

## **Understanding the Role of Emergency Communication in Evacuation Behavior in Puerto Rico during Hurricane Maria**

**NIST Advisor: Erica Kuligowski**

**Phone: 301-975-2309**

**E-mail: [erica.kuligowski@nist.gov](mailto:erica.kuligowski@nist.gov)**

<https://www.nist.gov/people/erica-d-kuligowski>

### **Scope:**

Perform a content analysis on emergency/evacuation messages disseminated to the communities in Puerto Rico prior to Hurricane Maria.

### **Work Tasks:**

Collect emergency/evacuation messages disseminated to the public prior to Hurricane Maria sent from a variety of “official information sources” on the island of Puerto Rico via multiple communication channels (e.g., social media, traditional media, websites, etc.). Work with the NIST team to perform a content analysis of emergency messages (translated to English), which includes a qualitative analysis to identify major themes in the information shared with the public, and a quantitative analysis to assess the consistency, clarity and effectiveness of this content across platforms and sources. Develop a report on the findings from both analyses.

### **Qualifications/Skills:**

Pursuing undergraduate degree in Psychology, Communications, Sociology and/or Engineering (with an interest in human behavior). Experience with Excel, WORD, and an interest in learning how to apply quantitative and qualitative analysis methods to secondary sources. Technical writing skills. Spanish-speaking language skills are a benefit, but not required.