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Communicators' perspective on snow avalanche risk communication using smartphone applications

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Among all the natural hazards, snow avalanches are the only ones for which a public danger scale is used globally. It consists of 5 levels of danger displayed with a given number and colour, and for each of them behavioural advices are provided. Even though this is standardized in most of the countries affected by this natural hazard, the smartphone applications with which the information is disseminated to the general public differ, particularly in terms of target audience and level of details. This study aims to gather the perspectives of several persons that are responsible for these avalanche risk communication practices. The survey was created to assess how and why choices were made in the design process of the applications and to determine how their effectiveness is evaluated. Along with a review of existing avalanche risk communication smartphone applications, this study provides guidelines for communication and the evaluation of its effectiveness.