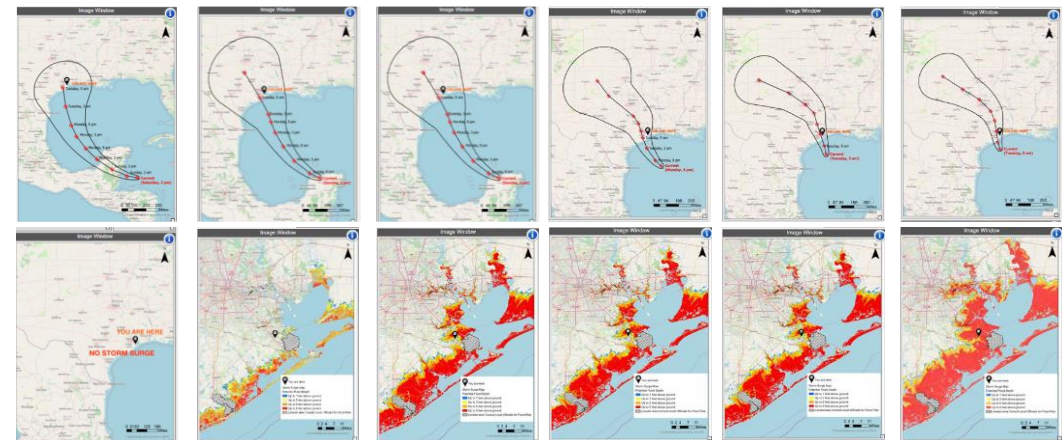
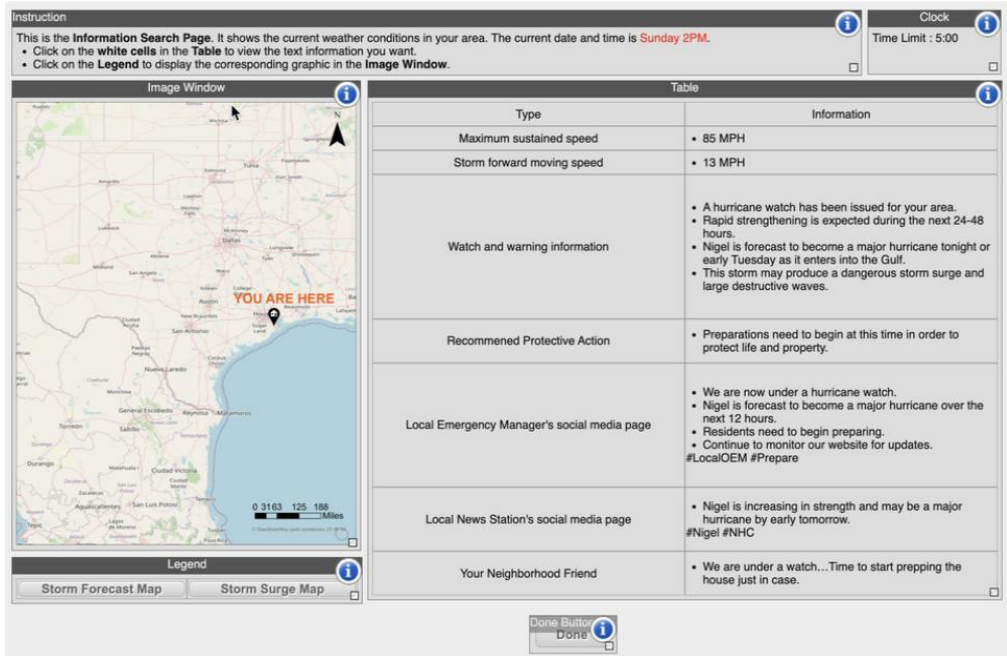
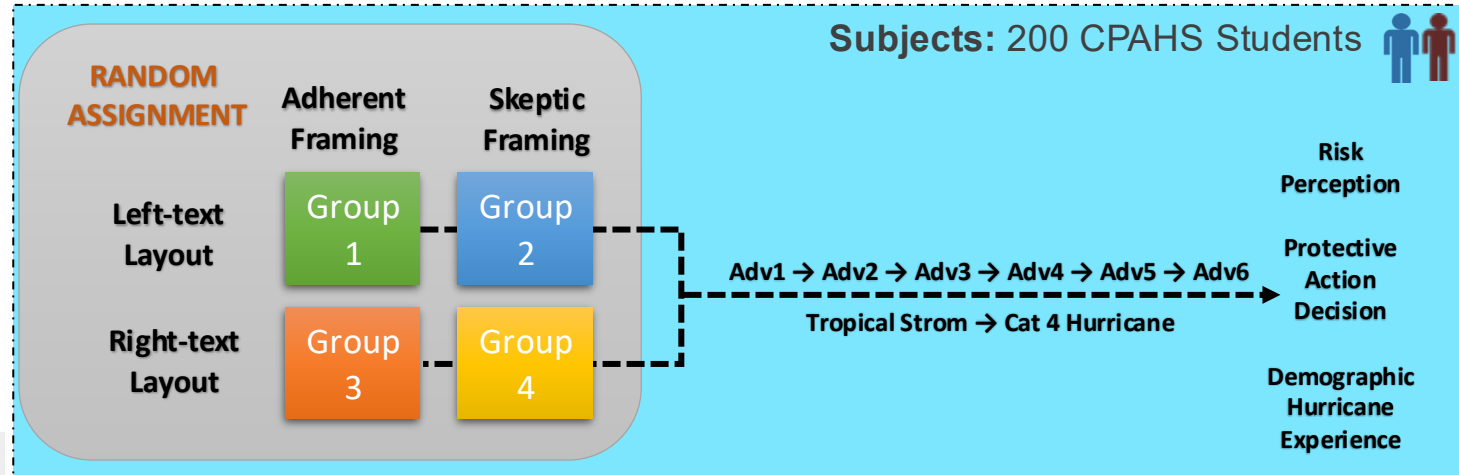


Seeing Is Believing? Visual Layout, Social Confirmation, and Protective Actions in Hurricane Warnings.

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Effective communication of hurricane risk is critical for shaping public risk perception and motivating protective action. This study uses an experimental approach to examine how the visual organization of hurricane warning messages and social cues influence participants' hurricane risk perceptions and protective action decisions. The study assesses whether message layout and social confirmation interact to influence how individuals process hurricane risk information and make protective decisions. Findings can inform the design of more effective hurricane risk communication strategies that enhance public understanding and promote timely protective action.



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