

Consumer Behaviors and Countermeasures: **Social Amplification of Risk after Accident at the Fukushima Nuclear Power Stations of Tokyo Electric Power Company**

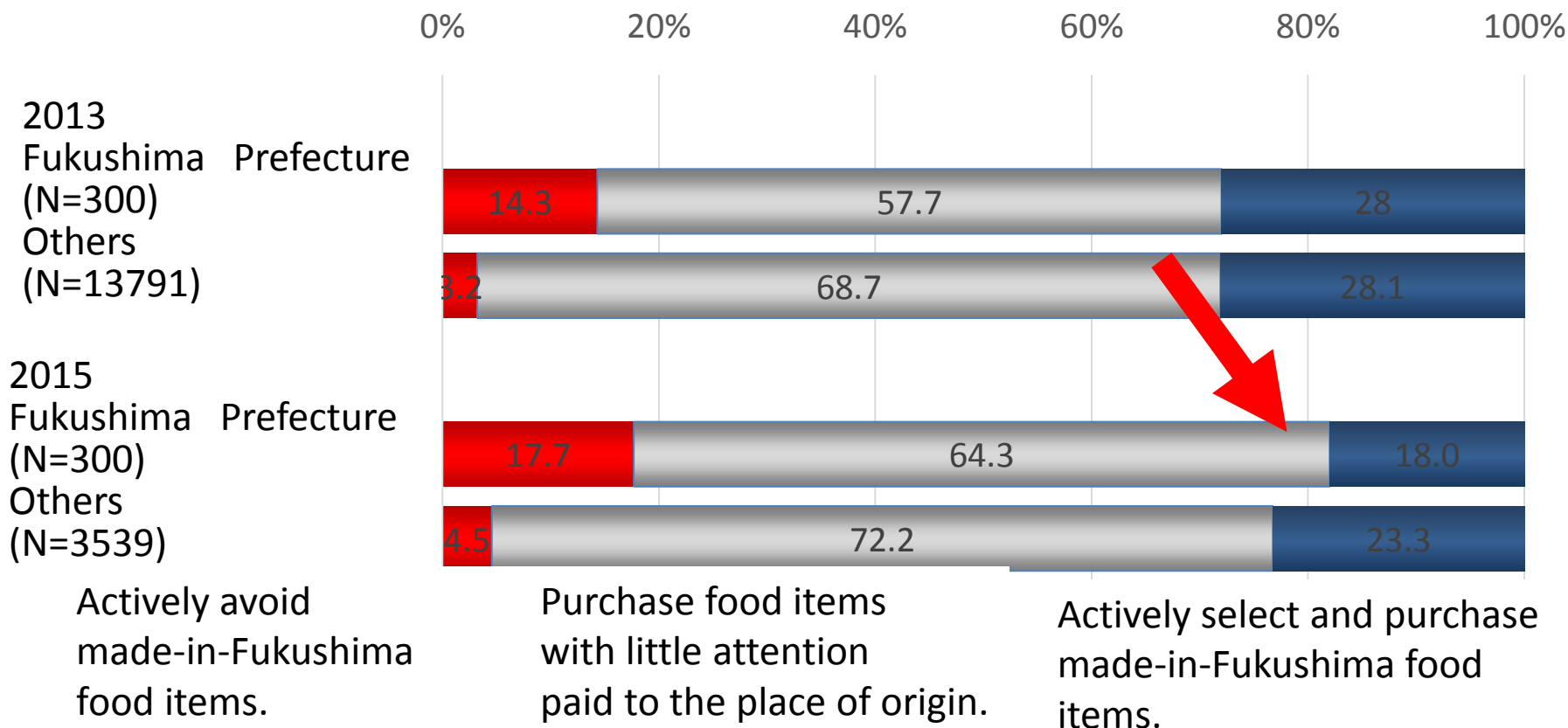


Sekiya Naoya

Research Associate Professor, the Center for Integrated Disaster Information Research, the Interfaculty Initiative in Information Studies, the University of Tokyo.

- Except for mushrooms, edible wild plants, boars, etc., all produce had a reading of no more than the reference value (100Bq/kg) and so their intake has not been restricted.
- Agricultural produce from Fukushima showed a reading of no more than the reference value (100Bq/kg). Further, most of the readings were below the detection limits of the measuring instruments that were used (25Bq/kg, 20Bq/kg and 12Bq/kg).

Awareness: Reluctance to purchase 'made-in-Fukushima' food items



- **The ratio of people that avoided purchasing made-in-Fukushima food items remained constant.**
- **There are only a small number of Fukushima residents that choose to purchase made-in-Fukushima food items at the moment.**

Meaning of monitoring inspection : Cause of eased anxiety

Because the inspection to detect radioactive substances is now being performed regularly.

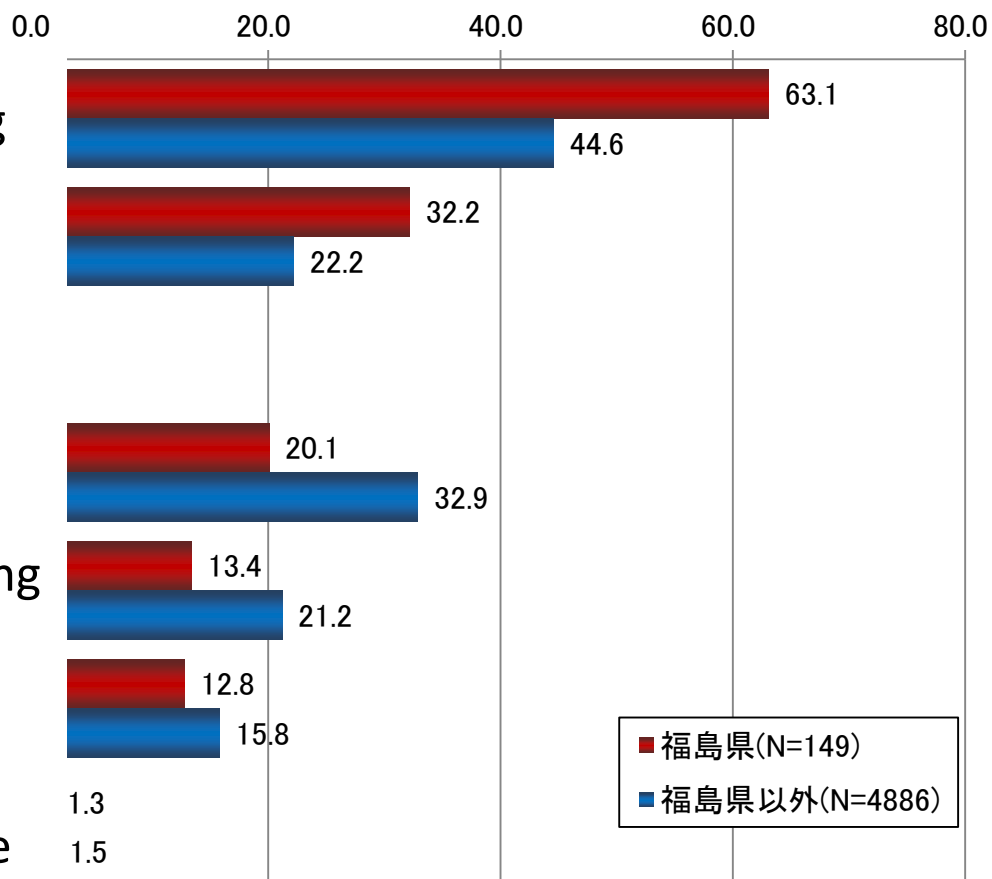
Because only a small amount of radioactive substances is being detected at the moment.

Stopped caring about it overtime.

The decreasing amount of media coverage has led to an understanding that it is no longer problematic.

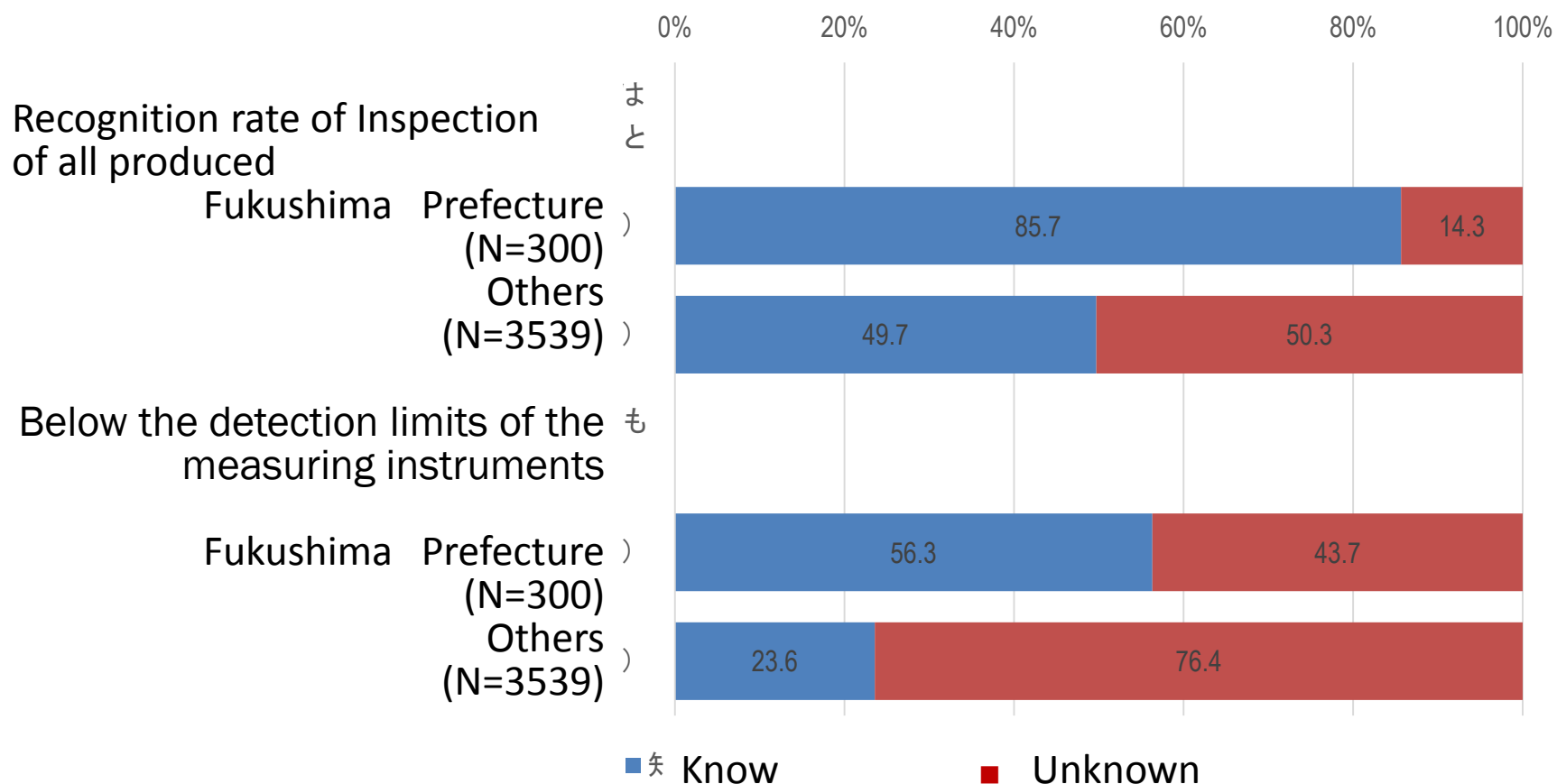
For some reason or other.

An opportunity to visit the disaster-stricken region led to a state of little anxiety somehow.



- **The anxiety has been eased ‘because the inspection for radioactive substances is now being performed on a regular basis.’**

Recognition of Inspection



Solution1: Devise separate strategies for the Fukushima and non-Fukushima consumers

Consumers residing in Fukushima

Consumers residing outside Fukushima

Obtainment of radiation-related knowledge
= Concerns based on the knowledge

Science

Lack of radiation-related knowledge
= Concerns and non-acceptance based on the perceived imagery

Understanding of the regional and geographical names of Tohoku
= Understanding of the dose distribution
= Concerns based on the knowledge of the geographical features of the regions in question

Lack of knowledge pertaining to the regional and geographical names of Tohoku
= Lack of understanding of the dose distribution
= Concerns based on the lack of relevant geographical knowledge

Social

- Transmission of information containing uniform messages and assuming the same level of knowledge among all recipients is difficult.
- Different strategies will be required.