

The Q – Methodology approach to characterization of the attitudes and behaviors toward furniture nailing for earthquake preparedness

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The main goal of this research is to advance the study on behaviors and attitudes toward furniture nailing activities using Q-Methodology.

The other goal of this research is to improve the quality of risk communications on the basis of the results from this study, by giving feedbacks to risk communicators such as NGOs and local governments to help them to design risk communications strategies that are more accurate to laymen perceptions - and therefore more effective.

The technique employed to study the factors underlying attitudes and behaviors related to fixing furniture is Q-Methodology. Q-Methodology is a unique combination of qualitative (discourse analysis) and quantitative (factor analysis) approaches to studying subjective views of phenomena in order to “correlate” discourses and find factors underlying subjective views, attitudes and behaviors. The method itself may be useful only in the assessment phase of the research.

Recently the method was re-discovered and applied in many fields as participatory management and communication research (Webler, Tuler, 2001 Human Ecology Review 8, 2, p.29-40).