

# group D of Futaba

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To effectively convey the experience of the program, we have concluded that it is necessary to categorize the audience based on their interest level towards radiation and whether they hold a positive or negative image. We believe that we should aim to increase the number of people who are highly interested in and maintain a neutral image regarding radiation.

First of all, we began our discussion by focusing on "whom we should communicate our experiences to." We consider our family members, children, friends, and individuals from abroad. However, there was an opinion that the understanding and perception of radiation by the audience at the pre-communication stage would influence the content and reactions. Specifically, there were stories of people who opposed participating in the program and, conversely, those who supported it. Additionally, there were stories of an immigrant who were a cause for concern among the local elderly population.

To summarize the discussion, we decided to abstract and organize people's pre-communication states on a chart. We used the horizontal axis to represent "interest towards radiation" ranging from "having interest" to "lacking interest," and the vertical axis to represent "positive perception of radiation" and "negative perception of radiation." And we decided to categorize people into different stages. We classified those with interest and a positive perception of radiation as the "Stage 0," those lacking interest and having a negative perception as the "Stage 1," those with extreme opinions, either positive or negative, as the "Stage 2," and those with neither positive nor negative opinions, but with interest, as the "Stage 3." [Figure 1]

Let's discuss Stage 0, which comprises individuals who have no interest in radiation and hold a positive impression. Specifically, these individuals may be aware that certain medical procedures like X-rays involve a form of radiation but have no concern for its impact on the human body. People at this stage may lack the ability to accurately assess the pros and cons of radiation and may hold a positive impression due to their lack of interest. We believe that individuals at this stage need to develop a correct awareness of the dangers and properties of radiation and acquire common knowledge. To achieve this, it's important to make these individuals better informed about the Fukushima Daiichi Nuclear Power Plant accident and its repercussions on the current state of Futaba Town. This can help them understand the real risks associated with radiation and the necessity of approaching it with caution.

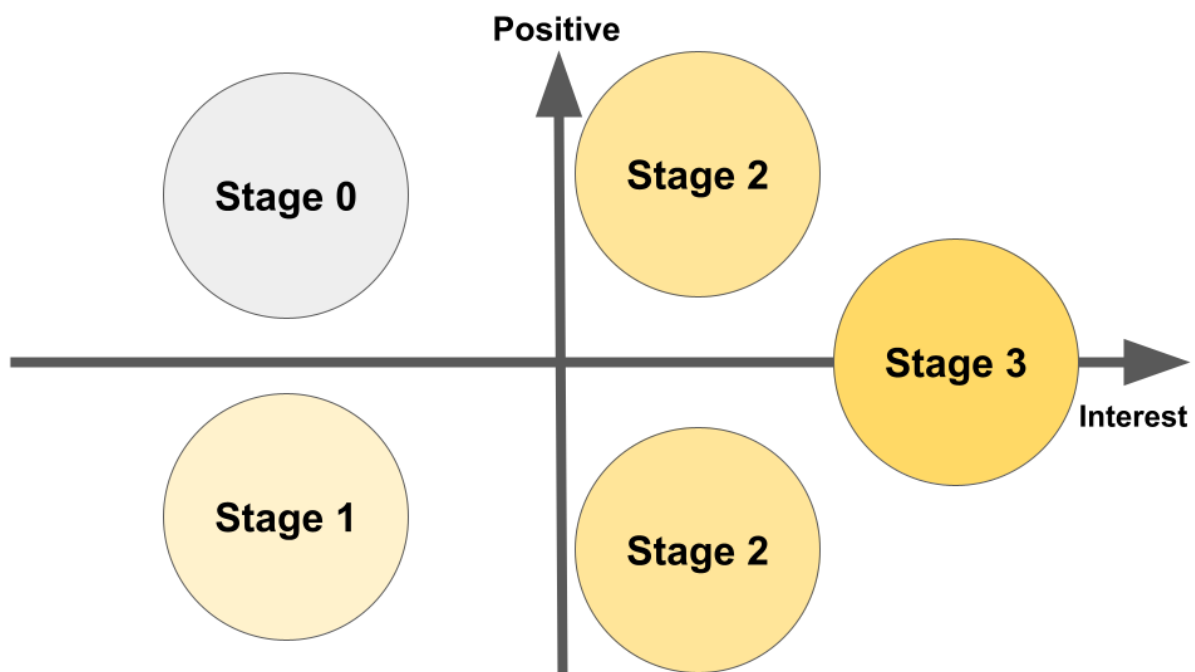
Let's discuss Stage 1, which includes individuals who lack interest in radiation and have a negative impression. Specifically, these individuals may not possess in-depth expertise, but they have an excessive fear of radiation stemming from atomic bomb history or nuclear accidents. To address this stage, we can use general knowledge to educate them about the effects of radiation on the human body. By sharing our experiences and the situation at the Fukushima Daiichi Nuclear Power Plant and Futaba Town, as observed during the program, we can help generate interest and awareness regarding nuclear disasters. Providing a balanced and well-informed perspective can help these individuals better understand the subject and reduce unfounded fears associated with radiation.

Let's discuss Stage 2, which includes individuals with empathy towards radiation and having either a strongly positive or negative bias. These individuals may empathize with

radiation disaster victims and possess fundamental scientific knowledge. However, their perceptions are skewed, which can affect their interpretation of various scenarios. To address this stage, it's crucial to provide more detailed and accurate scientific knowledge. The knowledge shared here should be specialized and include specific numerical data to help individuals at this stage develop a more balanced and informed perspective on radiation. This can enable them to approach the subject with a more nuanced and flexible mindset, which is important for making well-informed decisions and assessments related to radiation and nuclear disasters.

Let's discuss Stage 3, which includes individuals with empathy towards radiation and a flexible mindset, who can perceive radiation in both positive and negative lights. Our group believes that having more individuals in this stage is desirable. These individuals possess fundamental knowledge and can assess the pros and cons of radiation based on the specific situation. They have the ability to control their opinions effectively. Fostering more people who belong to Stage 3, with their capacity to make informed and balanced judgments about radiation, is a valuable goal. This can contribute to a more rational and evidence-based discourse on radiation and nuclear issues.

Certainly, categorizing into four stages as we discussed allows for better abstraction, making it easier to anticipate the content to be conveyed and the resulting reactions. When sharing our experiences from this program with someone, considering what kind of impression the person currently holds regarding radiation can lead to more meaningful discussions. It's a valuable approach to tailor our communication to the specific stage of understanding the person we're communicating with.



[Figure 1]