

The Chapman Survey of American Fears:

# Preventing Terrorism, Preparing for Disasters

by

**Dr. Ann Gordon**

**BABBIE CENTER**  
**RESEARCH BRIEF**  

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**CHAPMAN UNIVERSITY**

2016

# THE CHAPMAN SURVEY OF AMERICAN FEARS

The goal of the Chapman University Survey of American Fears (CSAF) is to collect annual data on the fears, worries and concerns of Americans, the personal, behavioral and attitudinal characteristics related to those fears, and how those fears are associated with other attitudes and behaviors. Each wave of the survey focuses upon what Americans fear, the potential causes of those fears and the consequences of fear. In addition, the comprehensive survey includes extensive background information about respondents, allowing for examinations of how fears vary by different groups.

The survey consists of a random, national sample of over 1,500 adult (18 and over) respondents, and has a margin of error of +/- 3 percent.

The CSAF is a project of the Earl Babbie Research Center in the Wilkinson College of Arts, Humanities, and Social Sciences and the Henley Social Science Research Lab at Chapman University. The principal investigators are Dr. Christopher Bader, Dr. Ed Day and Dr. Ann Gordon.

Wilkinson College of Humanities and Social Sciences is the most diverse college at Chapman University. The distinguished faculty are composed of active scholars who are renowned nationally and internationally for their academic excellence and contribution to knowledge. But just as important, they are also enthusiastic teachers who take seriously their responsibility of ensuring that our students, whether majors, minors, or graduate students, are prepared for the intellectual, ethical, and professional challenges that a rapidly changing world is going to present. Our college is focused on providing a well-rounded educational foundation that leads to a variety of career paths. Wilkinson College invites you to join our vibrant intellectual community, where collaborative student-faculty research, internships, community service, travel courses and study abroad, student organizations, and several lecture series extend learning beyond the classroom.

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The **Earl Babbie Research Center** is dedicated to empowering students and faculty to apply a wide variety of qualitative and quantitative social research methods to conduct studies that address critical social, behavioral, economic and environmental problems. The Center's mission is to provide research support and instruction to students, faculty and the broader community, and to produce research that addresses global concerns including human rights, social justice, peaceful solutions to social conflicts and environmental sustainability. The Babbie Center supports cutting edge interdisciplinary research and encourages faculty student collaboration. For more information about the Earl Babbie Research Center please visit: [www.chapman.edu/wilkinson/research-centers/babbie-center/index.aspx](http://www.chapman.edu/wilkinson/research-centers/babbie-center/index.aspx)

The **Henley Social Science Research Lab** supports undergraduate and faculty research through a variety of programs. Research assistants staff the lab five days a week and can help faculty with the collection and analysis of data. They are also available to support students by providing tutoring in SPSS, GIS and quantitative methods for courses that include this content. The lab also encourages and facilitates interdisciplinary research with the creation of faculty work groups and serves as a resource for the community and can provide consulting services. The Henley lab is pleased to provide consulting for local government and community groups.

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*of Arts, Humanities, and Social Sciences*



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## INTRODUCTION

**R**ecent terror attacks have shocked and horrified the nation. In Orlando, authorities are still investigating the deadliest terror attack in the U.S. since 9/11, where 49 people were killed and another 53 were wounded in a nightclub. Less than a year earlier, in 2015, terrorists attacked a government building in San Bernardino, killing 14 and wounding 22 people. These attacks have added urgency to the need for research on terrorism, the public's understanding of the precursors of terrorism and public preparedness for disaster. Following the San Bernardino attacks, President Obama counseled vigilance and reminded Americans that if they “*See something, say something.*” Unfortunately, most Americans do not understand what constitutes suspicious behavior or how to report it. Even more alarmingly, the public does not know what to do in the event of terrorist attack or other disaster.

In this research brief, we examine the public's familiarity with the *See Something, Say Something* Campaign and find that even as awareness of the slogan has increased significantly, public understanding of pre-incident indicators is quite low. In this case, we look at the likelihood of reporting suspicious activities in the context of a shopping mall. Next, we identify specific barriers to public reporting of suspicious activities. Finally, we turn to the public's level of disaster preparedness with a focus on understanding why so few Americans have a 72 hour kit and family emergency plan. We conclude by describing ways to motivate disaster preparedness in public outreach activities.



***Unfortunately, most Americans  
do not understand what constitutes  
suspicious behavior...***





### What Does the Slogan Mean?



### Where Did You Hear/See the Slogan?

Social Media/Web.....	32%
Television.....	58%
in Person.....	31%
Public Event .....	29%

N = 1255

## Public Familiarity with the If You See Something, Say Something Campaign™

The See Something, Say Something campaign is a nationwide effort led by the Department of Homeland Security to raise public awareness of terrorism and terrorism related crime. It began in 2010 and was re-launched and expanded in 2015, with public service announcements featuring NASCAR drivers. The campaign has worked with many such partners to spread the message, including hotel chains and the NFL. Indeed, the campaign launched at Super Bowl XLV, utilizing a variety of techniques from billboards to mobile apps and print sources. In addition to nationwide messaging, regional efforts have also been led by local law enforcement agencies. For example, in Orange County, CA, the Santa Ana and Anaheim police departments created a campaign using a 10 foot big red backpack which was placed at the Orange County Fair and other highly visible locations. It was a very tangible embodiment of the idea that the public should report something that does not seem right, such as an unattended backpack. Along with the backpack, came public service announcements, a website and other public outreach materials.

Public awareness of the slogan, “If You See Something, Say Something™” has increased due to national and local efforts. In 2013, a Gallup poll reported that only 13 percent of Americans identified the slogan as relating to terrorism or crime (12%). The poll found that the

majority of Americans (55%) had not heard it at all.<sup>1</sup> However, just three years later, awareness has skyrocketed. The Chapman Survey on American Fears, conducted in 2016, found that 92% of Americans believe it refers to terrorism and crime (91%). Just 15% told us they were unsure what the slogan means.

*...awareness of the slogan, ... has increased due to national and local efforts...*

### How is the Message Reaching the Public?

The public has become familiar with the slogan through a variety of outreach efforts. The single biggest source of information was television for 58% of Americans. About a third heard the slogan via social media or the web (32%) and a third heard it in person in talks given by law enforcement (31%) and some 29% saw or heard the slogan at a concert, sporting event or fair. It is clear that no single channel of communication should be used. Rather, it is a combination of outreach efforts that has achieved high visibility.



## Public Awareness of Potential Indicators of Terrorist Activities Related to Shopping Malls and Centers

Having investigated the public's familiarity with the See Something, Say Something campaign, we now look more deeply into public perceptions of what constitutes suspicious activity and the likelihood of reporting such behaviors. The scenarios tested were drawn from the DOJ fact sheet on what should be considered suspicious in the context of a mall. These behaviors include: unusual inquiries about security procedures, in-

It is also critical to educate the public on what should not be reported. "The campaign does not promote spying on others or making judgments based on a person's race, ethnicity, national origin, or religious affiliation. Residents are encouraged to report situations and behavior as possible terrorist or violent acts rather than beliefs, thoughts, ideas, expressions, associations or speech unrelated to criminal activity." <sup>2</sup> Therefore, we included examples of free speech such as handing out the Koran, and people hanging out by a fountain. Additionally, we included a scenario of an individual with Nazi tattoos hanging out in front of the mall.

Finally, we asked respondents about familiar crimes such as witnessing a shoplifter and an individual breaking into a car in the mall's parking lot.

Respondents were most likely to say they would report crimes such as shoplifting (73.7%) or breaking into a car (84.4%), followed by reporting a chemical smell and smoke at (79%).

*See graphics on page 10 and 11.*

Far less likely to be regarded as suspicious are people and actions that are out of place. In the scenario presented, "Two people are standing around near a concert taking place at the mall, but appear to have no interest in the concert," just 8.5% of respondents would deem that suspicious enough to report. The number jumps to 51.2% when the people are described as, "... two young people who appear very nervous, and one stutters when you say hello. They are constantly looking over their shoulders

and are sweating profusely." Another out of place example was, "You notice someone wearing a heavy overcoat, even though it is a very hot day." Some 37.5% of respondents would report this.

Efforts to surveil the mall are not broadly recognized as behavior that should be reported, especially when compared to the numbers for reporting shoplifting and breaking into a car. For example, a stranger asking how often "mall security walks through this part of the mall" would be reported by 39.8% of respondents. The number increases to 47.4% for "a man using his smart phone to take pictures of mall security cameras."

A majority would report an unattended backpack (57.8%), chairs blocking exits (54.9%), and a smoke detector being disabled (54.5%), but only 33.2% would see a truck "left in a No Parking

zone directly in front of the mall" as suspicious activity that they would be likely to report. "Freshly spray-painted, Anti-American slogans on a wall" would be reported by 43.7% of respondents.

It is vitally important that reports are not based on appearance, speech, belief or way of life. Therefore, we looked at the extent to which these things would be regarded with suspicion. A majority of respondents (69%) would not report that "A small group of people is handing out copies of the Koran near the entrance to the mall." Similarly, 66.5% would not report, "a large group of people who appear to be of Middle Eastern descent congregating near a fountain." An individual with Nazi tattoos would not be reported by 52.8% of respondents.

*It is vitally important that reports are not based on appearance, speech, belief or way of life.*

individual(s) with unseasonal bulky attire, unattended packages, briefcases, satchels or bags, extremist graffiti spray-painted at the center, efforts to surveil or "case" the shopping center, unattended vehicles parked in front of store entrances, people and actions that are out of place, and awareness of demonstrations conducted at the mall.

Additional suspicious behaviors were suggested by the Orange County, CA local version of the If You See Something, Say Something™ campaign, including unusual smells or smoke that is worrisome. Tampering with a smoke detector and using chairs to block exits were also included.

## Educating the Public on Pre-Incident Indicators

Most Americans are familiar with the *See Something, Say Something* campaign and believe it is their duty to report. **Public education efforts should now focus on specific examples of what constitutes suspicious activities.** Although most Americans know that an unattended package should be reported, few recognize pre-incident indicators such as surveillance,

elicitation, tests of security, suspicious persons and trial runs. Emphasis should be placed on understanding that some observed activities could be innocent and law enforcement needs to determine whether the behavior requires further investigation. With greater awareness, the public may be able to aid in preventing another terrorist attack.

## Recommendations



# Communities Against Terrorism

## Potential Indicators of Terrorist Activities Related to Shopping Malls and Centers

What Should I Consider Suspicious?	What Should I Do?
<ul style="list-style-type: none"><li>• Efforts to surveil or “case” the shopping center (e.g., taking pictures, making videos, or drawing diagrams of the location).</li><li>• Unusual inquiries about security procedures.</li><li>• Tests of security responses.</li><li>• Extremist literature distributed at the mall or posted on public bulletin boards.</li><li>• Extremist graffiti spray-painted at the center.</li><li>• Vandalism accompanied by a message or claim.</li><li>• Threats to the mall with particular concern to those that are extremist in nature, very specific, or that mention a known terrorist group.</li><li>• Individual(s) with unseasonal bulky attire.</li><li>• Unattended packages, briefcases, satchels, or bags.</li><li>• Unattended, unfamiliar delivery vehicles in loading zones or in front of store entrances.</li><li>• Thefts of official vehicles, uniforms, identification, and access cards.</li><li>• Attempts to access restricted areas, including the roof, hallways, and electrical rooms.</li><li>• Extremist attacks on other malls, especially those with similar tenants.</li><li>• Loitering, vandalism, or unusual activities around mall tenants who may be targets of extremists<ul style="list-style-type: none"><li>▪ Vendors that sell fur products.</li><li>▪ Pet stores, outlets, or special events that feature live animals.</li><li>▪ Tenants with political or religious displays.</li><li>▪ Abortion clinics.</li><li>▪ Laboratories that engage in animal testing.</li><li>▪ Government offices.</li><li>▪ Military recruiting centers.</li><li>▪ Businesses that have been picketed or protested, threatened, or attacked at any of their branches or stores.</li><li>▪ Outlets that may draw the attention of extremists (e.g., radical bookstores, weapons dealers, campaign offices, and activist group centers).</li></ul></li></ul> <p><i>It is important to remember that just because someone’s speech, actions, beliefs, appearance, or way of life is different, it does not mean that he or she is suspicious.</i></p>	<ul style="list-style-type: none"><li>• Establish security procedures and a threat alert system, including a go-to person or telephone number for mall tenants to report suspicious activity.</li><li>• Establish terrorism training programs for security staff.</li><li>• Maintain an open line of communication with local law enforcement.</li><li>• Know the delivery vehicles and staff who are routinely on the property.</li><li>• Install security cameras around the property and facility.</li><li>• Inform tenants and local law enforcement if there is a concern about a special event that is to be held at the mall.</li><li>• Maintain close liaison with tenants who might be logical terrorist targets.</li><li>• Watch for people and actions that are out of place.</li><li>• Be aware of protests or demonstrations conducted at the mall.</li><li>• Make note of suspicious statements, people, items, and/or vehicles.</li><li>• If something seems wrong, notify law enforcement authorities.</li><li>• Do not jeopardize your safety or the safety of others.</li></ul> <p>Preventing terrorism is a community effort. By learning what to look for, <b>you</b> can make a positive contribution in the fight against terrorism. The <b>partnership between the community and law enforcement</b> is essential to the success of anti-terrorism efforts.</p> <p>Some of the activities, taken individually, could be innocent and must be examined by law enforcement professionals in a larger context to determine whether there is a basis to investigate. The activities outlined on this handout are by no means all-inclusive but have been compiled from a review of terrorist events over several years.</p>



## You notice... but do you report ?

	Report %	Maybe %	Not Report %
Breaking into Car	84.4	9.9	5.6
Chemical smell/smoke	79	15.2	5.7
Shoplifting	73.7	16	10.3
! Unattended backpack	57.8	26.8	15.4
Chairs blocking exits	54.9	23.4	21.7
Tampering with smoke detector	54.4	30	15.5
! Nervous people, sweating	51.2	26	22.8
! Pictures of mall security cameras	47.4	28.5	24
! Extremist graffiti spray-painted at the center	43.7	24.9	31.4
! Unusual inquiries about security procedures	39.8	30	30.2
! Individual(s) with unseasonal bulky attire	37.5	28.9	33.6
! Truck left in no parking	33.2	24.2	42.6
Protesting Middle Eastern policy	28.5	21.9	49.5
Nazi tattoo	23	24.3	52.8
Handing out Koran	15.7	15.3	69
Middle Eastern people by fountain	15	18.5	66.5
! No Interest in concert	8.5	15	76.5

Source: CSAF, Wave 3, N=1511.

This project was supported by Grant No. 2008-DD-BX-0393 awarded by the Bureau of Justice Assistance. The Bureau of Justice Assistance is a component of the Office of Justice Programs, which also includes the Bureau of Justice Statistics, the National Institute of Justice, the Office of Juvenile Justice and Delinquency Prevention, the SMART Office, and the Office for Victims of Crime. Points of view or opinions in this document are those of the author and do not represent the official position or policies of the United States Department of Justice.

Barriers to Reporting Suspicious Activity

There are a number of factors that may impede reporting of suspicious activities, as well as some that would increase the likelihood of reporting.

The concerns we examined were fear of retaliation, getting an innocent person in trouble, not knowing how to report and not being taken seriously.

Americans do believe that it is their responsibility to report suspicious activity that they see and they do not believe in letting someone else do it.

We also asked whether respondents believed there was no need to report suspicious activity because someone else would do it and if they felt, “It is not my responsibility to watch for suspicious activity.”<sup>3</sup>

See Chart next page.

As we can see, the top fears include retaliation and getting an innocent person in trouble. Encouragingly, the vast majority of respondents disagreed that someone else would report and they overwhelmingly rejected the statement that it is not “my responsibility.” Thus, Americans do believe that it is their responsibility to report suspicious activity that they see and they do not believe in letting someone else do it.

We now turn to an examination of how these factors impact suspicious behavior reporting in our mall scenarios. We also included a measure of how afraid the respondent was of terrorism generally. Multiple regression analyses were used to test whether any of these reasons would significantly impact the likelihood of reporting.

See Methodological Appendix.

The single biggest obstacle to reporting suspicious activity, was fear of retaliation. Worry that an innocent person might get in trouble also made reporting less likely for some scenarios. Accepting responsibility and rejecting the notion that someone else would report are both powerful predictors of notifying authorities.

Fear of retaliation and concern over getting an innocent person in trouble would significantly reduce the likelihood of reporting, whereas belief in taking responsibility and not relying on someone else were strong predictors of reporting, as was fear of terrorism.

Educating the Public on Reporting Suspicious Activities

The single biggest barrier to public reporting of suspicious activities is a fear of retaliation. This fear impacted all scenarios and demographic groups. Second, the fear of getting an innocent person in trouble also reduces the likelihood of reporting. Outreach to the

public should focus on allaying fears of retaliation and worry that an innocent person would be wrongly accused. In tandem with this education, should be the clear message that reports are not based on factors such as race, ethnicity, and/or religious affiliation.

Recommendations

I would not report because...	% AGREE	% DISAGREE
Get an innocent person in trouble	45.9	54.1
Fears Retaliation	55.1	44.9
Does not know how to report	28.5	71.6
Won't be taken seriously	25.8	71.6
Someone else will do it	13.4	86.6
Not my responsibility	19.3	80.7

Red octagon = Less likely to report Green circle = More likely to report

Source: CSAF, Wave 3, N=1511.



## Americans Need a Disaster Reality Check

In our survey we asked a random sample of Americans about fears of natural and man-made disasters. We then asked whether they had taken recommended preparedness steps such as assembling an emergency kit. Only 25% said that they had an emergency kit. Slightly more had a family emergency plan (30%).

The vast majority (78%) believe an emergency supply kit, such as a 72 hour kit recommended by FEMA or the Red Cross would improve their chances of surviving a disaster. Some 44% of Americans told us they sometimes feel guilty they have not done more to prepare for disasters. Nevertheless, 74% have made no effort to put together such a kit. Why?

We found a major disconnect between people's expectations of what would happen in a disaster and the reality of a disaster's aftermath. The number one excuse given by Americans is that they expect first responders to come to their aid. This is an unrealistic belief in the wake of a major disaster.

FEMA and the Red Cross are clear that Americans may need to survive on their own after an emergency. This means having their own food, water and other supplies in sufficient quantity to last for at least 72 hours. Local officials cannot reach everyone immediately. It could be hours or even days.

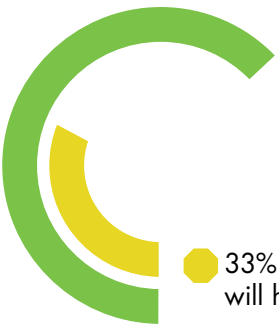
For example, the EF5 tornado that devastated Joplin, MO left 158 dead, over 1,000 people injured and 7,000 homes destroyed.<sup>4</sup> Even with massive efforts from first responders all over the region, it took days to bring help to those affected by the disaster.

Additionally, basic services such as electricity, gas, water, sewage treatment and telephones may be cut off for days, a week, or even longer in a disaster. A supply kit is essential to manage during these outages. It took New York more than 2 weeks to restore power to 95% of the 8.5 million people left in the dark after Super storm Sandy hit the Eastern Seaboard.<sup>5</sup>

### Top Excuses for Lack of Disaster Preparedness

	% OF AMERICANS
Emergency Services will help me	51
I just don't have the time	40
I don't want to think about it	33
I don't know what I'm supposed to do	28

Source:  
Percent of Americans that indicate the reason for lack of preparation is "applicable" or "very much applicable."  
CSAF Wave 2, 2015.



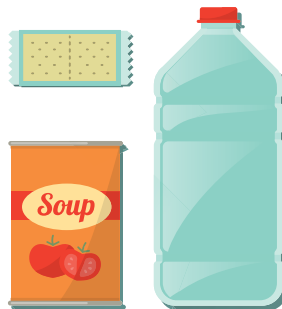
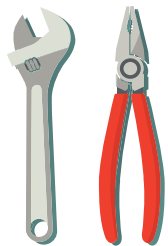
- 33% believe a natural disaster will happen soon...
- 63% believe natural disasters can seriously harm them...



- 44% feel guilty about not doing more to prepare...
- 74% have made no effort to put a kit together...
- 78% believe an emergency kit would help...

***We found a major disconnect between people's expectations of what would happen in a disaster and the reality of a disaster's aftermath. The number one excuse given by Americans is that they expect first responders to come to their aid. This is an unrealistic belief in the wake of a major disaster.***

More than half of all Americans (63%) believe that "Natural disasters in my area are capable of doing serious harm to me or my property." However, only 33% fear a disaster will affect them in the near future.



## Motivating Disaster Preparedness

Having explored excuses for lack of preparedness, we now explore the factors that motivate preparedness and lead people to take action, such as making a family emergency plan or a 72 hour kit. Telling the public to prepare for disaster is an inherently scary message. When confronted with such information, members of the public can respond by trying to control the feeling of fear itself. This attitude can be seen in the top excuses for not preparing. Convincing oneself that “this can’t happen to me” or just not wanting to think about it is a way of suppressing the uncomfortable feeling of fear. A second reaction to fear is to control the danger or take action, such as preparing a plan and a kit. <sup>6</sup> There are four factors that are essential components for motivating preparedness.

1. PERCEIVED SUSCEPTIBILITY – this can happen to me
2. PERCEIVED SEVERITY – this is serious
3. SELF-EFFICACY – I can actually do something to help myself
4. RESPONSE EFFICACY – the recommended action would make a difference

To measure the impact of these factors on disaster preparedness, we asked whether respondents believe “I will experience a significant natural or manmade disaster in the near future.” This measured their feelings of susceptibility. To gauge belief about severity, we asked if, “Natural disasters in my area are capable of doing serious harm to me or my property.” To measure self-efficacy, we asked whether the respondent feels, “... confident that I know how to prepare for disasters.” Finally, we looked at response efficacy by looking at whether Americans believe that, “By keeping an emergency supply kit, I am improving my chances of surviving a natural or manmade disaster.” Using logistic regression, we found that each of this factors contributed significantly to the likelihood of preparing for disaster with a 72 hour kit and household emergency plan. When communicating with the public about the importance of disaster preparedness, it is vital that the message emphasize susceptibility, severity and most importantly self-efficacy and response efficacy. Without these component, the message is likely to cause fear without action.



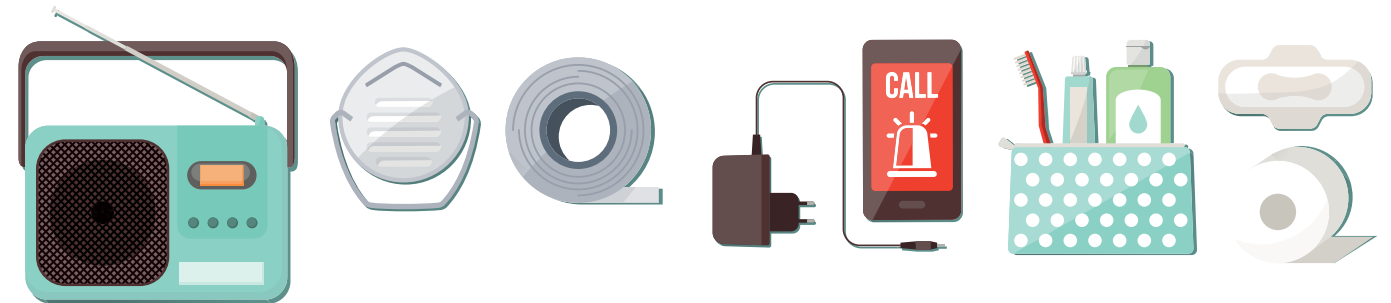
## Top Motivators of Disaster Preparedness

% AGREEMENT

I will experience a significant natural or man made disaster in the near future.	33
Natural disasters in my area are capable of doing serious harm to me or my property	63
I feel confident that I know how to prepare for disasters	58
By keeping an emergency supply kit, I am improving my chance of surviving a natural or man made disaster	78



N=1511.



Disaster preparedness campaigns should reinforce danger control over fear control elements.

All messages should address:

- Perceived Susceptibility • Perceived Severity
- Self-efficacy • Response efficacy

Without these elements, fear appeals are unlikely to be effective motivators.

Recommendations

Methodological Appendix

The survey was collected by an outside vendor, Knowledge Networks (KN) (<http://www.knowledgenetworks.com/>). KN is a consumer research company with considerable expertise in probability samples, including the American National Election Survey (2007-2009), and counts Stanford University, the Harvard University Institute of Politics and many others amongst their clients.

KN maintains a probability based web panel, KnowledgePanel, designed to be representative of the general population of the United States. The initial panel was recruited using random-digit-dialing, but is maintained using the US Postal Service’s Delivery Sequence File that includes households without wired telephones. Selected households are invited to participate in a Web-based panel study. Potential respondents who agree to participate but lack the necessary equipment or internet connection are provided a laptop computer and/or internet service connection by KN. This overcomes the potential bias of having access to the internet. Further, unlike many panels, KnowledgePanel includes cell-phone only respondents.

Each wave of the survey is fielded in two stages. First, KN conducted a pre-test of, at minimum, 35 respondents to ensure that respondents understood the questions, that responses include sufficient variance, and that the survey was not unduly time consuming, potentially leading to subject exhaustion. Once satisfied with the pre-testing, KN recruited panelists to take each survey via email. The resulting sample was 1,511, U.S. adults (18+ years old)

**TABLE 1:**  
*Two people are standing around near a concert taking place at the mall, but appear to have no interest in the concert.*

Variable	B	SE B	β
If I report suspicious activity, I might get an innocent person in trouble.	-.031	.043	-.021
If I report suspicious activity, I might be the victim of retaliation.	.005	.044	.004
If I witnessed suspicious activity, I would not know how to report it.	.019	.044	.013
I doubt I would be taken seriously if I was to report suspicious activity.	.034	.048	.023
I don’t need to report suspicious activity, someone else will do it.	.034	.055	-.021
It is not my responsibility to watch for suspicious activity.	.087	.045	.063*
R <sup>2</sup>		.051	
F		10.900	

\*p < .05. \*\*p < .01.

**TABLE 2:**  
*You notice someone tampering with a smoke detector in the mall.*

Variable	B	SE B	β
If I report suspicious activity, I might get an innocent person in trouble.	.010	.045	.006
If I report suspicious activity, I might be the victim of retaliation.	.119	.046	.073*
If I witnessed suspicious activity, I would not know how to report it.	-.047	.046	-.031
I doubt I would be taken seriously if I was to report suspicious activity.	-.055	-.050	-.034
I don’t need to report suspicious activity, someone else will do it.	-.273	.057	-.154**
It is not my responsibility to watch for suspicious activity.	-.168	.047	-.110**
R <sup>2</sup>		.129	
F		30.538	

\*p < .05. \*\*p < .01.

**TABLE 3:**  
*A stranger asks if you know how often mall security walks through this part of the mall.*

Variable	B	SE B	β
If I report suspicious activity, I might get an innocent person in trouble.	-.048	.049	-.028
If I report suspicious activity, I might be the victim of retaliation.	.197	.050	.114**
If I witnessed suspicious activity, I would not know how to report it.	-.085	.050	-.052
I doubt I would be taken seriously if I was to report suspicious activity.	-.055	.054	-.032
I don’t need to report suspicious activity, someone else will do it.	-.244	.062	-.128**
It is not my responsibility to watch for suspicious activity.	-.145	.051	-.088**
R <sup>2</sup>		.111	
F		25.536	

\*p < .05. \*\*p < .01.

**TABLE 4:**  
*A truck has been left in a No Parking zone directly in front of the mall.*

Variable	B	SE B	β
If I report suspicious activity, I might get an innocent person in trouble.	-.051	.054	-.028
If I report suspicious activity, I might be the victim of retaliation.	.103	.055	.055
If I witnessed suspicious activity, I would not know how to report it.	-.006	.055	-.003
I doubt I would be taken seriously if I was to report suspicious activity.	-.063	.059	-.033
I don't need to report suspicious activity, someone else will do it.	-.203	.068	-.099**
It is not my responsibility to watch for suspicious activity.	-.172	.056	-.097**
R <sup>2</sup>		.096	
F		21.879	

\*p < .05. \*\*p < .01.

**TABLE 5:**  
*You notice someone wearing a heavy overcoat, even though it is a very hot day.*

Variable	B	SE B	β
If I report suspicious activity, I might get an innocent person in trouble.	-.084	.051	-.047
If I report suspicious activity, I might be the victim of retaliation.	.062	.052	.034
If I witnessed suspicious activity, I would not know how to report it.	-.010	.052	-.006
I doubt I would be taken seriously if I was to report suspicious activity.	-.037	.056	-.020
I don't need to report suspicious activity, someone else will do it.	-.231	.065	-.117**
It is not my responsibility to watch for suspicious activity.	-.193	.053	-.113**
R <sup>2</sup>		.113	
F		26.140	

\*p < .05. \*\*p < .01.

**TABLE 6:**  
*You notice someone placing chairs in front of a set of exit doors.*

Variable	B	SE B	β
If I report suspicious activity, I might get an innocent person in trouble.	-.104	.051	-.059*
If I report suspicious activity, I might be the victim of retaliation.	.162	.052	.090**
If I witnessed suspicious activity, I would not know how to report it.	-.027	.052	-.016
I doubt I would be taken seriously if I was to report suspicious activity.	-.009	.056	.005
I don't need to report suspicious activity, someone else will do it.	-.385	.064	-.195**
It is not my responsibility to watch for suspicious activity.	-.200	.053	-.118**
R <sup>2</sup>		.138	
F		32.834	

\*p < .05. \*\*p < .01.

**TABLE 7:**  
*You notice unattended backpack placed hear a fountain in the mall.*

Variable	B	SE B	β
If I report suspicious activity, I might get an innocent person in trouble.	-.060	.048	-.036
If I report suspicious activity, I might be the victim of retaliation.	.095	.049	.055*
If I witnessed suspicious activity, I would not know how to report it.	-.100	.049	-.061*
I doubt I would be taken seriously if I was to report suspicious activity.	.024	.053	.014
I don't need to report suspicious activity, someone else will do it.	-.270	.060	-.144**
It is not my responsibility to watch for suspicious activity.	-.205	.050	-.127**
R <sup>2</sup>		.134	
F		32.873	

\*p < .05. \*\*p < .01.

**TABLE 8:**  
*You notice what appear to be freshly spray-painted, Anti-American slogans on a wall.*

Variable	B	SE B	β
If I report suspicious activity, I might get an innocent person in trouble.	-.140	.053	-.077**
If I report suspicious activity, I might be the victim of retaliation.	.260	.054	.140**
If I witnessed suspicious activity, I would not know how to report it.	.048	.054	.027
I doubt I would be taken seriously if I was to report suspicious activity.	-.059	.058	-.031
I don't need to report suspicious activity, someone else will do it.	-.200	.067	-.098**
It is not my responsibility to watch for suspicious activity.	-.149	.055	-.085**
R <sup>2</sup>		.110	
F		25.316	

\*p < .05. \*\*p < .01.

**TABLE 9:**  
*You notice a chemical smell and some smoke coming from a mall restroom.*

Variable	B	SE B	β
If I report suspicious activity, I might get an innocent person in trouble.	.050	.042	.034
If I report suspicious activity, I might be the victim of retaliation.	.118	.043	.080**
If I witnessed suspicious activity, I would not know how to report it.	-.029	.043	-.020
I doubt I would be taken seriously if I was to report suspicious activity.	-.024	.046	-.017**
I don't need to report suspicious activity, someone else will do it.	-.290	.053	-.179**
It is not my responsibility to watch for suspicious activity.	-.213	.043	-.153**
R <sup>2</sup>		.122	
F		28.471	

\*p < .05. \*\*p < .01.

**TABLE 10:**  
*You notice two young people who appear nervous, and one stutters when you say hello. They are constantly looking over their shoulders and are sweating profusely.*

Variable	B	SE B	β
If I report suspicious activity, I might get an innocent person in trouble.	-.171	.050	-.098**
If I report suspicious activity, I might be the victim of retaliation.	.220	.050	.125**
If I witnessed suspicious activity, I would not know how to report it.	-.005	.050	-.003
I doubt I would be taken seriously if I was to report suspicious activity.	-.082	.054	-.046
I don't need to report suspicious activity, someone else will do it.	-.297	.062	-.153**
It is not my responsibility to watch for suspicious activity.	-.115	.051	-.069*
R <sup>2</sup>		.140	
F		33.370	

\*p < .05. \*\*p < .01.

**TABLE 11:**  
*You notice a man using his smart phone to take pictures of mall security cameras.*

Variable	B	SE B	β
If I report suspicious activity, I might get an innocent person in trouble.	-.134	.050	-.076**
If I report suspicious activity, I might be the victim of retaliation.	.247	.051	.138**
If I witnessed suspicious activity, I would not know how to report it.	-.032	.051	-.091
I doubt I would be taken seriously if I was to report suspicious activity.	-.005	.055	-.033
I don't need to report suspicious activity, someone else will do it.	-.298	.063	-.152**
It is not my responsibility to watch for suspicious activity.	-.205	.052	-.121**
R <sup>2</sup>		.151	
F		36.578	

\*p < .05. \*\*p < .01.



**TABLE 1:**  
*Summary of Logistic Regression Analysis: Emergency Kit*

Have you or anyone in your household put together a disaster or emergency supply kit, containing supplies such as food, water, and medical supplies?			
Predictor	B	SE B	e <sup>B</sup>
By keeping an emergency supply kit, I am improving my chances of surviving a natural or manmade disaster.	.67	.12	1.95
I will experience a significant natural or manmade disaster in the near future.	.31*	.09	.137
I sometimes feel guilty that I have not done enough to prepare for disasters.	-.63	.09	.54
I feel confident that I know how to prepare for disasters.	.14	.04	1.15
Natural disasters in my area are capable of doing serious harm to me or my property.	.23*	.09	.127
Constant	1.09		
X <sup>2</sup>		127.843	
df		5	

\*p < .01.

**TABLE 2:**  
*Summary of Logistic Regression Analysis: Family Disaster Plan*

Have you or anyone in your household put together a plan for what yo would do in a natural disaster or emergency such as a fire in your home?			
Predictor	B	SE B	e <sup>B</sup>
By keeping an emergency supply kit, I am improving my chances of surviving a natural or manmade disaster.	.34*	.10	1.41
I will experience a significant natural or manmade disaster in the near future.	.16**	.09	1.18
I sometimes feel guilty that I have not done enough to prepare for disasters.	-.56*	.09	.57
I feel confident that I know how to prepare for disasters.	.41*	.09	1.51
Natural disasters in my area are capable of doing serious harm to me or my property.	.26*	.08	.129
Constant	-.362		
X <sup>2</sup>		118.890	
df		5	

\*p < .01. \*\*p<.10

End Notes

1. Steve Ander and Art Swift (2013). “See Something, Say Something Unfamiliar to Most Americans.” Gallup Poll. <http://www.gallup.com/poll/166622/some-thing-say-some-thing-unfamiliar-americans.aspx>

2. See Orange County's version of the national *If You See Something, Say Something™* anti-terrorism campaign at <http://www.keepocsafe.org/see-say-prevention.html>

3. We included these reasons based on the excellent report by FEMA (2012), “Im-proving the Public’s Awareness and Reporting of Suspicious Activity: Key Research Findings from Literature Review, Household Surveys, Focus Groups and Interviews.” Building on their findings, we were able to test whether some of the issues identified in this report would impact reporting in the mall scenario. The full report is avail-able at: [https://www.fema.gov/media-library-data/20130726-1818-25045-6132/suspi-ciousactivitykeyfinding\\_508\\_.pdf](https://www.fema.gov/media-library-data/20130726-1818-25045-6132/suspi-ciousactivitykeyfinding_508_.pdf)

4. For before and after imagery of the tornado that struck Joplin, Missouri, see the Weather Channel’s maps and story. John Erdman (2016). “Joplin, Missouri, Five Years After the May 22, 2011 EF5 Tornado: Before and After Imagery.” <https://weath-er.com/ storms/tornado/news/joplin-missouri-tornado-five-years-later-images>.

5. For more details on power failures following Hurricane Sandy, including an interac-tive map see: Patrick McGeehan (2012), “Wait for Power May Linger for Some.” New York Times. <http://www.nytimes.com/2012/11/02/nyregion/power-restoration-af-ter-hurricane-sandy-may-take-longer-than-expected.html>

6. First introduced and developed by Kim Witte (1992, 1994), the Extended Parallel Process Model has been a breakthrough in understanding the when and how fear appeals are effective. See Witte, K. (1992). Putting the fear back into fear appeals: The extended parallel process model. *Communications Monographs*, 59(4), 329- 349. Witte, K. (1994). Fear control and danger control: A test of the extended paral-lel process model (EPPM). *Communications Monographs*, 61(2), 113-134.Witte, K., & Basil (2012). Health risk message design using the EPPM. In H. Cho & M. Hecht (Eds.), *Health communication message design: theory and practice* (pp. 41-58). Thou-sand Oaks, CA: Sage. Roberto, A. J., Goodall, C. E., & Witte, K. (2009). Raising the alarm and calming fears: Perceived threat and efficacy during risk and crisis. *Hand-book of risk and crisis communication*, 287-303.

## Design Notes

**Preventing Terrorism, Preparing for Disasters** and the graphics utilize the following:

To achieve visual harmony a modified version of the grid Jan Tschichold conceived for his book *Typographie* was employed.

MINION PRO Chapman’s serif family, is a digital typeface designed by Robert Slimbach in 1990 for Adobe Systems. The name comes from the traditional naming system for type sizes, in which minion is between nonpareil and brevier. It is inspired by late Renaissance-era type.

FUTURA is Chapman’s san serif family. The typeface was designed in 1927 by Paul Renner, as a contribution on the New Frankfurt-project. It is based on geometric shapes that became representative of visual elements of the Bauhaus design style of 1919–33. Futura has an appearance of efficiency and forwardness. (source Wikipedia)

Book exterior and interior design by Chapman University professor Eric Chimenti. His work has won a Gold Advertising Award, been selected for inclusion into *LogoLounge: Master Library, Volume 2* and *LogoLounge Book 9*, and been featured on *visual.ly*, the world’s largest community of infographics and data visualization. He has 17 years of experience in the communication design industry. To view a client list and see additional samples please visit [www.behance.net/ericchimenti](http://www.behance.net/ericchimenti).

 **CHAPMAN** UNIVERSITY | **WILKINSON COLLEGE** *of Arts, Humanities and Social Sciences* | **IDEATION LAB**

Professor Chimenti is also the founder and head of Chapman’s **Ideation Lab** that supports undergraduate and faculty research by providing creative visualization and presentation support from appropriately qualified Chapman University undergraduate students. Services include creative writing, video, photography, data visualization, and all aspects of design. The students specialize in the design and presentation of complex communication problems.

NOTES:



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