

Public Perception of the Likelihood of a Terrorist Attack

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Presenter Disclosures

Lauren Frank

- (1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

Homeland Security Presidential Directive-3



Homeland Security Advisory System



Extended Parallel Process Model

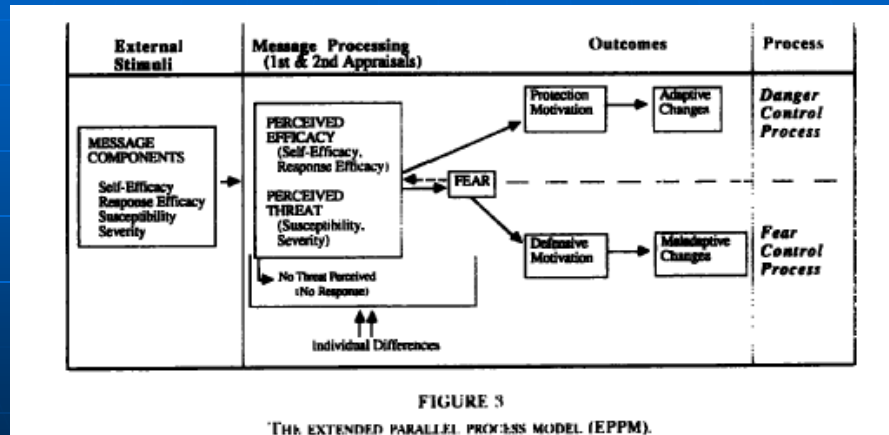


FIGURE 3

THE EXTENDED PARALLEL PROCESS MODEL (EPPM).

(Witte, 1992)

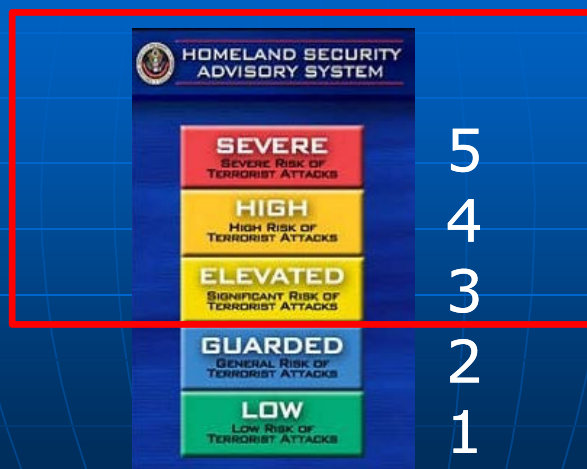
Method

- Three data sources
 1. Annenberg National Health Communication Survey
 2. Homeland Security Advisory System
 3. Media Coverage

Annenberg National Health Communication Survey

- March 2005 to June 2008
 - 11,464 participants
 - over 250 people per month
- Questions
 - Perceived likelihood of a terrorist attack

Homeland Security Advisory System

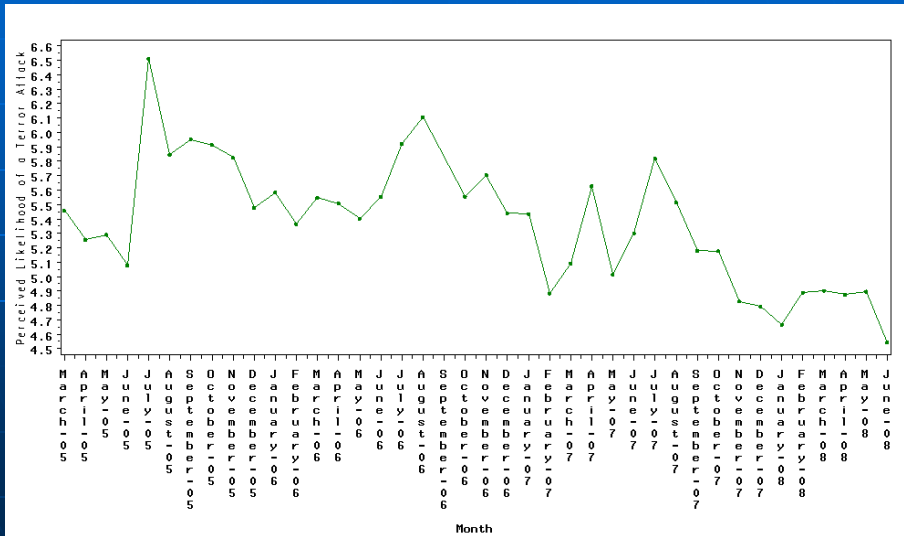


Media Coverage of Terrorism

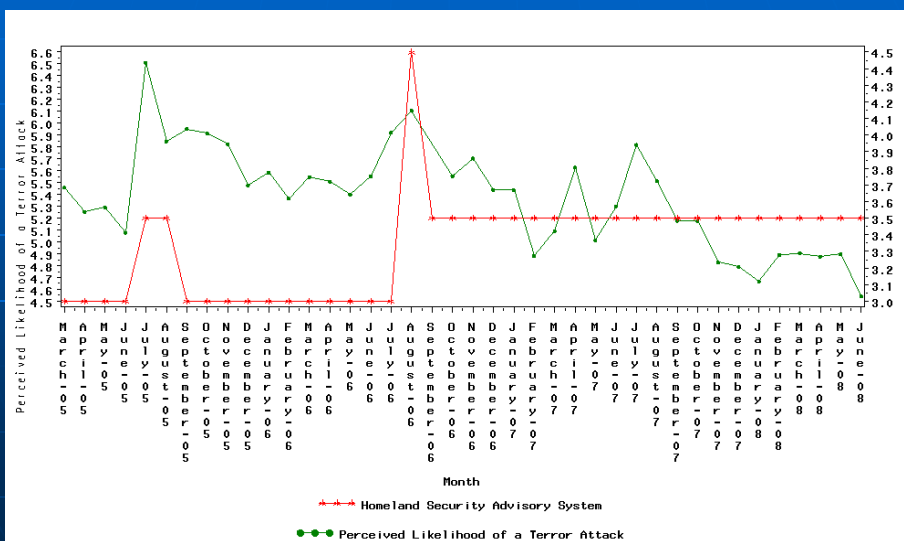
- *New York Times*
 - Lexis Nexis search
 - Number of articles per month

Results

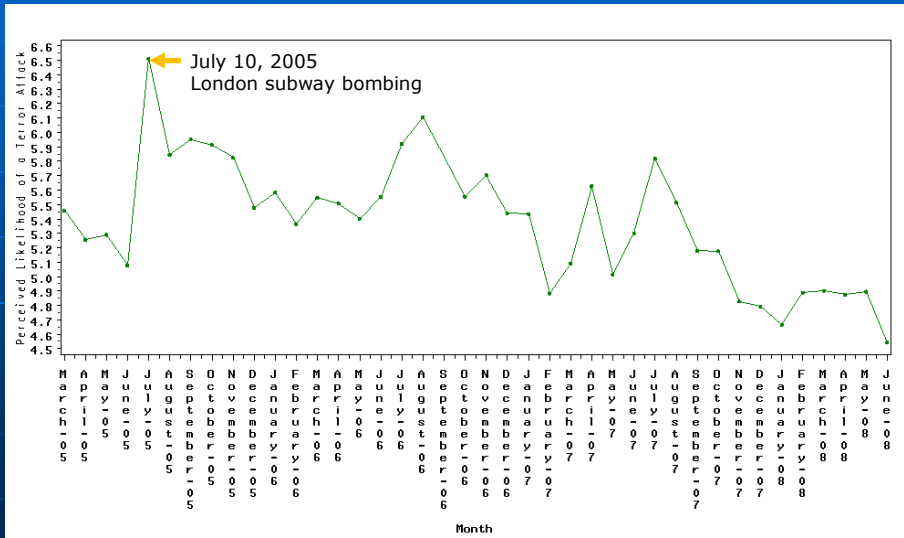
Perceived Likelihood of a Terrorist Attack over Time, March 2005 to June 2008



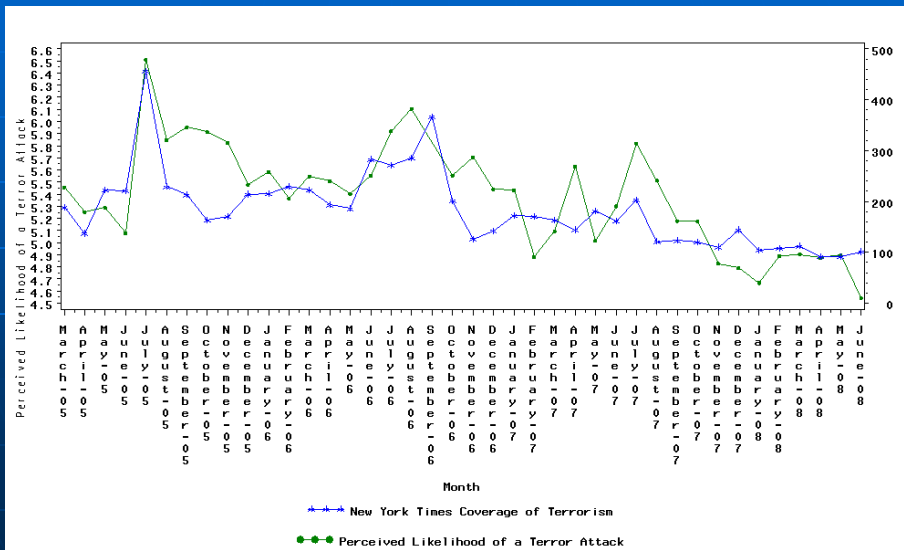
Perceived Likelihood of a Terrorist Attack over Time and the Homeland Security Advisory System



Perceived Likelihood of a Terrorist Attack over Time and the London Subway Bombings



Perceived Likelihood of a Terrorist Attack over Time and New York Times Coverage of Terror Attacks



Conclusions

- People do not rely on the HSAS Threat Conditions to make judgments about the risk of a terror attack.
- Media coverage of terrorism and the occurrence of an actual terror attack influence people's perceptions of the likelihood of another attack.

Thank You!

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