

# NCITEC Project Information

Principal Investigator: **Kristen Alley Swain, PhD**

Title: **Risk framing of U.S. intermodal transportation toxic spills in news and social media**

Abstract: The risks of transportation-related toxic spills are exacerbated by traffic congestion and aging infrastructure, ultimately jeopardizing American competitiveness in the global economy. Between 2003 and 2012, 161,079 hazardous waste transport incidents occurred in the U.S., resulting in more than \$701 billion in cleanup and mitigation. This project examines social amplification of risk in news coverage and social media messages about U.S. intermodal transportation incidents involving hazardous materials. It will analyze media content about intermodal transportation incidents involving hazardous materials: Tweets from transportation representatives and news stories covering the incidents. It will expand a risk-framing model for reducing outrage and misinformation in public risk messages following intermodal transportation hazmat incidents. The study also will provide implications for risk message design, for those who talk to the media in the aftermath of a hazmat incident and for journalists covering these events.

Start Date: **Sept. 1, 2013**

End Date: **Dec. 31, 2015**

Project URL (if applicable): <https://sites.google.com/site/transportationriskframing/> (not yet active)

Subject Categories (select at least one and at most five categories):

- Education and training
- Environment
- Safety and Human Factors
- Society
- Transportation (General)

- Administration and Management
- Aviation
- Bridges and other structures
- Construction
- Data and Information Technology
- Design
- Economics
- Education and Training
- Energy
- Environment
- Finance
- Freight Transportation
- Geotechnology

- Highways
- History
- Hydraulics and Hydrology
- Law
- Maintenance and Preservation
- Marine Transportation
- Materials
- Motor Carriers
- Operations and Traffic Management
- Passenger Transportation
- Pavements
- Pedestrians and Bicyclists
- Pipelines

- Planning and Forecasting
- Policy
- Public Transportation
- Railroads
- Research
- Safety and Human Factors
- Security and Emergencies
- Society
- Terminals and Facilities
- Transportation (General)
- Vehicles and Equipment