

# 'Place Image' Emergency Care

## The Power of Logical De-biasing & Food Culture Commonalities to Restore Post-Terror Image of a Place

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### Research Aim

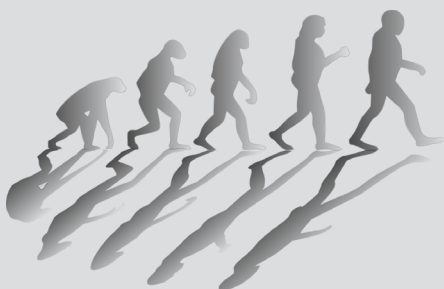
Terror incident news can cause serious damage to the image of a place, increasing discrimination and harming economic growth. This research aims to identify ways to restore 'place image' after a recent series of terror attacks, using statistical analysis based on a randomised controlled trial (RCT). Ultimately, my project goal is to identify causes of and interventions for prejudicial decisions, and promote mutual curiosity and sympathy.

### Social Policy Applications

Interventions using easy-to-grasp statistical logic and highlighting food-based cultural commonalities can statistically significantly reduce irrational judgments about place security. This is a fair and good deal – the interventions are fact-based and can be implemented at low cost.

### Intervention 1 De-biasing: Simple Statistical Logic

The chance of encountering a terrorist attack as a tourist is statistically super small, even if you are a frequent traveller.



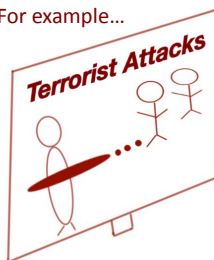
Your 'number' may not come up for a period longer than the history of human evolution...

### Availability Bias

The tendency to judge quickly using the most readily available information.

(Tversky & Kahneman, 1973)

For example...



So dangerous!  
I am not going on  
holidays there!  
Can't trust those people!

### Intervention 2 Reframing: Common Food Culture

The world is historically interconnected. Thus, different places have shared culture. For instance, look at these dumplings:

Central Europe



Western Europe

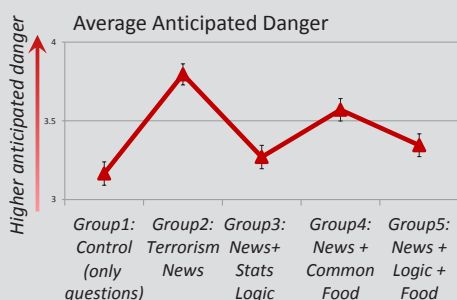


Eastern Asia



### Results: Changes in Anticipated Danger

Both interventions were significantly effective to reduce anticipated danger.



### Experiment Design

The interventions above were tested in an October 2017 survey of 1,000 subjects.

Randomised Controlled Trial (RCT): Subjects were randomly assigned to the groups of 200 people below. The statistical significance of the results was assessed using multiple linear regression analysis.

- Group 1: Control (only questions)
- Group 2: Viewing Terrorism News Headlines & Photos
- Group 3: News + Statistical Logic
- Group 4: News + Common Food
- Group 5: News + Stats Logic + Common Food

### Results: Changes in Willingness to Visit

Combining both interventions was the most effective to restore willingness to visit.

