

1 **Public Intention to Participate in Sustainable Geohazard Mitigation: An**
2 **Empirical Study Based on an Extended Theory of Planned Behavior**

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16

17 **Abstract**

18 Giving full play to the public's initiative for ~~geohazard~~~~geological~~~~disaster~~ reduction is critical
19 for sustainable disaster reduction under a government-led top-down disaster governance
20 approach. According to the public's intention to participate in ~~geohazard~~~~geological~~~~disaster~~
21 mitigation activities, this study introduces the analytical framework of the theory of planned
22 behavior (TPB), with attitudes, subjective norms, and perceived behavioral control as the
23 primary explanatory variables, with three added explanatory variables: risk perception, disaster
24 experience, and participation perception.

25 Survey data obtained from 260 respondents in Jinchuan County, Sichuan Province, China,
26 are analyzed using structural equation modeling and combined with multivariate hierarchical
27 regression to test the explanatory power of the model. The results indicate that attitude,
28 subjective normative, perceived behavioral control, and participatory cognition are significant
29 predictors of public intention to participate. Disaster experience is negatively associated with
30 public intention to participate. In addition, the extended TPB model contributes 50.7% to the
31 explanation of the behavioral intention of public participation.

32 Practical suggestions and theoretical guidance are provided for strengthening geohazard risk
33 management and achieving sustainable disaster reduction. In particular, it is concluded that,
34 while correctly guiding public awareness of disaster reduction activities, policymakers should
35 continue developing participatory mechanisms, paying attention to two-way communication
36 bridges between the public and the government, uniting social forces, and optimizing access to
37 resources.

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38 **Keywords:**

39 Sustainable geohazard mitigation; public participation; theory of planned behavior; structural
40 equation modeling.

41 **1. Introduction**

42 Frequent natural disaster events have caused great harm in many aspects, such as economic
43 and social development, people’s safety, and environmental ecosystems, among which
44 geohazardgeological disasters are more prominent in mountainous areas where the level of
45 socioeconomic development is lagging and the natural ecological environment is fragile. 80%
46 of southwest China’s Sichuan Province is in a mountainous environment, and
47 geohazardgeological disasters such as flash floods seriously threaten people’s lives and
48 property safety (Gong et al., 2018). According to the National Bureau of Statistics of the
49 People’s Republic of China, a total of 160,640 geohazardgeological disasters occurred from
50 2008 to 2019, causing 9525 casualties and CNY 51.9 billion direct economic losses.

51 Sustainable development is the theme of today’s global development, and the goal of its
52 systematic operation mechanism is to make the earth system achieve the best structure and
53 function, which means to achieve the organic coordination of economic, social and ecological
54 benefits under the premise of the relationship between man and nature and the relationship
55 between people, so as to achieve sustainable development. (Olawumi and Chan,
56 2018)(Olawumi and Chan, 2018). Facing a severe disaster situation, there is an urgent need to
57 enhance the capacity for sustainable disaster reduction. The Sendai Framework for Disaster
58 Risk Reduction (2015-2030), adopted by the United Nations in March 2015, states that the
59 expected outcome of the framework for the next 15 years is: “significant reduction in disaster
60 risk and loss of life, livelihoods and health, as well as the impact of disasters on economic,
61 physical, social, cultural, business, community and national.”The introduction of *The Sendai*
62 *Framework for Disaster Risk Reduction (2015-2030)* demonstrates that disaster risk reduction

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63 ~~objectives should be linked to progress in global sustainable development~~ (Anonymous, 2015;
64 Peters and Peters, 2021). Preventing new disasters and reducing existing disaster risks, as well
65 as managing residual risks, all contribute to strengthening resilience and thus to achieving
66 sustainable development. Therefore, the human society coexisting with disasters urgently
67 needs to manage disasters effectively from the point of view of sustainable development.

68 Effectively addressing risks and promoting sustainable development needs to be integrated
69 with climate change adaptation (Seidler et al., 2018), resilience strategies (Cwa and Sjc, 2020),
70 resilient communities (Dube, 2020), etc. According to Stephan, Norf, and Fekete (2017) the
71 design of disaster risk management measures in line with the concept of social and ecological
72 sustainability contributes to the long-term reduction of social vulnerability and is a major trend
73 for the future, based on disaster science and the sustainability impact of post-disaster measures.

74 As a fundamental force in disaster risk management, the public is increasingly becoming
75 part of sustainable disaster reduction governance. In sustainable geohazard mitigation, as
76 participants in disaster reduction activities, the public plays a dual role. On the one hand, they
77 need to cooperate with the government and actively participate in disaster preparedness training
78 such as evacuation drills, so as to improve the disaster reduction ability of himself and the
79 whole community. On the other hand, they actively express their opinions when participating
80 in government discussions on the preparation of the plan, based on their own feelings and
81 experiences of participation. Studies have shown that the public actively participates in disaster
82 reduction activities, learns self-help skills and disaster reduction knowledge, formulates
83 effective disaster reduction and household disaster prevention programs, and proactively
84 provides advice to decision-makers according to the actual situation. This two-way interaction

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85 ~~helps decision-makers gain access to local knowledge as well as “additional benefits of~~
86 ~~sustainability and potential behavioural changes” The public actively participates in disaster~~
87 ~~reduction activities and learns self help skills and disaster reduction knowledge, thus taking~~
88 ~~active measures for effective disaster reduction and household disaster prevention plans and~~
89 ~~proactively advising decision makers based on the actual situation. This two-way interaction~~
90 ~~helps decision makers acquire local knowledge and “the added benefit of sustainability and~~
91 ~~potential behavior change”~~ (Roopnarine et al., 2021). Pearce (2003) argues that the organic
92 combination of disaster management, community planning, and public participation can
93 achieve sustainable disaster reduction and governance. The focus of disaster management has
94 shifted from reactive prevention to proactive mitigation and from single actors to multiple
95 participants. From a multistakeholder collaborative perspective, it is also clear that community-
96 based disaster risk reduction is the foundation for the disaster management system pyramid and
97 is critical to successful “sustainable disaster reduction” (Xu et al., 2018).

98 It is worth acknowledging that, for the past 72 years, the Chinese government has been using
99 different disaster management approaches to mobilize public participation in disaster reduction
100 activities. Since the beginning of group monitoring and prevention endeavors in 1970, the
101 public participation monitoring and warning system (PPMW) has facilitated the establishment
102 of a three-tier monitoring network at the county, township, and village levels to reduce human
103 casualties and management costs (Wu et al., 2020). ~~The community disseminates disaster~~
104 ~~warning information to residents through instant messaging groups (WeChat groups). The~~
105 ~~community established a disaster warning WeChat group to disseminate early warning~~
106 ~~information to residents.~~ In terms of strengthening the construction of “disaster-resistant

107 communities”, China has held a “National Integrated Disaster Reduction Demonstration
108 Community” competition for 11 consecutive years. Community grid-based management is
109 precise to every household and person. The government actively carries out the
110 [geohazardgeological-disaster](#)-related popularization of science activities to improve the
111 residents’ disaster reduction awareness and skills (Yuan et al., 2014).

112 Although many countries and regions are beginning to recognize the critical role of public
113 participation for sustainable disaster reduction, community residents currently have low levels
114 of participation, poor risk awareness, and a lack of responsibility for disaster prevention and
115 mitigation in the disaster risk management process (Rong and Peng, 2013), which is not
116 conducive to sustainable disaster reduction. Direct or indirect disaster experiences can change
117 individuals’ emotions or feelings, which, according to studies of self-protective behavior on an
118 individual or household basis, in turn affect their readiness to take action (Mertens et al., 2018).

119 At the same time, residents in high-risk areas have a clear knowledge and perception of
120 potential hazards and environmental risks, which also cannot be ignored in disaster
121 preparedness research (Khan et al., 2020). Furthermore, it is necessary for people to appreciate
122 the importance of participatory approaches for community catastrophe mitigation and their
123 well-being (Zubir and Amirrol, 2012), as this will facilitate their cooperation with government
124 endeavors. However, few studies consider how to increase public participation in disaster risk
125 management that are still in the early stages of development, and they mostly focus on disasters
126 of a greater impact and concern, such as earthquakes (Chunlin et al., 2020), droughts (Meadow,
127 Crimmins, & Ferguson, 2013), and floods (Heel and Born, 2020; Lawrence, Quade, & Becker,
128 2014). Geological hazards such as mudslides and landslides, which have the greatest impact

129 on residents of remote mountainous areas, are under-researched. Therefore, further research is
130 needed to explore the role of the public in geological hazard mitigation management from the
131 perspective of sustainable development, as well as the specific factors and influencing
132 mechanisms that affect public participation.

133 Public participation is a socio-behavioral decision-making process that is usually studied
134 using social psychological models from such theories as social cognitive theory (Lantz, 1978),
135 the theory of reasoned behavior (Chang, 1998), and the theory of planned behavior (Icek, 1991).
136 Of these, the theory of planned behavior (TPB) is widely used to explain the general decision-
137 making process of individual behaviors, such as predicting recycling (Oztekin et al., 2017) and
138 urban smog reduction (Zhu et al., 2020), with high explanatory and predictive power in terms
139 of human behavior (Steinmetz et al., 2016). As the application of TPB progresses, an increasing
140 number of studies have found that adding other variables to enrich the theoretical basis of TPB
141 in different contexts significantly improves explanatory power. Shi [et al.](#), Wang & Zhao (2017)
142 has confirmed that the extended TPB model has strong applicability in the [intentionwillingness](#)
143 of residents to participate in the reduction of PM2.5 emissions. In the study of disaster
144 preparedness behavior, an extended TPB that includes “community participation” and
145 “community-agency trust” can increase the explanatory power of household preparedness in
146 earthquake disasters (Zaremohzzabieh et al., 2021).

147 Therefore, based on the TPB, we consider risk perception and disaster experience factors
148 from the perspective of risk and disaster reduction behavior, and consider the degree of public
149 perception of participation activities from the perspective of participation behavior as three
150 additional explanatory variables. [According to the “Standards on National Comprehensive](#)

151 [Disaster Reduction Demonstration Communities "](#) and the development of disaster reduction
152 [work in China, emergency drills, self-rescue skills and discussion of emergency plans are](#)
153 [selected as the background of disaster reduction management activities with public](#)
154 [participation.](#) An empirical study is conducted in Jinchuan County, Sichuan Province, where
155 such geological hazards as flash floods and mudslides are serious issues. The main objectives
156 of this study are as follows: 1) to identify the factors influencing public intention to participate
157 in sustainable disaster mitigation management and ascertain their degree of influence; 2) to
158 extend the application of the TPB in ~~geohazard~~[geological disaster](#) risk management and test
159 the explanatory and predictive power of the extended TPB model; and 3) to provide
160 recommendations to decision makers for improving public participation. This study has
161 practical implications for mobilizing public participation, improving regional sustainable
162 disaster reduction capacity, and the development of a participatory disaster risk reduction
163 management model.

164 2. Theoretical foundations and assumptions

165 The TPB can be used to explain human behavioral decision processes in specific situations
166 (Icek, 1991), such as in health, protective, and learning behaviors. TPB considers behavioral
167 *intention* to be an important predictor of behavior, and is influenced by three independent
168 factors: behavioral attitude (BA), subjective norm (SN), and perceived behavioral control
169 (PBC). The TPB has been successfully applied in public participation behavioral intention
170 studies to air pollution control (Xu et al., 2020), afforestation and carbon reduction (Lin et al.,
171 2012), and community governance (Zhang and Zhang, 2015). However, it has not been fully

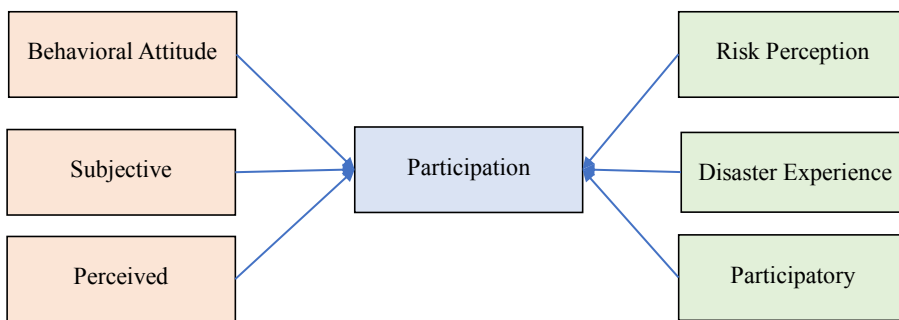
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172 tested for public participation behavior in disaster management, and only a few studies have
173 explored its applicability in disaster mitigation settings (Ong et al., 2021). A particular issue is
174 that geological hazards, due to the special characteristics of their nurturing environment and
175 disaster-causing factors, differ from such natural disasters as floods and earthquakes in terms
176 of behavioral intention to participate and risk management tools. Therefore, this paper
177 combines the characteristics of [geohazardgeological disasters](#) and public participation, and
178 adds “risk perception”, “disaster experience”, and “participatory cognition” as additional
179 explanatory variables to the basic TPB model. A theoretical framework of the factors
180 influencing public intention to participate in disaster prevention and mitigation activities was
181 constructed (Fig. 1). [The hypothesis based on the model is combined with the reality of](#)
182 [comprehensive disaster reduction efforts in China, the communities in the study area have been](#)
183 [affected by geohazards and the local government actively organizes public participation in](#)
184 [disaster reduction activities.](#)



186 **Fig. 1.** Conceptual model: expanding the TPB model
187

188 **2.1. Theory of planned behavior**

189 2.1.1 Behavioral attitude

190 Behavioral attitude reflects the outcome of an individual's evaluation after considering the
191 advantages and disadvantages of a particular behavior (Jong, Neulen, & Jansma, 2019). [Wang](#)
192 [and Tsai \(2022\) found that attitudes positively affected the degree of teachers' participation in](#)
193 [school disaster preparedness\(2022\).](#) Prior research shows that attitudes have a positive effect
194 on behavioral intentions. The more positive the behavioral attitude, the stronger the intention
195 to adopt the behavior (Groot and Steg, 2007). In the present study, the measure of attitude
196 includes the perception of evaluating the advantages and disadvantages of the behavior, as well
197 as the psychological feelings of the individual about performing the behavior, prompting
198 hypothesis

199 *H1: Behavioral attitude is positively correlated with the public's participation intentions.*

200

201 2.1.2 Subjective norm

202 Subjective norm reflects social pressure from important people or groups around an
203 individual, which may motivate people to perform or not perform a certain behavior (Fu, Liu,
204 & Zhang, 2021; Icek, 1991). Subjective norm is measured by the degree to which individuals
205 are surrounded by important people who approve of their behavioral performance. [Past](#)
206 [research has shown that subjective norms are the strongest predictors of intention to seek help](#)
207 [after a natural disaster](#) (Wei and Hall, 2021). Most studies support the ability of subjective norm
208 to forecast the intention to alleviate behavior (Slotter et al., 2020), and state that the higher the
209 individual's perceived subjective norm, the more probable the behavior will be performed. [In](#)

210 this paper, the measurement of subjective norms mainly includes the influence of surrounding
211 friends, relatives, community committees, government and other personnel on individual
212 participation intention. Thus, the following hypothesis is proposed, and hence

213 *H2: Subjective norm is positively correlated with the public's participation intention.*

214

215 2.1.3 Perceived behavioral control

216 Ajzen (1985) has suggested that individual controlling of intention requires not only internal
217 factors but also external conditions to be considered; therefore, he added perceived behavioral
218 control to the Theory of Rational Behavior (TRA) to improve its explanatory power. Perceived
219 behavioral control refers to an individual's perceived ease of performing a behavior, reflecting
220 an assessment of its ability and a prediction of the difficulty of such obstacles as time, money,
221 and distance (Icek, 1991). When an individual perceives that it can easily cope with the
222 impediments, the more probable it is to perform the behavior (Astrid et al., 2015; Gao et al.,
223 2017). A study of volunteers involved in geological disasters found that perceived behavioral
224 control had a positive effect on volunteering (Cahigas et al., 2023), and hence, the
225 measurement of perceived behavioral control mainly includes the evaluation of one's own
226 ability and the ability to control the influence of external environment such as time, money and
227 distance. The following hypotheses are proposed.

228 *H3: Perceived behavioral control is positively correlated with the public's participation*
229 *intention.*

230

231 **2.2. Risk perception**

232 Risk perception usually refers to an individual's perception of the probability of a risky event
233 occurring and its adverse consequences (Lindell and Hwang, 2008), and fear of risk has also
234 been suggested as one of the representations of risk perception (Fischhoff et al., 1978). The
235 impact of "risk perception" on public behavioral decisions has attracted much attention in past
236 studies, and research confirms that improving residents' risk perception is key to community
237 disaster management (Hernández-Moreno and Alcántara-Ayala, 2017). ~~Xu et al. (2019) showed~~
238 ~~that risk perception and disaster risk reduction awareness were significantly and positively~~
239 ~~associated with the intention to relocate in order to avoid a disaster(2019)Martin et al. (2009)~~
240 ~~found that the residents' level of risk perception affects their preparedness for natural disaster~~
241 ~~risk processes. Risk perception also affects how communities respond to disasters, and how~~
242 ~~prepared and motivated they are to take preventive measures to mitigate the associated risks~~
243 ~~(Pagneux, Gísladóttir, & Jónsdóttir, 2011). Dash et al. (2007), through an empirical study,~~
244 ~~found risk preparedness and risk perception to be positively correlated, and T~~the results of
245 Miceli's (2008) study suggest that risk perception can provide reliable psychological indicators
246 of people's actions and behaviors to reduce their vulnerability during disasters and
247 environmental emergencies. ~~Therefore, based on the risk perception model proposed by Slovic~~
248 ~~(1987), this study measures risk perception including fear level, consequence severity,~~
249 ~~probability factor and control factor, and proposes the following hypothesis.~~
250 ~~Therefore, risk perception is measured dimensionally in the present study based on the risk~~
251 ~~perception model proposed by Slovic (1987), using fear level, consequence severity,~~
252 ~~probability factor, and control factor for~~

253 *H4: Risk perception is positively correlated with the public's participation intentions.*

254

255 **2.3. Disaster experience**

256 Residents living in geohazard-prone areas have often had direct or indirect experiences of
257 disasters, and these experiences could have an impact on their lives, property, psychology, and
258 livelihoods. Previous studies show that disaster experiences influence an individuals' level of
259 disaster prevention and behavioral intentions; for example, people who have experienced
260 floods are more likely to adopt disaster mitigation and prevention behaviors in the future
261 (Lawrence, Quade, & Becker, 2014), and residents who have experienced disasters have a
262 higher willingness to invest in safety measures to reduce their personal losses (Entorf and
263 Jensen, 2020; Seifert et al., 2013). To explain this, some studies argue that disaster experience
264 is a social learning process, and the relationship between the environment, behavior, and human
265 thinking and cognition is an interactive decision (Zhou and Yan, 2019). Thus, in a severe natural
266 disaster environment, individuals will recognize the severity of the consequences of a disaster
267 and thus seek more information and knowledge to counteract its impact on their subsequent
268 lives since the effects on people of risk events fade over time (Felgentreff, 2003). In the present
269 paper, the assessment of disaster experiences on behavioral intentions is completed based on
270 the damage to individuals' lives, health, and property (as well as the impact on their lives and
271 psychology) from [geohazardgeological disasters](#) that occurred in the region in the past decade.

272 [And the hypothesis is proposed. Thus, we have](#)

273 *H5: Disaster experience is positively correlated with the public's participation intentions.*

274

275 **2.4. Participatory cognition**

276 In studies of environmental management and urban planning, it was found that public
277 participation can better facilitate the implementation of decisions and provide opportunities for
278 two-way communication between decision makers and the public (Gamper and Turcanu, 2009;
279 Karlsson et al., 2012). The degree of openness to participation and public perceptions of the
280 participatory process has a significant impact on the level of environmental participation
281 (Zhang, Jennings, & Zhao, 2018). In addition, individual behavioral motivation requires
282 consideration of the degree of attention given to behaviors and events (Echavarren, Balžekienė,
283 & Telešienė, 2019). Past research, through case studies, has found that behavioral responsibility
284 values and a sense of belonging increase residents' attention to participatory activities, and thus
285 their ~~participate intention~~~~willingness to participate~~ (Verma, Chandra, & Kumar, 2019).
286 Therefore, the present paper includes “participatory cognition” to describe the public’s
287 understanding of disaster risk reduction activities and their concern over participation
288 mechanisms (Huang et al., 2017; Ong et al., 2021). These—mainly include knowledge of
289 participation activities such as local disaster risk reduction policies and emergency plans, the
290 time and content of the activities, and the form of participation; and the value and significance
291 of such participation activities as influencing the democratic power of decision making (Najafi
292 et al., 2017) and the ongoing significance of public participation (Adams, Rivard, & Eisenman,
293 2017). Thus, the final hypothesis is
294 *H6: Participation cognition is positively correlated with the public’s participation intentions.*

295 **3. Method**

296 **3.1. Study area**

297 Jinchuan County belongs to the Aba Tibetan and Qiang Autonomous Prefecture of Sichuan
298 Province, located on the northwest plateau of Sichuan, at the eastern edge of the Qinghai-Tibet
299 Plateau and upper reaches of the Dadu River (Fig. 2). [Jinchuan County in 2016 identified a](#)
300 [total of 421 geological hazard sites.](#)~~Jinchuan County has 421 types of geological disaster sites,~~
301 including 250 mudslides (accounting for 59.38%), 103 landslides (accounting for 24.47%), 61
302 collapses (accounting for 14.49%), and seven unstable slopes (accounting for 1.66%) –
303 threatening the lives of 18,865 people and CNY 931.84 million (Zhang, 2016) of property
304 security. On June 14, 2020, Jinchuan County experienced flooding and mudslide disasters,
305 affecting a total of 19 townships, 1899 households, and 7598 people.

306 To reduce the damage of geological hazards and maintain the safety of people and property,
307 the government of Jinchuan County – located in a [geohazardgeological disaster](#)-prone area –
308 has undertaken many disaster prevention and mitigation activities, such as the full-coverage
309 survey work of geological hazard potential sites in Kaer Township and the comprehensive
310 emergency drill for disaster prevention and mitigation in Kasa Township. Jinchuan County's
311 Mulin Community was designated a "National Model Disaster Reduction Community" in 2020
312 and has played an exemplary role in calling for public participation in disaster reduction
313 activities. Being more prominent in terms of public participation in sustainable disaster
314 reduction, Jinchuan County was therefore chosen as the investigation area for this study.

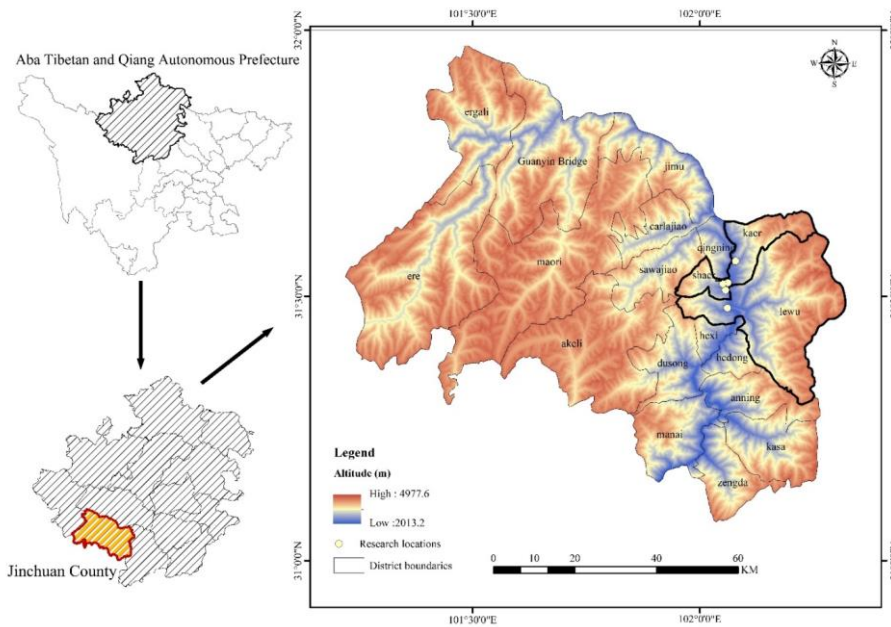


Fig. 2. Site location of the study area

3.2. Measurement tools

The questionnaire comprises three sections. The first introduces the background of the study and public participation in disaster risk reduction governance activities, [including emergency drill, self-rescue skills and discussion of emergency plan preparation](#), ~~including emergency drills, symposia, and preparation of emergency plans~~. The second involves the basic demographic characteristics, including age and education level. The third is the core of the questionnaire, measuring such latent variables as [participate intention](#), ~~willingness to participate~~, attitude, subjective norms, perceived behavioral control, risk perception, disaster experience, and participatory cognition, with variables such as attitude measured with multiple indicators. The measurement items in the questionnaire were adapted and modified to fit the current research context and research topic based on the TPB and research related to public

328 participation. Table 1 shows the related items and their references. [Five-point Likert scale was](#)
 329 [used to measure all potential variables in the questionnaire. Participate intention, behavioral](#)
 330 [attitudes, subjective norms, perceived behavioral control, risk perception, and participatory](#)
 331 [cognition were measured from strongly disagree \(1\) to strongly agree \(5\); disaster experience](#)
 332 [was measured from very low \(1\) to very high \(5\). All the items are positive statements. A five-](#)
 333 [point Likert scale is used to measure all items, and all are described positively.](#)

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334 **Table 1.** Questionnaire measurement items

Latent variable	Observed variable	Items	References
Participation intention	PI1	I am willing to participate in geohazard risk reduction governance activities, such as evacuation drills, under existing conditions.	(Gao et al., 2017)
	PI2	I intend to participate in geohazard risk reduction governance activities, such as evacuation drills, under existing conditions.	
Behavioral attitudes	BA1	I think it is important to participate in geohazard risk reduction governance activities.	(Icek, 1991) (Yuan et al., 2021)
	BA2	I think it is valuable to participate in geohazard risk reduction governance activities.	
	BA3	I think it is wise to participate in geohazard risk reduction governance activities.	
Subjective norms	SN1	Family, friends, and neighbors think I should participate in geohazard risk reduction governance activities.	(Icek, 1991) (Zhang and Zhang, 2015)
	SN2	The neighborhood council, government, and civil society organizations think I should participate in geohazard risk reduction governance activities.	
	SN3	If family, friends, and neighbors are actively involved in these activities, it will encourage me to participate.	
	SN4	If neighborhood councils, government, and civil society organizations are actively involved in these activities, it will encourage me to participate.	
Perceived behavioral control	PBC1	It is easy for me to participate in geohazard risk reduction governance activities.	(Icek, 1991) (Ru, Qin, & Wang, 2019)
	PBC2	The cost of participation does not affect my participate intentionwillingness to participate.	
	PBC3	The cost of time spent does not affect my participate intentionwillingness to participate.	
	PBC4	The distance to the event location does not affect my participate intentionwillingness to participate.	
Risk perception	RP1	I feel scared when landslides, mudslides, and other geohazardgeological disasters occur.	(Slovic, 1987)
	RP2	I think there is a high possibility of geohazardgeological disaster in the place where I live.	

	RP3	I think the consequences of these geohazard geological disasters are serious.	
	RP4	I think the damage caused by geohazard geological disasters cannot be controlled.	
Disaster experience	DE1	Loss of life and health caused by landslides, mudslides, and other geological disasters.	
	DE2	Loss of property caused by the occurrence of landslides, mudslides, and other geological disasters.	(Zhou and Yan, 2019)
	DE3	Impacts on your life caused by disasters geological geohazards such as landslides and mudslides.	
Participatory cognition	PC1	I know the local emergency evacuation routes and evacuation sites.	
	PC2	In the process of public participation in disaster reduction, I know how to properly reflect my views and suggestions to decision makers.	(Zhang and Zhang, 2015)
	PC3	I know the basic forms and contents of local public participation in disaster reduction activities.	(Najafi et al., 2017)

335 Note 1: PI, BA, SN, PBC, RP, and PC were measured from strongly disagree (1) to strongly agree (5); DE was
336 measured from very low (1) to very high (5).
337

338 3.3. Data collection and analysis

339 The initial questionnaire prepared was sent to professional scholars, village supporters, and
340 other cadres to pilot it before the main survey. Based on the results, some unclear statements
341 and unreasonable wordings were revised and adjusted. The main survey was conducted in June
342 2021 in Jinchuan County.

343 In order to ensure the representativeness and validity of sample data, stratified sampling and
344 random sampling methods are used to determine sample. We invited three experts familiar with
345 the distribution of geological disasters in Jinchuan County, and contacted government
346 personnel familiar with local conditions to help us determine the investigation site. According
347 to the disaster situation and public participation in disaster reduction activities, we selected
348 three sample towns: Sha'er Township, Ka'er Township and Leiwu Township. Secondly,
349 according to the past disaster situation and the living range of the permanent population, Sha'er
350 Township selects the town center, Danzhamu Village and Shangengzi Village. Ka'er Township
351 selects Dsheng Village, and Leiwu Town selects Mulin Community as the sample village

352 (community). In order to ensure the effective number of samples, a proportional random
353 sampling was conducted according to the total number of permanent residents (26,810) in the
354 three sample villages. One person was randomly selected from each household to fill in a
355 questionnaire. In general, the minimum sample size for SEM is 100-150 (Lomax, 1989), while
356 a reasonable sample size for CFA models is about 150 (Muthén and Muthén, 2002). Therefore,
357 a total of 300 questionnaires were designed and distributed. Residents who could not participate
358 in the survey and residents who did not understand the subject content of the questionnaire
359 were excluded. 260 valid questionnaires (86.7%) were obtained.

360 ~~, Shaer Township, Desheng Village, Danzamu Village, and Shangengzi Village in Sichuan~~
361 ~~Province. The investigators were systematically trained before the field questionnaires to~~
362 ~~understand the background and specific content of the research in detail. A total of 300~~
363 ~~questionnaires were distributed, and 260 (86.7%) valid questionnaires were obtained after~~
364 ~~excluding questionnaires that were incompletely filled out or scored the same for each option.~~

365 Structural equation modeling (SEM) is a widely used multivariate statistical approach to test
366 theoretical models and hypotheses while estimating modeling path coefficients and
367 measurement errors (Fonseca, 2013). It combines the statistical tools of factor analysis and path
368 analysis to divide variables into potential variables and observed variables. One of the main
369 reasons for researchers to use SEM is that it is the first choice to quantitatively measure whether
370 the theoretical model is correct (Schumacker and Lomax, 2004), wh(Mueller, 1997)ich also
371 helps to test the scientificity of social science theories in practical application (Mueller, 1997).

372 To achieve the research objectives, SEM is used on the survey data to analyze the factors
373 influencing public participation in disaster risk reduction governance intentions included in the

374 extended TPB model. The analysis is in three parts. The first is a confirmatory factor analysis
375 (CFA) to assess the adequacy and fit of the measurement model (Anderson and Gerbing, 1988),
376 the second is the hypothesis testing and path analysis of the model, and the third uses
377 hierarchical regression to evaluate the predictive power of the basic TPB model and extended
378 TPB model. All calculations are performed by SPSS 23.0 as well as AMOS 23.0.

379 4. Results

380 4.1. Demographic characteristics of the sample

381 ~~Table 2 shows the respondents' demographics, with the following notable characteristics.~~
382 ~~Table 2 shows the demographic data of the respondents, with the following distinguishing~~
383 ~~characteristics: first, the female sample size is slightly larger than the male sample size; In~~
384 ~~terms of age level, 70% of the sample is mainly concentrated in the 46 to 60 age group. In terms~~
385 ~~of educational level, nearly 60% of the population is below the junior high school. About 50%~~
386 ~~of the respondents were employed as farmers. Overall, the monthly income of the respondents~~
387 ~~was generally low, with one-third earning less than CNY 500 per month. The vast majority~~
388 ~~have been living in the area for more than 10 years.~~

389 ~~1) There are more females than males.~~

390 ~~2) There are more at a significant age level, with most concentrated in the 46 to 60 years age~~
391 ~~group.~~

392 ~~3) More than half have low education levels.~~

393 ~~4) More than half belong to farming households.~~

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394 5) Their monthly income is generally low, with one third earning less than CNY 500 per
 395 month.

396 6) The vast majority have lived in the area for more than 20 years.

397 Overall, the range of social groups covered by the respondents and the sample size are
 398 consistent with the actual situation and are highly representative.

399

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400

Table 2. Demographic characteristics of the respondents

Characteristic	Category	Frequency	Percentage (%)
Gender	Male=0	113	43.5
	Female=1	147	56.5
Age	<18=1	2	0.8
	18-30=2	27	10.4
	31-45=3	49	18.8
	46-60=4	107	41.2
	60-80=5	75	28.8
Educational level	Primary school or below=1	76	29.2
	Junior high school=2	80	30.8
	Senior/vocational high school=3	38	14.6
	Technical school=4	41	15.8
	Undergraduate degree or above=5	25	9.6
Occupation	Student=1	10	3.8
	Farmer=2	137	52.7
	Civil servant=3	23	8.8
	Surveyor=4	6	2.3
	Staff=5	16	6.2
	Teacher=6	8	3.1
	Self-employed=7	16	6.2
	Retirement=8	34	13.1
	Other=9	10	3.8
Monthly income	<500 CNY=1	86	33.1
	500-1500 CNY=2	53	20.4
	1500-3000 CNY=3	39	15.0
	3000-4000 CNY=4	27	10.4
	>4000 CNY=5	55	21.2
Duration of residence	<5 years=1	23	8.8
	5-10 years=2	27	10.4
	10-20 years=3	34	13.1
	>20 years=4	176	67.7

401

402 **4.2. Structural reliability and validity**

403 Cronbach’s alpha and composite reliability (Meadow, Crimmins, & Ferguson) are used to
 404 measure the reliability of each construct in the questionnaire (Yuan et al., 2021) (Table 3). The
 405 overall Cronbach’s alpha coefficient of the questionnaire is 0.786. The Cronbach’s alpha
 406 coefficients range from 0.711 to 0.824 (generally required to be greater than 0.7). The combined
 407 validity (Meadow, Crimmins, & Ferguson) values range from 0.692 to 0.853 – generally close
 408 to or over 0.7 is considered acceptable (Fornell and Larcker, 1981), indicating that the
 409 questionnaire has good internal consistency with KMO=0.780 (generally required to be greater
 410 than 0.6), while Bartlett’s test of sphericity=2100.573, and significance test $P<0.001$. These
 411 results indicate the data are suitable for factor analysis (Huan et al., 2019). A CFA is used to
 412 assess the fit and validity of the constructed model.

414 **Table 3. Results of the reliability and validity tests**

Latent variable	Observed variable	Mean	S.D.	Standardized factor loading	CR	AVE	Cronbach’s alpha
Participation intention	PI1	4.635	0.490	0.730	0.692	0.529	0.719
	PI2	4.712	0.471	0.724			
Behavioral attitudes	BA1	4.835	0.402	0.754	0.768	0.530	0.711
	BA2	4.623	0.612	0.577			
	BA3	4.831	0.396	0.829			
Subjective norms	SN1	4.673	0.574	0.723	0.853	0.593	0.824
	SN2	4.765	0.537	0.796			
	SN3	4.788	0.487	0.778			
	SN4	4.731	0.531	0.780			
Perceived behavioral control	PBC1	4.381	0.827	0.686	0.813	0.523	0.811
	PBC2	4.331	0.775	0.642			
	PBC3	4.327	0.803	0.771			
	PBC4	4.442	0.756	0.783			

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Risk perception	RP1	3.981	0.948	0.801	0.825	0.541	0.821
	RP2	3.842	1.130	0.742			
	RP3	4.304	0.977	0.714			
	RP4	4.073	1.065	0.680			
Disaster experience	DE1	1.931	0.952	0.827	0.786	0.552	0.779
	DE2	1.585	0.957	0.725			
	DE3	2.477	1.063	0.669			
Participatory cognition	PC1	4.319	0.811	0.651	0.788	0.555	0.784
	PC2	4.212	0.809	0.778			
	PC3	4.269	0.784	0.798			

~~Table 3. Results of the reliability and validity tests~~

416

417

418 (1) Regarding structural validity (Table 4), $\chi^2/df=1.171$, RMSEA=0.026, RMR=0.027,

419 GFI=0.927, AGFI=0.903, NFI=0.902, CFI=0.984, IFI=0.984, indicating a good model fit,

420 as χ^2/df is not greater than 3; RMSEA and RMR are considered good below 0.08; and GFI,

421 AGFI, CFI, NFI, and IFI are greater than 0.9 (Hu and Bentler, 1999).

422

423

Table 4. Overall model fit indicators

Variable	Public participation intention	
	Basic TPB model	Extended TPB model
Chi-square value	120.673	242.325
Degrees of freedom	59	207
χ^2/df	2.045	1.171
Root mean square error of approximation (RMSEA)	0.064	0.026
Root mean square residual (RMR)	0.017	0.027
Goodness-of-fit index (GFI)	0.938	0.927
Adjusted goodness-of-fit index (AGFI)	0.905	0.903
The normed fit index (NFI)	0.912	0.902
Comparative fit index (CFI)	0.952	0.984
Incremental fit Index (IFI)	0.953	0.984

424

425 (2) Convergent validity is evaluated by standardized factor loading and average variance
 426 extraction (AVE). Table 3 shows that the standardized factor loadings range from 0.577 to
 427 0.829. The AVE values range from 0.523 to 0.593, above the recommended threshold of
 428 0.50 (Fornell and Larcker, 1981). This indicates that each observed variable had some
 429 explanatory power for its latent variable, with excellent convergence.

430 (3) Discriminant validity, using AVE and correlation coefficients, are evaluated. The
 431 correlation coefficient between the factors is required to be lower than the square root of
 432 the AVE value for discriminant validity to be passed (Fornell and Larcker, 1981). The
 433 results show that the correlation coefficients between the latent variables are less than the
 434 AVE's square root (Table 5), indicating good discriminant validity.

435

436

Table 5. Discriminant validity of the latent variables

Variable	Behavioral attitude	Subjective norm	Perceived behavioral control	Risk perception	Disaster experience	Participatory cognition	Participation intention
Behavioral attitude	0.727						
Subjective norm	0.642	0.728					
Perceived behavioral control	0.723	0.549	0.770				
Risk perception	0.443	0.233	0.243	0.723			
Disaster experience	0.093	0.221	0.011	0.020	0.736		
Participatory cognition	-0.148	0.042	-0.033	-0.075	0.383	0.743	
Participation intention	0.564	0.440	0.445	0.258	0.002	0.085	0.745

437

438 **4.3. Hypothesis test**

439 All three hypotheses related to the intention to participate are supported in the *basic* TPB
440 theoretical model. First, the public's behavioral attitude makes a significant positive
441 contribution to their intention to participate ($\beta=0.273$, $p<0.01$), and there is a strong correlation
442 between the relationship, indicating that the more valuable members of the public perceive
443 disaster reduction management activities to be to them, the stronger is their intention to
444 participate. In particular, subjective norms have a strong positive effect ($\beta=0.478$, $p<0.001$),
445 suggesting that social pressure and motivation to participate – or exemplary leadership by close
446 family, friends, and government personnel – would promote individual intention to participate.
447 In addition, perceived behavioral control also has a strong positive relationship ($\beta=0.229$,
448 $p<0.001$), suggesting that the public's intention to participate is substantially increased when
449 behaviors are perceived to be easier to perform.

450 Of the new factors added to the *extended* TPB model, the perception of the participation
451 factor has a positive effect at a significant level of $P<0.001$ and contributes to the model to a
452 high degree ($\beta=0.253$, $P<0.001$), which indicates that the more the public understands the
453 participation process and the form of participation involved, the more positive is their
454 ~~participate intention~~willingness to participate. Surprisingly, ~~disaster experiences are not~~
455 ~~consistent with our assumptions about the public's intention to participate~~disaster experience
456 ~~and intention to participate have a negative effect, but to a lesser extent~~ ($\beta=-0.183$, $p<0.05$).
457 ~~This may mean that the less affected the public is by a disaster, the more likely they are to~~
458 ~~participate in disaster reduction activities.—a result that is contrary to our hypothesis.~~ In

459 addition, the hypothesis of risk perception on intention to participate is not supported, and
 460 further analysis is needed. Table 6 (Fig. 3) shows the path results of the hypothesis testing.

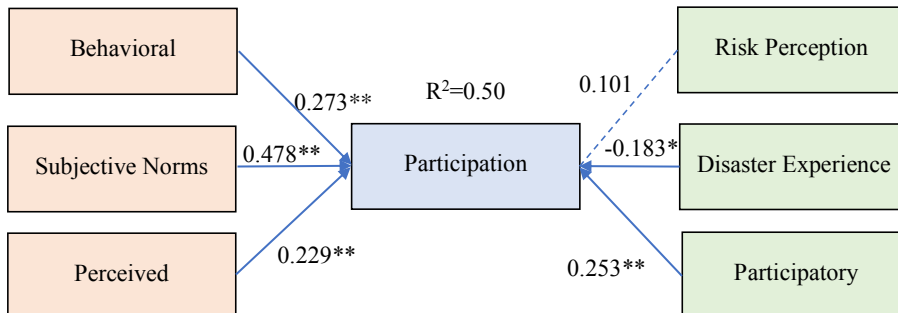
461

462 **Table 6.** Standardized path coefficient results

Hypothesis	Standardized (β)	S.E.	t-value
Participation Intention <--- Behavioral Attitude	0.273**	0.091	3.159
Participation Intention <--- Subjective Norm	0.478***	0.074	5.409
Participation Intention <--- Perceived Behavioral Control	0.229***	0.040	3.335
Participation Intention <--- Risk Perception	0.101	0.036	1.404
Participation Intention <--- Disaster Experience	-0.183*	0.032	-2.483
Participation Intention <--- Participatory Cognition	0.253***	0.050	3.323

463 Note: *p < 0.05, **p < 0.01, ***p < 0.001.

464



465 **Fig. 3.** Expanding the TPB model results (*p < 0.05, **p < 0.01, ***p < 0.001; the solid line is the
 466 significant path, but the dotted line is not)

467

468 **4.4. Multiple hierarchical regression analysis**

469 Multiple hierarchical regression analyses is used to assess the explanatory and predictive
 470 power of the basic and extended TPB model (Table 7). Multiple linearity tests are performed
 471 on the data by testing the independent variables' linear regression variance inflation factor (VIF)

472 scores, which are calculated to be $VIF < 5$, indicating the independent variables in the regression
 473 model are essentially free of multicollinearity.

474 Considering previous studies and the actual demographic characteristics of Jinchuan County,
 475 the control variables of age, education level, and monthly income are added (Zheng and Wu,
 476 2020). The results show that these three control variables together explain 7.5% of the variance
 477 in participation intention. Then, the basic TPB model explains 46.0% of the variance – an
 478 increase of 38.5%. In other words, the basic TPB can effectively explain the public’s intention
 479 to participate in geological hazard mitigation activities. The extended TPB model continues to
 480 add three new variables to the original model: risk perception, disaster experience, and
 481 participatory perception. Compared with the basic TPB model, it significantly increases the
 482 variance of participation intention ($R^2=0.507$) and the explanatory amount by 4.7%, indicating
 483 that the addition of new variables increases the explanatory amount of public participation
 484 behavioral intention, and the extended TPB model is more applicable to the prediction of public
 485 behavioral intention.

486

487 **Table 7.** Hierarchical regression results

Variables	Control variables		Basic TPB model		Extended TPB model		Collinearity statistics	
	β	t-Value	β	t-Value	β	t-Value	Tolerance	VIF
	Age	0.245***	3.670	0.107*	2.016	0.139**	2.700	0.745
Educational	-0.074	-0.876	-0.020	-0.305	-0.009	-0.134	0.469	2.131
Monthly income	0.060	0.773	0.060	0.991	0.043	0.734	0.571	1.751
BA			0.218***	3.855	0.161**	2.875	0.628	1.593
SN			0.437***	7.796	0.387***	6.891	0.625	1.599
PBC			0.175***	3.520	0.137**	2.818	0.838	1.194
RP					0.095	1.981	0.861	1.162
DE					-0.134**	-2.822	0.881	1.135
PC					0.203***	3.975	0.758	1.319

Model summary

F	6.916***	35.916***	28.541***
R ²	0.075	0.460	0.507
ΔF	6.916***	60.124***	7.907***
ΔR ²	0.075	0.385	0.047

488 Note: *p < 0.05, **p < 0.01, ***p < 0.001.

489 5. Discussion

490 5.1. Factors influencing intention to participate

491 The present study uses an extended TPB model to explain the ~~behavioral-participate~~
492 ~~intentionwillingness for public participation~~ in sustainable disaster reduction. Consistent with
493 previous studies is that individual ~~participate intentionwillingness to participate~~ is related to
494 attitudes, subjective norms, perceived behavioral control, and participatory cognition. Not fully
495 consistent with the previous hypothesis is that H4 does not pass the hypothesis test and the
496 result for H5 is the opposite of the hypothesis. Of the four predictors that pass the hypothesis
497 test:

498 (1) Behavioral attitude has a significant positive effect on the public's intention to participate.

499 Most previous studies conclude that attitude is the main predictor of behavioral intention
500 and that, if individuals have a positive attitude toward a participation matter or issue, they
501 would act corresponding with their attitude (Ajzen and Fishbein, 1977).

502 (2) The findings indicate that subjective norm is the most important predictor of public
503 ~~participate intentionwillingness to participate~~, suggesting that social pressure
504 (encouragement from family and friends, and appeals and support from organizations such
505 as the government) is a positive force for the public. In the behavioral decision-making
506 process, people are more likely to be influenced by the perceptions of others and more
507 willing to take advice from those who matter most to them, which reflects a sense of trust

508 in the organization and a sense of social belonging. This is especially the case with smaller
509 communities, which inherently lack internal capacity, and therefore small group
510 participation may be less enthusiastic or even neglected if they continue to lack sustained
511 support from local government (Mathers, Dempsey, & Molin, 2015).

512 (3) Perceived behavioral control plays a role in having a positive effect on [participate](#)
513 [intentionwillingness to participate](#). Previous studies also confirm that individuals are more
514 likely to participate when they perceive easier execution behaviors and higher self-efficacy
515 (Li et al., 2018; Shi, Fan, & Zhao, 2017). In other words, people are more willing to
516 participate in activities that are low-cost, less time-consuming, and less difficult to perform.

517 (4) Participatory cognition is one of the core variables that influence the intention to participate.
518 The higher the level of participatory cognition, the more positive the public's intention to
519 engage in the behavior; from another perspective, participatory activities need to be widely
520 noticed and understood by individuals. Weinstein (2000) found that people with a
521 moderately high level of concern about tornado governance were 56% to 79% more likely
522 to take preparedness actions than those with a moderately *low* level of concern.

523 Contrary to our hypothesis, however, there is no significant correlation between risk
524 perception and public intention to engage in disaster reduction behaviors – despite such
525 findings having emerged in past studies – although this does not mean that risk perception is
526 not important for individual disaster reduction behaviors (Chen, 2016). First, most residents in
527 the present study are farmers and less educated, which reflects the basic status of rural Sichuan.
528 Members of this group tend to have only a vague perception of disaster risk and generally have
529 a ‘fluke mentality’ compared to that with disasters that have not happened yet. Moreover,

530 structural engineering measures invariably have an immediate protective effect compared to
531 non-engineering measures, with a strong trust in engineering measures reducing the sense of
532 responsibility for disaster reduction. After the Wenchuan earthquake in 2008, for instance, the
533 country paid more attention to the risk management of post-earthquake-derived geological
534 hazards and implemented many structural engineering measures to address clear potential
535 hazard sites (Fig. 4). In the study area, emergency shelter signs were profuse (Fig. 5). In the
536 process of conducting the survey, ad hoc comments were often received indicating the
537 generally high satisfaction of the public with the work of the government, such as in “the
538 government’s engineering measures make us feel well protected” and, despite a high perception
539 of surrounding disaster risk, “our houses are safe.” In addition, the image of disaster victims
540 may make them subconsciously believe that they are the target of assistance, which accelerates
541 the transfer of public responsibility for disaster reduction. The [participate intentionwillingness](#)
542 [to actively participate](#) in disaster reduction activities is weak even if they perceive high risks in
543 their environment (Terpstra, 2010).

544 To our surprise, it was found that disaster experience was negatively related to [participate](#)
545 [intentionwillingness to participate](#). This is inconsistent with previous hypotheses, but a similar
546 situation has nevertheless been found in previous studies (Siegrist and Gutscher, 2008). The
547 possible reason for this is the reverse psychological impact of past disaster experiences on
548 disaster victims. On the one hand, disaster victims who have been severely affected by a
549 disaster may show some fear and anxiety about trauma-related situations and activities during
550 the post-disaster trauma phase, and some studies have shown that 20% of survivors develop
551 psychological disorders that make it difficult to reintegrate into society (Augustijn-Beckers,

552 Flacke, & Retsios, 2010). On the other hand, the loss situation of the subjects of this study was
553 at a moderate level (Mean=1.585~2.477), so they felt more stubborn and lucky than fearful and
554 helpless, believing that “they will not experience the same disaster in the same place twice in
555 their lifetime” (Ardaya, Evers, & Ribbe, 2017). Several respondents refused to answer the
556 questionnaire during the research process because of their past tragic experiences. Therefore,
557 it may well be that the impact of disaster experience on the psychological aspects of the public
558 still needs to be taken seriously.

559



(a) gravity retaining wall



(b) debris flow pre-warning device



(c) discharge chute for debris flow



(d) permeable type of retaining dam

560 **Fig. 4.** Structural engineering measures to prevent and control. (a) gravity retaining wall, (b) debris
561 flow pre-warning device, (c) discharge chute for debris flow, (d) permeable type of retaining dam
562 for debris flow



(a) emergency evacuation route sign



(b) emergency shelter sign

563 Fig. 5. Emergency shelter signage. (a) emergency evacuation route sign, (b) emergency shelter sign
564

565 5.2. Implications for participatory disaster risk reduction management

566 With the government's top-down disaster prevention and mitigation approach, the expected
567 sustainable disaster reduction effect cannot be achieved if the public is not highly motivated to
568 participate (Raikes et al., 2021). In addition, public participation in the disaster prevention and
569 mitigation process can create a downtown surge effect to achieve multiple purposes:

- 570 (1) Help individuals take responsibility for disaster reduction and achieve a sense of
571 "ownership": take the initiative to experience risk education, acquire self-rescue skills, and
572 take responsibility for disaster preparedness.
- 573 (2) Promote mutual communication between the government and the public to build trust:
574 understand the needs and suggestions of the public in promoting [geohazardgeological](#)
575 [disaster](#) prevention and mitigation activities to develop emergency plans that meet actual
576 local conditions.
- 577 (3) People express their opinions and needs on an open and transparent platform, monitor
578 government actions, and receive social attention: stakeholders are closely linked to

579 reaching a consensus on disaster reduction to form an “up and down linked” participatory
580 disaster risk management framework.

581 Future geohazard risk management’s focus is to improve public participation enthusiasm
582 based on the existing governance, improve the public participation system, and accelerate the
583 construction of “disaster-resistant communities” to achieve the sustainability goal of
584 minimizing and maximizing disaster mitigation costs and effects, respectively. The findings of
585 the present study provide the following guidance for further strengthening participatory disaster
586 risk management in geohazard-prone areas to achieve sustainable disaster reduction.

587 First, it is shown that public attitude and participatory perception positively impact on
588 ~~participate intention~~willingness to participate. If the members of the public feel that the
589 participation process is beneficial and valuable to them, this will significantly increase their
590 intention to participate. Therefore, managers need to provide adequate guidance of the public’s
591 perceptions of disaster prevention during the organization and implementation of activities.
592 Policymakers can conduct abundant disaster prevention and mitigation activities to increase
593 the public’s awareness of disaster reduction activities, such as joint teams with professional
594 knowledge and social organizations to conduct risk mapping and publicity, knowledge lectures,
595 and the training of self-help and mutual help skills. Studies have confirmed that prior training
596 can help people take appropriate actions in advance and prepare for emergencies (McBride,
597 Becker, & Johnston, 2019). Encouraging public participation in the design and testing of
598 emergency plans is the most natural and effective form of two-way interactive participation,
599 helping the public to directly understand the functions of local government and the role of
600 members of the public and assisting them in recognizing the social and disaster mitigation

601 responsibilities they need to assume. It can effectively avoid the false sense of security that
602 eventually leads to weak risk awareness due to the transfer of responsibility for disaster
603 preparedness (Wachinger et al., 2013).

604 Second, according to Chen and Tung(2014), subjective norms can positively influence
605 individuals' behavioral decisions. Social pressure from family, friends, and government
606 workers on individuals may cause them to consider that “everyone around me is taking action,
607 so should I go?” or “everyone thinks I should get involved, so should I try?” before making
608 behavioral decisions. Furthermore, according to traditional Chinese culture, collective interests
609 tend to take priority over individual interests: thus, the government can build on current grid-
610 based management by focusing on the group effect, and adopting incentives (e.g., distributing
611 small gifts) to appeal to residents to participate in disaster reduction activities as a family unit.

612 Third, emergency management departments and social organizations need to focus on
613 improving the public participation mechanism, optimizing how rural residents obtain
614 information (e.g., exclusive one-to-one services for the elderly and WeChat group notifications
615 for younger groups), and ensuring adequate participation in the participation process.
616 Disseminating basic knowledge concerning [geohazardgeological-disaster](#) prevention and
617 control to the public and providing a good resource environment for the public is necessary for
618 increasing public awareness and participation. When members of the public understand the
619 participation procedures and associated working arrangements, they can know how to
620 cooperate with the government in the participation process and provide their opinions or
621 suggestions for better feedback.

622 Fourth, the whole of society should pay attention to the psychological health of the residents
623 and provide timely psychological counseling for affected people. Residents who have
624 experienced disasters are prone to, possibly severe, psychological damage. People recognize
625 severe consequences of disasters from their past disaster experiences, the great loss of life and
626 property, and the sense of difficulty and powerlessness they feel before facing a destructive
627 natural disaster. Therefore, managers need be mindful of providing post disaster reconstruction
628 help to local disaster victims that is not limited to material help (such as housing and food) but
629 should also provide post-disaster psychological counseling to help disaster victims adequately
630 cope with negative emotional impacts. In implementing future disaster prevention and
631 mitigation policies, it is important that affected people trust, and actively cooperate with, the
632 government. Disaster-affected groups have the most profound understanding of disasters and
633 the local situation, and their experience and local knowledge are valuable for decision makers
634 to improve emergency plans and risk prevention accordingly.

635 **6. Conclusions**

636 Encouraging public participation as a means of forming a bottom-up complement to the
637 traditional top-down ~~geohazard~~[geological-disaster](#) risk management model provides an
638 important way for improving sustainable disaster reduction. In the present study, risk
639 perception, disaster experience, and participation cognition were added to the basic TPB
640 framework to analyze the factors influencing public intention to participate in disaster
641 reduction in geological hazard-prone areas. A questionnaire survey is used to conduct empirical
642 analysis in Jinchuan County, one of the most disaster-prone areas in China. The study results

643 show attitude, subjective norms, perceived behavioral control, and participation cognition to
644 be significantly and positively correlated with public intention to participate in the extended
645 TPB framework. In contrast, disaster experience is negatively correlated, and risk perception
646 is not significantly correlated with intention to participate. The multilevel regression reveals
647 that the extended TPB model improves the explanatory power of the public's intention to
648 participate in disaster prevention and mitigation compared to the basic model.

649 Combining the research results and the actual situation in the study area, it is found that the
650 participatory disaster reduction framework contributes to the sustainable development of
651 human society. However, the process requires the joint endeavors of the government, the public,
652 and social groups to reach a "consensus on disaster reduction." On the one hand, policymakers
653 need to ensure that the public has a good sense of participation and to improve public
654 motivation and disaster prevention capabilities, including diverse forms of activities, rich
655 organizational content, effective publicity, and transparent and convenient participation
656 channels. On the other hand, it is necessary to strengthen the participation mechanism, pay
657 attention to the two-way communication bridge between the public and the government, unite
658 social forces, optimize access to resources, and improve the disaster reduction capacity of
659 individuals and communities to achieve sustainable disaster reduction. This study provides
660 research support for enhancing individual awareness of participation in geohazard prevention
661 and mitigation, improving group awareness of risk prevention, and promoting the overall trend
662 of sustainable disaster reduction in the region. It provides theoretical guidance for mobilizing
663 public and social forces to cooperate with the government to form a participatory disaster
664 management mechanism with upward and downward linkages.

665 This study has made valuable progress and some noteworthy results, which are crucial for
666 increasing the public's intention to participate in sustainable geohazard mitigation activities.
667 However, this study still faces certain limitations. Firstly, this study analyzed public
668 participation intentions as a whole without considering whether there are cognitive differences
669 and risk awareness differences between townships with different disaster situations and levels
670 of economic development, and the findings are representative of geohazard-prone areas with
671 extensive public participation, such as Jinchuan County in Sichuan, China. Therefore,
672 subsequent studies can delve into the impact of objective environment and risk awareness
673 differences on public participation in disaster prevention and mitigation as a way to obtain
674 valuable findings. In addition, this paper is a combination of factors such as the TPB, risk
675 perception, disaster experience, and participatory cognition on the public's intention to
676 participate, without considering factors such as different power structures, local attachments,
677 and religious beliefs in culture or society. Therefore, future research can go deeper into the
678 influences arising from factors such as cultural perceptions, social relations, and regional
679 emotions, based on understanding the mechanisms influencing the intention to participate.
680 This study is limited by analyzing individual participation intentions as a whole and not considering
681 whether cognitive differences and risk awareness differences exist between villages and towns
682 with different disaster situations and levels of economic development. Subsequent studies
683 could therefore distinguish and compare the effects of various cognitive differences and risk
684 awareness differences on public participation in disaster prevention and mitigation, analyzing
685 the effects of behavioral *intention* far from the actual behavioral decision. In addition, the
686 research field of public participation behavior in the stage of geological disaster prevention and

687 ~~control is still in relatively lacking. Therefore, a further future research direction would be to~~
688 ~~continue to analyze the path of public participation behavior decisions under the premise of~~
689 ~~understanding the influence mechanism of participation intention.~~

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