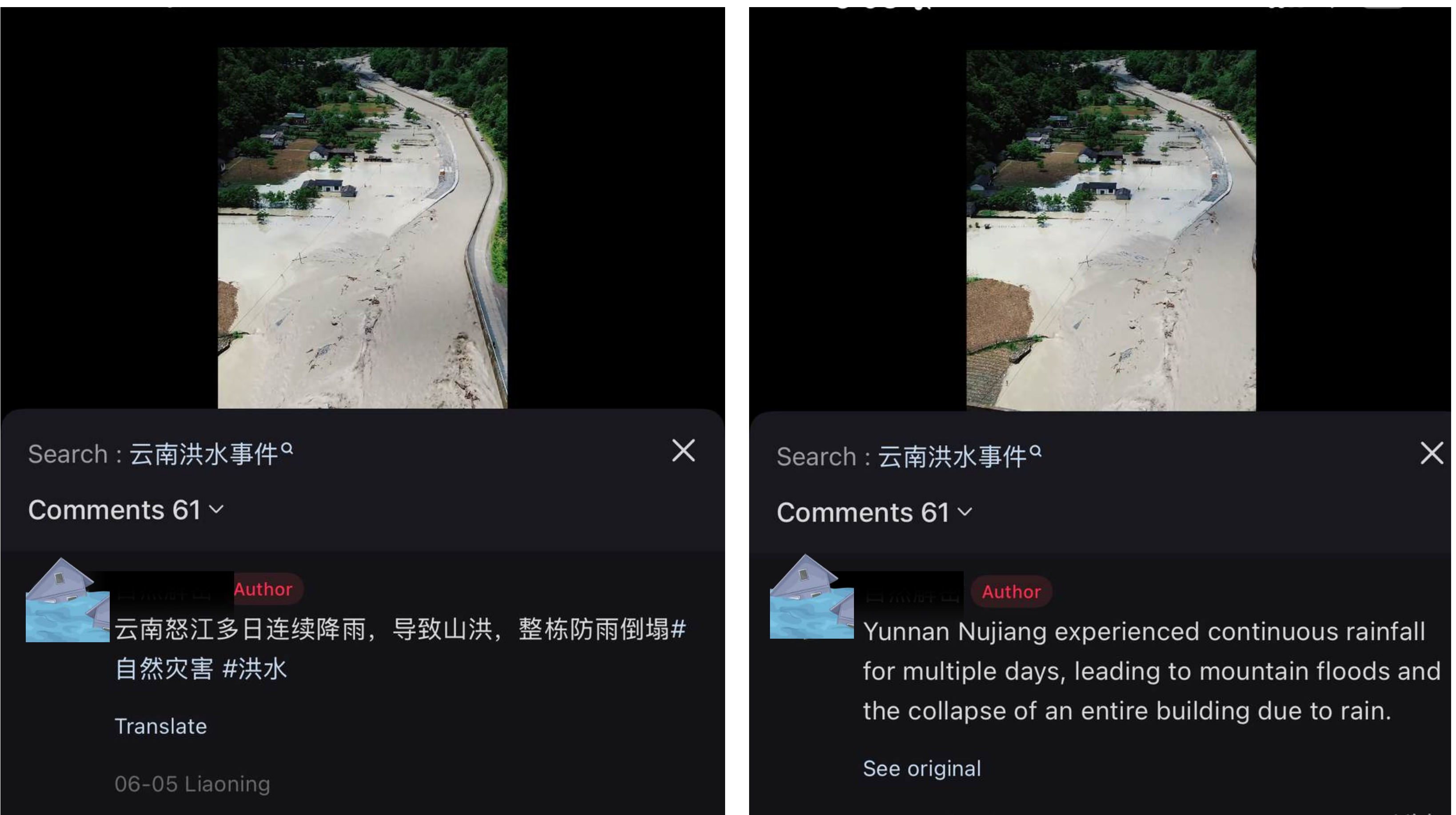
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Hazard communication is now, more than ever, participatory, rather than top-down.

Platform tools like built-in translation, stitching, and sharing amplify global connection.



Videos allow users to show near real-time experiences while engaging with their audiences.

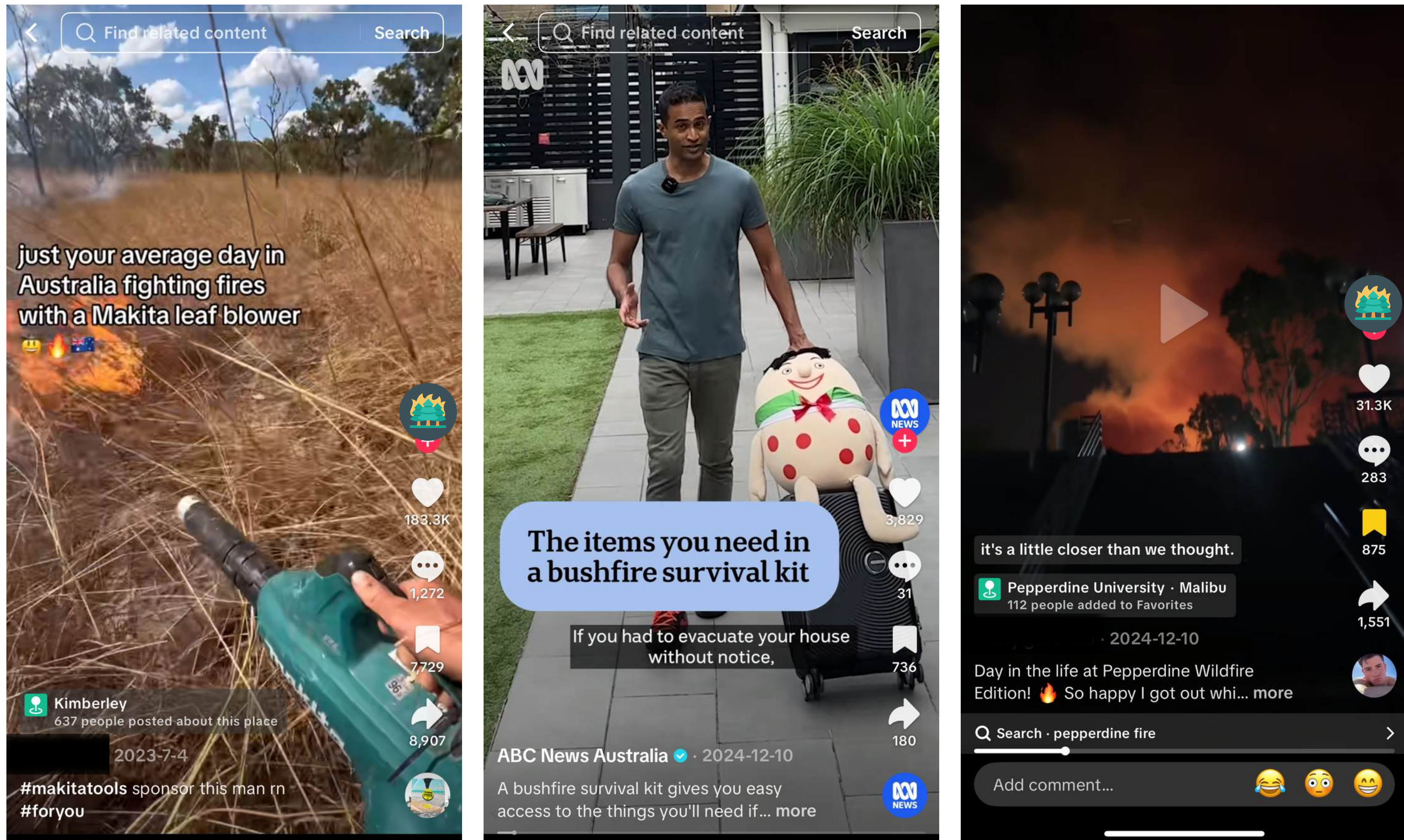


Features like auto-translation on Xiaohongshu let viewers learn across language and location.

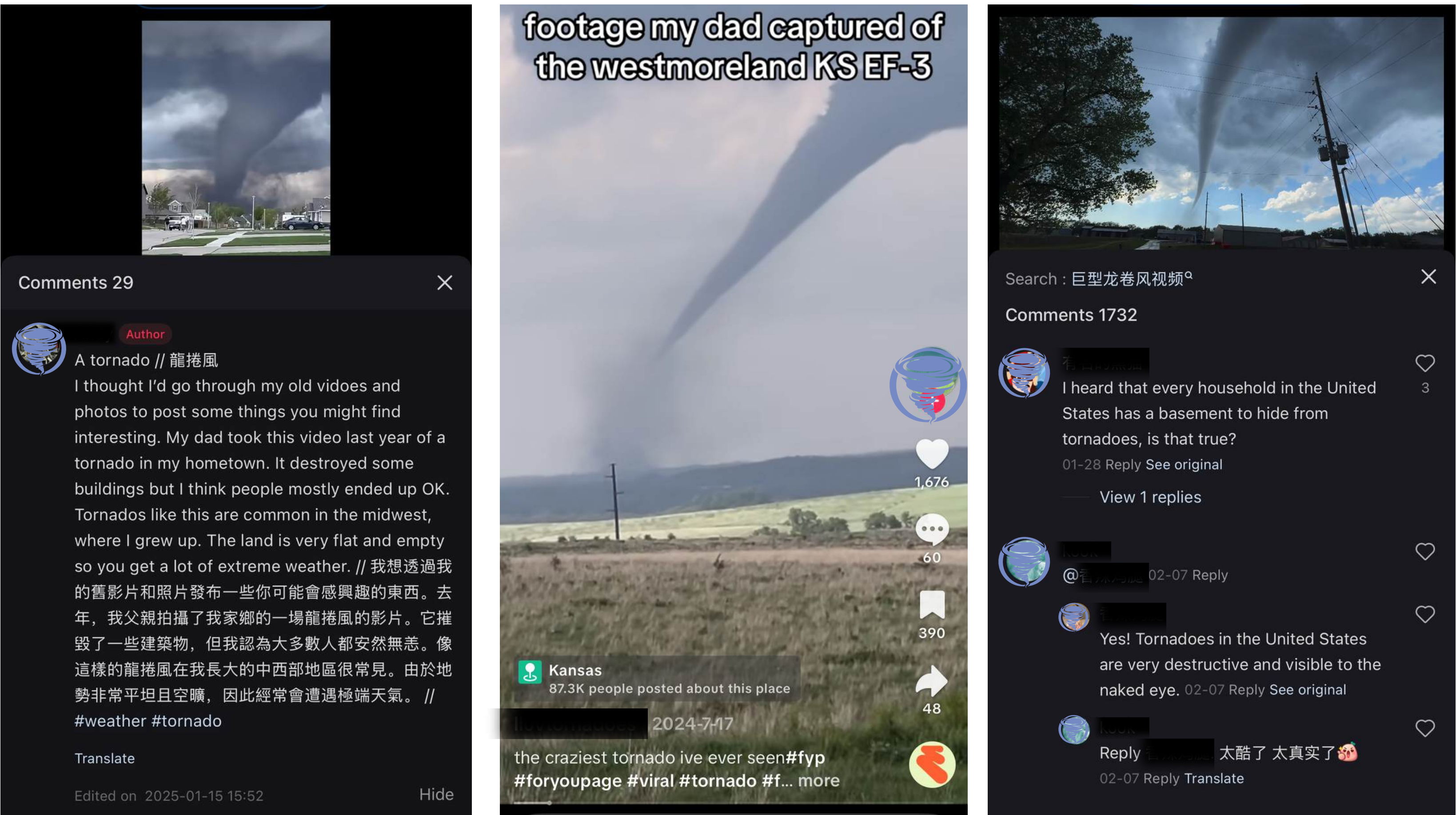
Social media platforms such as TikTok and Xiaohongshu **advance global hazard literacy** by enabling users to share, interpret, and reflect on experiences of risk **across cultural and geographic boundaries.**

Cultural and social context shapes what users share, as well as how they make sense of risk.

Place-based narratives inform global interpretations of vulnerability and adaptation.



Casual users are often less formal, often adding humor to their narratives. Professional creators, such as influencers and representatives of companies or government officials, often focus on safety measures, formalized plans, and scientific information.



Narratives shared through TikTok and Xiaohongshu offer grounded, local perspectives that resonate globally, highlighting both shared vulnerabilities and distinct ways of responding to risk.