CREATE Project Overview:
Risk Talk and Affect Pulses on Social Media

Jeannette Sutton, University of Kentucky
William Burns & Paul Slovic, Decision Research
Research and Research Transition Objectives

1. Improve Nation’s security by developing advanced models & tools that evaluate public risk perception and emotive responses to terrorism via social media
2. Support economically viable decision-making using CREATE-developed risk- and economics-based methodologies, frameworks, models and tools
3. Develop end-user terse messaging strategies for terrorist events that take into account changing “risk talk” and “affect pulses” over time.

Major Research Activities and Results Status

**Activity 1**: Analyze public risk perceptions of terrorist events via social media using qualitative content analysis.

**Result 1**: Developed content analysis strategy and coded data, finding clear differences of public perceptions and “risk talk” relative to objective descriptions of terrorist events.

**Activity 2**: Analyze public emotive content posted to social media in response to terrorist events and correlate with longitudinal survey data

**Result 2**: Identified “affect pulses” of fear, sadness, and anger, that correlate with four different terrorist events. Determined that fear is the over-riding affect, followed by sadness.

Primary Research Transition Partners & Status

a. **DHS / Transportation Security Administration** -- Jerry Koehler and David Lim – Office of the Chief Risk Officer

Research Transition Pipeline Phase:

*Phase 1*
Additional Project Results

• Public Response to Boston Attack: A Comparison of Twitter and Survey Data
  – Comparative profile of sadness, fear and anger
  – Comparative decay rate of sadness, fear and anger following Boston attack