

A New Way to Improve the Efficiency of Emergency Science Popularization for Community Residents

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Abstract

Emergency science propaganda is essentially an emergency management of normalization, socialization, is the basic means of emergency management of all mobilization. At present, the community has passed a lecture, issuing emergency knowledge promotion materials, opening up emergency knowledge science columns, using new media and other science propagation emergency knowledge, and the science communication effect has achieved great results, but residents who have a high sensitivity of urgency are still More, there is still a large improvement in emergency knowledge promotion efficiency. This paper starts from the center of the social network, and the three dimensions of the characteristic vector, the structural hole, and the structural cave are proposed to screen "key people" in the informal network of community residents, and the communication of an emergency knowledge promotion group is used. The advantage, enhance popular science propaganda efficiency, and hope to provide a basis for community residents' emergency science.

Keywords

Emergency science; Science efficiency; Emergency management; Social network.

1. INTRODUCTION

The State Council's Opinions on Comprehensively Strengthening Emergency Management (Guo Fa [2006] No. 24), proposed to build the whole society to participate in the emergency management work pattern and vigorously promote public safety and emergency protection knowledge. Strengthen emergency management science and education, improve the public's awareness of public safety and respond to public incidents. The National Emergency Plan of Public Emergencies is proposed in: "Strengthening publicity and training education work, raising public self-rescue, mutual rescue, and responding to comprehensive qualities of various emergencies." [1] Strive to improve public self-rescue ability, ensure that in the first time, the public in the first place, can maintain a good psychological state, scientific, effectively adopt measures, directly related to the increase in survival and quality of life Also directly related to whether it is possible to minimize disaster impact and loss [2]. According to statistics, in Tangshan earthquake, about 5.7 million, the buried person was buried, and the number of people who rescued the escape between 40,000 was about 450,000. In general, the survival rate of the compulsive person rescued within half an hour of the earthquake can reach 99%. It can be seen that the reduction of casualties is mainly rescued by the self-help of the trapped people, and the trapped people can timely and effectively carry out self-help mutual rescue. The level of emergency knowledge is the degree of emergency knowledge, and the emergency knowledge is effectively spread to the residents. Master an emergency knowledge and carry out the prerequisite for self-mutual rescue. Therefore, the effective communication of emergency science is to improve the sense of worries and risk awareness of the whole people, popularize

safety knowledge in disasters, improve the public's self-help and mutual relief, and reduce the most effective, most economical and safest of emergencies. Approach [3].

2. EMERGENCY SCIENCE POPULARIZATION STATUS

Since 2003, my country has built the "SARS", since the establishment of "a case three systems" as the core emergency management system, to the 2018 institutional reform, the establishment of the Emergency Management Department, the government's emergency department is greatly enhanced, emergency management capabilities Significantly increased. In reality, many cities have government departments, non-governmental organization members, and the public, they believe that emergencies should be in the work of government and full-time staff, and the understanding of urban emergency management, the initiative of residents and enterprises and institutions Participation, risk prevention, self-help mutual relief capacity is very weak [4].

At present, in terms of emergency intellectual science, the relevant departments have made a lot of publicity, but there are still many public do not know how to use fire hydrants, and people who are engaged in safe production work will not use correctly, such as 2019 "7.13" Hannan District Wuhan Gaya Technology Co., Ltd. fire, the construction staff Wang Xu is together in the production of the weld fan shelf, during the construction process, the spark falls to the ground-inclusive plastic popcorn. After the fire, Xu tried to step on the fire, Wang and another worker went to remove fire hydrants, but because they won't use fire water belts, they cause fire water belt to wind, and the fire spread quickly and uncontrollable. According to the fire department, Xu, Wang and other three construction workers lack the necessary initial fire savings, will not use indoor fire hydrants, will not use water guns, the first time after the fire, I will fire extinguish, not Use a fire extinguisher. On September 29, 2019, Ningbo Rui Qiqi Products Co., Ltd. has caused 19 people to die, 3 people were injured, and the total fire area was about 1100m². In the early days of the fire, the employee emergency ability is very poor, and the fire extinguisher is not known as it is shocking, and it is eventually a tragedy. More incredible is that after the fire, the employee tried to blow off with a mouth, and fanned with a fan, eventually leading to the spread. Employees lack basic fire knowledge and escape skills will lead to a series of fire accidents and tragic consequences. This also shows that the publicity of social firefighting knowledge is not sufficient, and the propaganda effect has not reached the expected purpose, and the fire safety education work still has lack. "No knowledge is the biggest danger", the fire can be avoided, but it does not understand the common sense of fire, and the fire is missing the fire, and finally causing the loss that cannot be recovered. In an emergency, the fire is frequent, frequent, and the fire is closely related to our lives. The relevant departments have been a long-term publicity in the fire protection knowledge, but the fire extinguishing is still unable to spread to every resident. It can be seen that the propaganda of emergency knowledge is a long way.

3. COMMUNITY EMERGENCY SCIENCE PROPAGATION PATH CONSTRUCTION

From the perspective of communication, a complete propagation path is that the information disseminator passes a certain propagation path to the information recipient, then the cause of the propagation efficiency is not high, there is a hidden problem in three links. This article assumes that the spreaders of emergency knowledge must be professional. Residents accept emergency knowledge information, mastering the mutual saving knowledge, there is no problem, there is no problem across the end, there is no problem, thus studying the pathway, but it is different from In the past, the media research was studied, but the key characters in the community residents as the medium in the transmission pathway. If there is no problem in a complete communication path, if there is no problem in the first end, the propagation channel

is not allowed to reach all the recipients, and the information dissemination is unable to handle. Therefore, the emergency knowledge has not been fully popular, the efficiency of emergency technology is not high, and the residents are scared by mutual saving. From the perspective of social network, if there is an influential, high prestige, high-quality residents as the channel in the emergency propagation process, so that the seamless docking transmitter and the transmitter, will spread emergency knowledge Accurate delivery to the transferr is the community resident, this problem can be resolved. The reason is that the following two points: First, there is a certain objective network in the community. Second, the key character itself has congenital communication advantage resources. So how to improve the efficiency of information communication, and make conception by using social network related theories.

Social network analysis is to put the node (social actor) in the network, studying the connection between the nodes (the relationship between actors). Emphasize the relationship between the position, quality and actors of the actors, the connotation of the act, and the interpretation of social network structure on social phenomena, There is an application in sociology, communication, and public utilities. In fact, each of us is densely labeled in various interpersonal relationships, organizational relationships, social relationships, and national relationships and embedded in a larger network, and some networks are visualization, such as organizational architecture networks in the department, up and down Level relationship, etc., in more case, some networks are not seen, even not noticeable, such as informal networks in the organization. But it is often such an invisible, and the informal relationship that is not easy to detect is higher, and the information spread is faster.

3.1. Point Center Degree

The center of the point is to see how many other nodes around this node are connected to it. The more the number of connections, the higher the point center, that is, this person has the most widener, his impact in this network. The higher the strength and popularity. To achieve the maximum efficiency of the minimum cost, you have to grasp the key and get your nose. This is a prevention in infectious diseases. According to research, it is said that the more effective way to prevent infectious disease is not to give a limited vaccine to the elderly, children under immunity, but a limited resource to social networks and other people's contact with others, large radiation range, wide influence The person injected a vaccine, that is, a human injection of the vaccine, can maximize the spread of viruses, because people with high degree center, once they suffer from disease, the strong influence will bring others. More infectious risks.

So, if the node is incorporated in the emergency management area, it is an emergency mission to become a "microphone" trusted by the residents of the community. Objective influence, driving the masses to actively respond to the related work of emergency knowledge, training, drills, etc., will increase the efficiency of emergency education under the influence of key characters, in this article. The key person of the community high-point center is the most popular in community residents. In other words, in the community, he knows the most residents, with the most contact with the residents, more residents are happy to contact their contacts and even produce partnerships. It may be that the community square dance team, the community chorus captain, the president of the community kindergarten, the president of the community kindergarten. Therefore, in the propaganda of emergency knowledge, the key person can organize residents in the shortest time to learn to learn, and can conduct an emergency knowledge preaching activity in the community residents, actively convey the emergency knowledge information, and effectively feed back the residents, answer it, guide more Multi-residents are happy to actively learn and in-depth understanding of emergency knowledge, master various emergency common sense, emergency knowledge, to effectively carry out self-rescue, mutual rescue, reduce personnel casualties and economic losses at the occasion of emergencies.

3.2. Eigenvector Centrality Degree

Eigenvector centrality measures the quality of the other nodes connected to that node. This dimension focuses not only on the node, but also on how many other nodes point to it, but also on how influential the node itself is and how good. In the community, the residents with high characteristic vector center generally have enough prestige, and are respected and loved by other residents. They have more resources, and the residents who cooperate or communicate with them also control more resources and information, and have certain circle advantages. Residents have a high evaluation and rely more on it.

In emergency knowledge dissemination, both social media communication, or word of mouth interpersonal communication more need such a high characteristic vector center "key", and with the help of their audience for a certain circle of adhesion and influence, through the conscious topic guide form enough topic effect — environment power, rely on its unique circle advantage, the emergency knowledge information spread to more audience circle, expand the scope of emergency knowledge dissemination, as far as possible cause a wider range of topic effect, will have twice the result with half the effort. As long as the affected residents have a positive sense of communication and are willing to share their gains and feelings of emergency knowledge learning in the community, they are likely to become opinion leaders who influence other residents. Maybe they are just ordinary residents, not star or authoritative experts, as long as have rich knowledge of response to emergencies, to the community risk, hidden danger system evaluation, emergency escape skills, have primary emergency knowledge, every resident is likely to become the opinion leader of the community, from yourself, influence family, friends to the community others.

3.3. Structure hole

Structure hole concept of the university of Chicago professor Ronald port, he thinks the lack of direct connection between two groups, so from the point of network structure, like there is a loophole between two groups, and can connect the middleman, in the network occupies the position of the "structure hole", is also the "bridge" in the social network. Structural holes can bring information advantages. People in the structural hole position also have more diversified information sources, and these diversified and heterogeneous information channels can bring the latest and valuable information, seize the opportunity, and seize the innovation opportunities. The most powerful part of structural holes is to upgrade the information advantage to the advantage of control and enhance the power and status in the network. Residents in structural holes in the community are the link connecting various groups, which can bring more resident information, complement other key figures, and jointly complete the publicity of emergency knowledge and information.

3.4. Opinion Leader

Opinion leaders were first proposed by Lazasfield in the 1940s. Lazasfield et al. during the 1940 United States presidential election. Centering on the campaign publicity of the mass communication, the voters were investigated, and finally found that the mass communication is not the main factor influencing the voters' voting intention, and the comprehensive effect of the voters' families, relatives and friends is far greater than that of the mass media.

In information transmission, information output is not direct all recipients, but some can only pass to part of the receiver, and then by the message to the most common audience around them, namely in the process of information transmission, is not a direct "flow" to the general audience, but through the opinion leader the intermediate link, then conveyed by them to the relatively passive general public, the pattern is as follows: mass communication — opinion leader — general audience. Even if some messages go directly to the general audience, opinion leaders need to change their attitude and behavior. For example, about 50 percent of the people were

told by others. It is clear that the influence of opinion leaders cannot be underestimated. In this paper, the key figures in the community key figures publicity group are similar to opinion leaders, but this opinion leader is an "opinion leader" who serves the emergency knowledge publicity, receives good emergency knowledge training, is guided by relevant departments, and is deeply loved and trusted by residents.

"Wear a coat to lift the collar, lead the nose", in the objective community network, assumed as the emergency information dissemination range network, if the "bull nose" hold, grasp the key, then mobilize the community residents to actively participate in emergency knowledge learning, training, drill will get twice the result with half the effort. In the community, the high feature vector centrality and the structural hole in the community network are undoubtedly the key figures. Form a "point with surface, point with surface combination" propaganda work pattern.

Relevant departments through the community residents' influence, mobilization, contribution awareness and other indicators, Screening of residents who are helpful to promote emergency knowledge from residents' social networks, Key people in the community, Leading his thoughts, To ensure their willingness to contribute to the dissemination of emergency knowledge, And to carry out its special training and management, To enhance their professional skills and skills in emergency response, Make it a qualified emergency knowledge specialist, With its knowledge of the community, Carry out the emergency knowledge publicity work, With its unique interpersonal advantages in the community and the image of civilian emergency knowledge publicity ambassador, In the way that the community enjoys, Point-to-point publicity for the residents, Spoken explanation, And timely feedback of the residents' learning situation and problems encountered. And relevant departments received the community key figures feedback information, timely correction, supplement or intensify some propaganda, timely guide television, radio, network mass media focus, at the same time guide community opinion leaders further work, meet the needs of residents, the overall closed loop, from the mass media to residents and community key figures to residents point-to-point propaganda, two-way, improve the efficiency of emergency knowledge propaganda.

4. COINCIDENT MEASURES FOR PROMOTIONAL GROUPS

The community's key character promotion team and the biggest difference between the previous propaganda department is to know more about the activities of community residents. There are more popular communication methods, in the unique social network in community residents, and there is more permissive and community residents. But the key figures are also residents, not in the system, is the community "key residents" in the community, close to the residents, to disseminate emergency knowledge. "Although the community's keyman products are noble, there is a high dedication, and it is also possible to obtain guidance training for emergency knowledge at the same time. However, key characters are also ordinary residents. They need to invest time, communicate with residents, and even organize community residents. Training and drill. To ensure that the community's key personnel promotion team can promote it efficiently, it still needs to be incentive.

4.1. Spiritual Incentives

The spiritual incentives here include identification, respect, gratitude, honor, political treatment, etc. Spiritual incentive is the most widely used incentive mode, and it is also the main incentive mode that has been advocated in China. Psychological research has shown that spiritual incentive has a powerful role in forming and promoting people's dedication behavior. And the use of spiritual incentive is also a very safe way, because it is not as easy to cause people's misunderstanding as material incentive, more in line with the value and ethical requirements of dedication spirit and dedication behavior. At the same time, fully encourage

spiritual article, make full use of emotional incentive, example incentive, honor, knowledge incentive, participation in a variety of incentive mode, such as recognition, appreciation, praise, notification and other key figures to the community value lead, will promote emergency knowledge internalized into their values, make its strong self-identity, self choice, self competent internal motivation, experience the meaning and value of their dedication.

4.2. Material Incentives

Material Incentives is the most direct incentive way to community key characters. Although the community's key character's morality is noble, it is undoubtedly an accreditation and support for the group. Material incentives can be varied, which can be in the form of money or in kind. If each community emergency knowledge promotion is over, some daily necessities are issued, and the condolences and holiday gifts are issued regularly.

5. PERORATION

In the face of all kinds of disasters in the defending, only relying on relevant departments to respond to emergencies, the emergency power is far less, and the key to emergency is prevention, and the key to prevention is the public's risk prevention and enhance public risk prevention. The premise of consciousness is an efficient propaganda of emergency knowledge. Based on the informal relationship between the community's key character in the residents, the key figures "take the face", drive the initiative and enthusiasm of community residents to learn emergency knowledge, spontaneous learning, and form residents Topic effect, active publicity.

When building a key personnel emergency knowledge promotion team in the community, in accordance with the real situation of this community, develop different screening criteria, identify residents' social networks in accordance with the propaganda, and then find the key person nodes, but it is necessary to pay attention to it. When the key character of high-point center, it should be noted that the connection between the residents is needed or no direction, and the individual characteristics of the node are added, and the relationship between the community residents is strong, comprehensive investigation, screening the right key figure.

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