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Disaster Risk Disinformation:

Analysis of Brazilian Communities' Perceptions of Risk Communication

RESEARCH QUESTIONS

How do Brazilian communities perceive disaster risk and disaster risk communication strategies, considering the complex population diversity?

Does disinformation influence the perception of risk communication strategies by the Brazilian communities?

METHOD

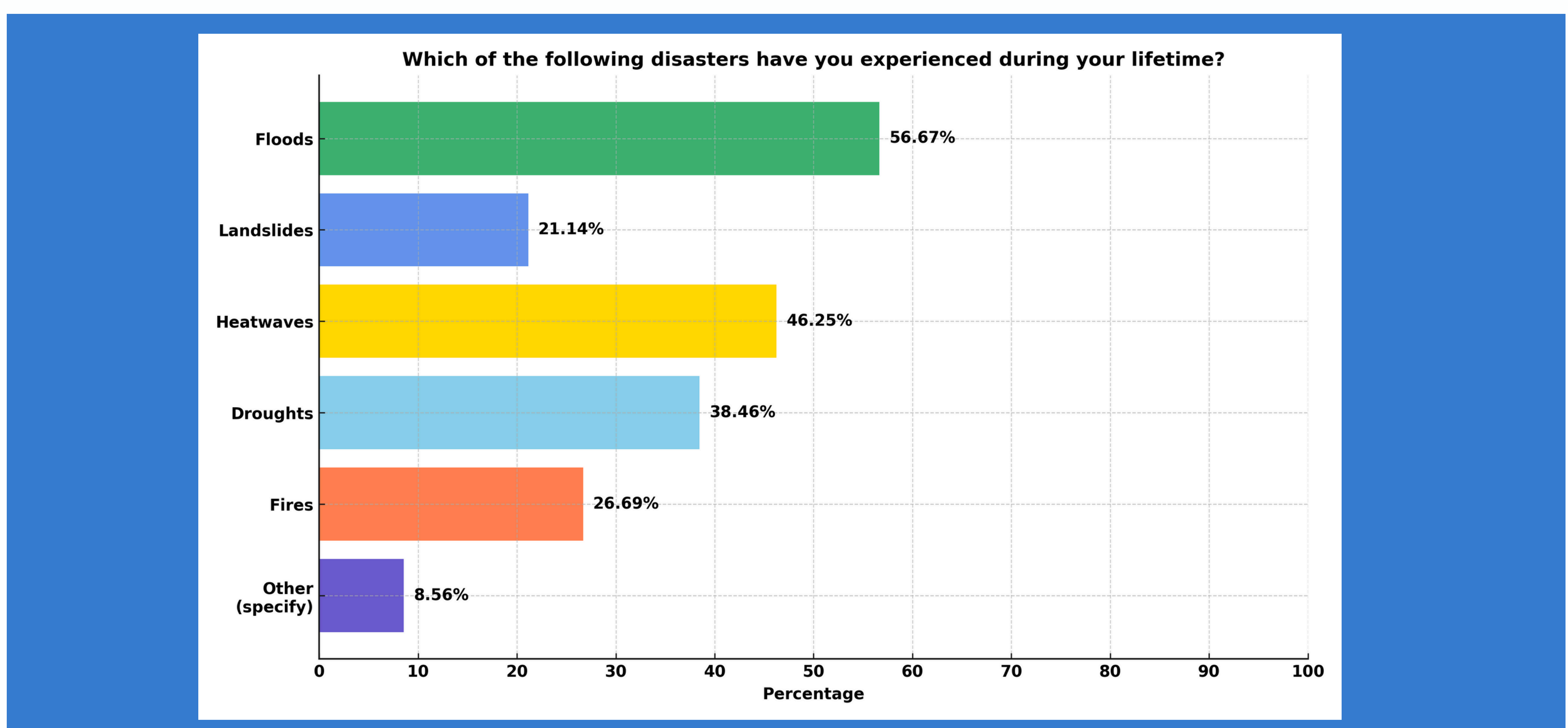
To conduct this analysis, an **online nationwide survey** was distributed through SurveyMonkey, available in both Portuguese and Brazilian Sign Language (LIBRAS). The survey achieved over **6,300 responses from all Brazilian states**. It was composed of 34 questions, organized into five sections: population characteristics, way of living, access to communication devices, risk communication, and media literacy.

RESEARCH FINDINGS

- **58,7% are women**
- **46,6% are between the ages of 31 and 50**
- **3,9% are people with one or more disabilities**
- **62,3% have concluded at least a college degree**

- **44,9% demonstrated to have limited knowledge of how social media platforms operate**

- **66,3% answered that have already lived a disaster during their lifetime.** The most experienced disasters were **floods** (56,7%) and **heatwaves** (46,2%)



DISCUSSION

The results indicate a high incidence of disaster-related experience and a limited comprehension of how social media and their platforms operate, indicating a risk in terms of disinformation and harmful content exposure. Further analysis is necessary for understanding how disinformation impacts disaster risk perception and disaster risk communication strategies.

