

Risk Perceptions and Support for Management Regimes in Wildland-Urban Interface Zones: A Comparative Analysis of Wildfire Policy and Citizen Response in the Intermountain West

Principal Investigator: Deserai Anderson Crow
Key Personnel: Lydia Dixon, Elizabeth Koebele, Adrienne Kroepsch, Rebecca Schild

Codebook for Interview Transcription

RESEARCH QUESTIONS:

RQ1: How does information dissemination and use influence perceived wildfire risk and mitigation among homeowners?

RQ1a: What information is important to disseminate?

RQ1b: How are communities distributing information?

RQ1c: What are the most successful approaches to information dissemination?

RQ1d: With what effects? (How is the information perceived within communities or groups?)

RQ1e: With what incentives or limits?

Coding Instructions:

- Coders should read through the full transcript prior to beginning coding
- Coders should review codebook before coding
- When coding, coders should:
 - Code entire sentences, including any necessary contextual information around that sentence (when appropriate or necessary)
 - If coding for a single word using a 'find' search, read the entire question response by the subject in order to capture any context surrounding the word in question
 - Code for a single category of code at a time (i.e. code an entire document for all codes under super-code 'typeinfo' and then return to the beginning of the transcript to code for all codes under super-code 'orgsind')

CODEBOOK:

- TYPEINFO - Types of information used to inform residents of fire risk and mitigation recommendations/practices/resources
 - MEDIA – Mentions of media as sources of information about risk and mitigation
 - DIRECT – Mentions of mailings, brochures, or other direct information and handouts to homeowners relates to risk and mitigation
 - PUBLIC – Mentions of the importance of CWPP or other governmental/public documents or plans as it relates to being informed about risk and mitigation
 - DATA – Mentions of primary data such as risk maps, statistics, or similar products that inform individuals about their personal risk
 - PERSN – Mentions of personal experience or anecdotal stories that have informed a homeowner about risk and mitigation

- ORGSINDS - Organizations, groups, or individuals that are influential in promoting mitigation or other fire planning efforts.
 - ENTREP – Mentions of individuals who serve as “policy entrepreneurs” (“advocates for proposals or for the prominence of an idea” with a “willingness to invest their resources...with hope of future return”—Kingdon, p. 122) in the creation/dissemination of mitigation/planning information
 - FACIL – Mentions of others (i.e., groups) who facilitate the creation/dissemination of mitigation/planning documents, but are not necessarily individual policy entrepreneurs
 - EXPERT – Sources of expertise, such as Fire Wise or CUSP, that are accessible but do not directly participate in the creation or dissemination of mitigation/planning information
 - GOVT – Mentions of government agencies or employees as helpful in navigating the information, process, requirements, etc. of mitigation and risk reduction. Also mentions of government responsibility for mitigation (i.e. it’s the government’s responsibility, not the homeowner’s)

- DISAPP – Types of approaches used in the dissemination of Information relating to mitigation or planning (continuum).
 - PASS – passive dissemination, where the information is available but is not directly targeted or disseminated to individuals, such as information on websites
 - MEET – dissemination of information through meetings, which is still passive, but somewhat more targeted from expert to receivers
 - NETWK – dissemination of information through networking among individuals (i.e. neighbors) done face-to-face or through social media
 - ACT – active dissemination of information directly to users, such as through HOA door-knocking or info provided directly to residents by realtors.

- RIPS – Mentions of requirements, incentives, or pressure (RIP) to mitigate by a group or individual
 - INSUR – Mention of requirements to mitigate by insurance companies (i.e. or homeowner will lose insurance policy)
 - SOCIAL – Mention of pressure to mitigate by neighbors, community leaders, etc. (i.e. “social pressure”)
 - HOA – Mention of incentives or pressure to mitigate by Home Owner’s Associations (HOAs) or other neighborhood associations
 - ORDNC – Mention of requirements to mitigate made by county or city ordinances
 - INCNTV – Mention of incentives (especially monetary, such as grants) to mitigate by any other groups not mentioned above
 - PERSN – Mention of personal experiences (similar to the info code above) that actually led them to mitigate or made them feel pressure/motivation to do so

- INFOEFFECT – Discussion of specific effects of information received on an individual’s mitigation behavior or perception of fire risk. ALL OF THESE CAN RELATE TO THE INDIVIDUAL SPEAKING OR OTHERS THEY HAVE OBSERVED.
 - DECRS – Individual expresses that they have decreased mitigation practices as a result of the information they have received
 - NOCHG – Individual expresses that they have not changed mitigation practices as a result of the information they have received
 - VALCHG – Individual expresses that their values/beliefs/knowledge have changed (but perhaps not necessarily their practices) as a result of the information they have received
 - INCRS – Individual expresses that they have increased mitigation practices as a result of the information they have received

- LIMITS – Types of limits or barriers to the direct effects of mitigation/planning information (information) on an individual’s mitigation/planning behavior (behavior)
 - PERCEP – Mention of how personal perceptions/ideology can limit the effects of information on an individual’s behavior (i.e. an individual perceives that they are safe now that their area has already burned)
 - TIME – Mention that information is only effective for a certain time period or mentions certain timeframes that are most effective for disseminating information (i.e. there is a “window” after a fire where information is more effective)
 - INDCAP – Mention of how individual capacity can limit the effects of information on an individual’s behavior (i.e. being too poor, too old, too overwhelmed, etc.)
 - MIA – Mention of non-local homeowners who are not interested or able to mitigate their property

- GRPCAP – Mention of how group capacity can limit the effects of information on an individual's behavior (i.e. limits on level of organization, resources, expertise)
- GOVPRES – Mentions how the presence of government agencies can limit the effects of information on an individual's behavior (i.e. they did not receive help in their attempts to find mitigation resources or information)
- JURIS – Mentions how jurisdictional difficulties (mis-matches in roles between government, private sector, NGOs, etc.) can limit the effects of information on an individual's behavior or community mitigation efforts
- RISKUNC – Mentions how objective uncertainty about risk (i.e. the limits of scientific knowledge/information about the fire) can limit the effects of information on an individual's behavior; also can refer to an individual's uncertainty about the validity of the science/data.
- ORDFAIL – Mentions how the failures of ordinances (i.e. what is not required)