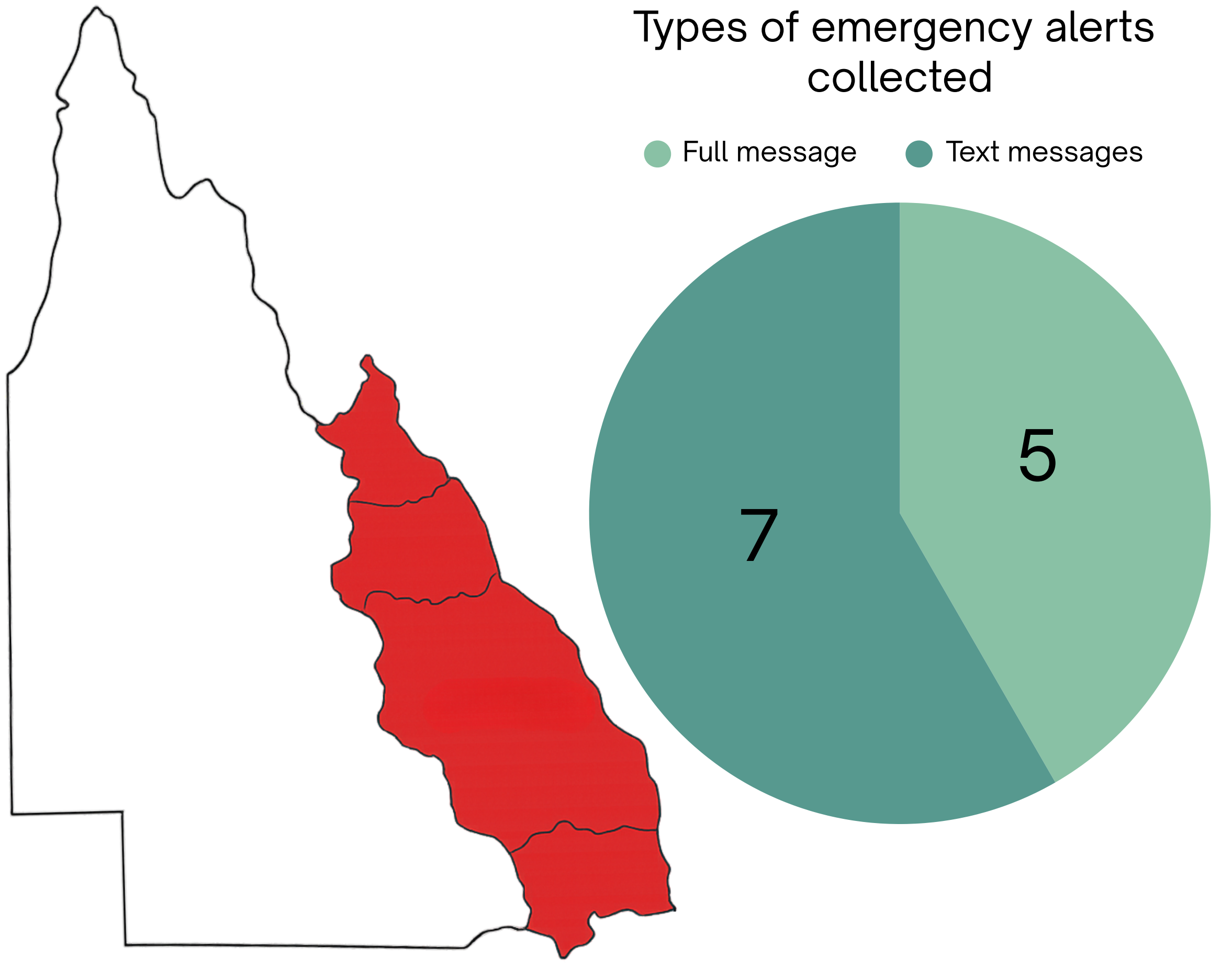


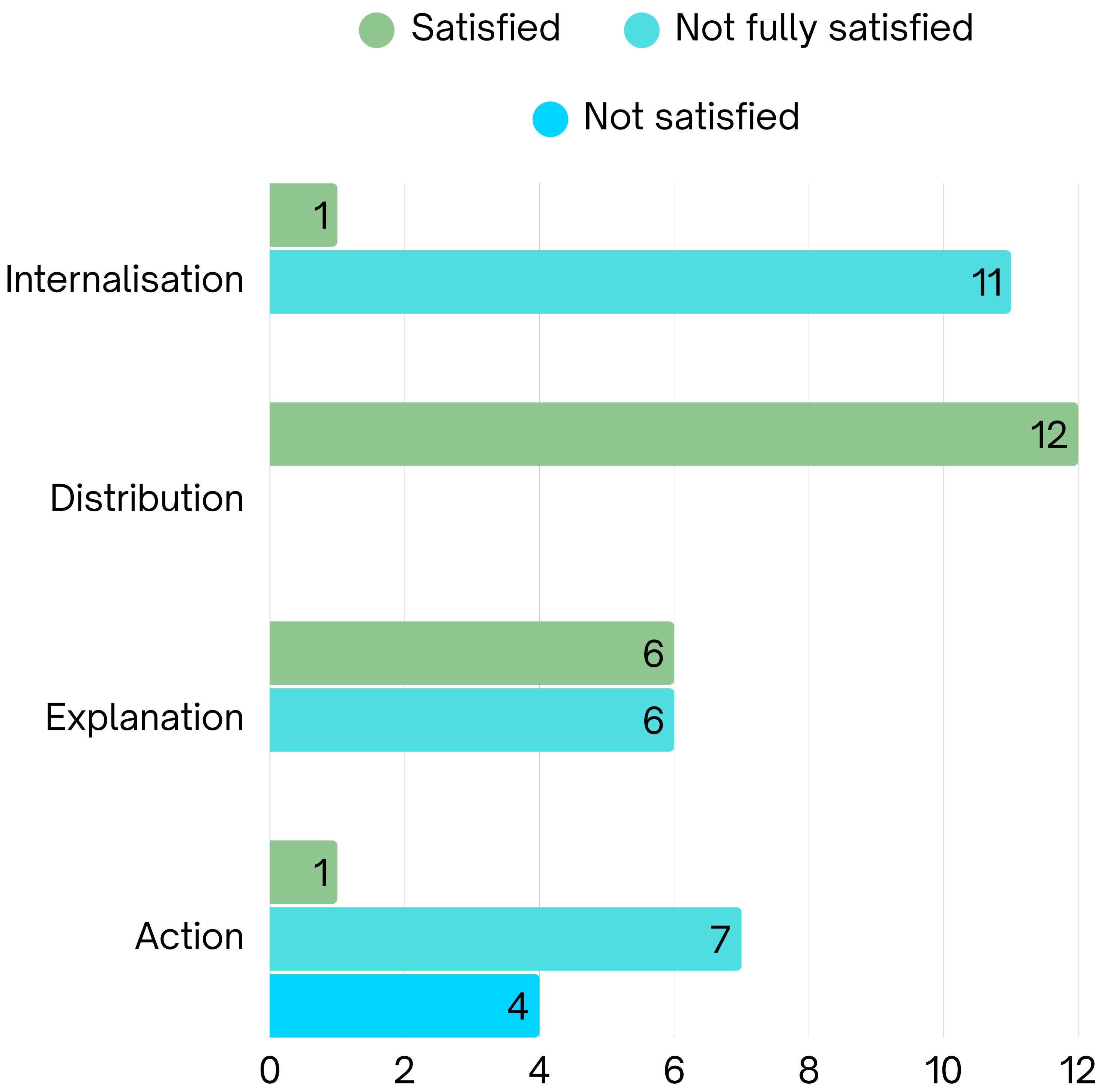
IN THE EYE OF THE STORM: HUMAN VS AI-GENERATED EMERGENCY ALERTS



12 EMERGENCY ALERTS COLLECTED DURING TROPICAL CYCLONE KIRRILY, WHICH IMPACTED NORTH QUEENSLAND NEAR TOWNSVILLE IN JANUARY 2024.



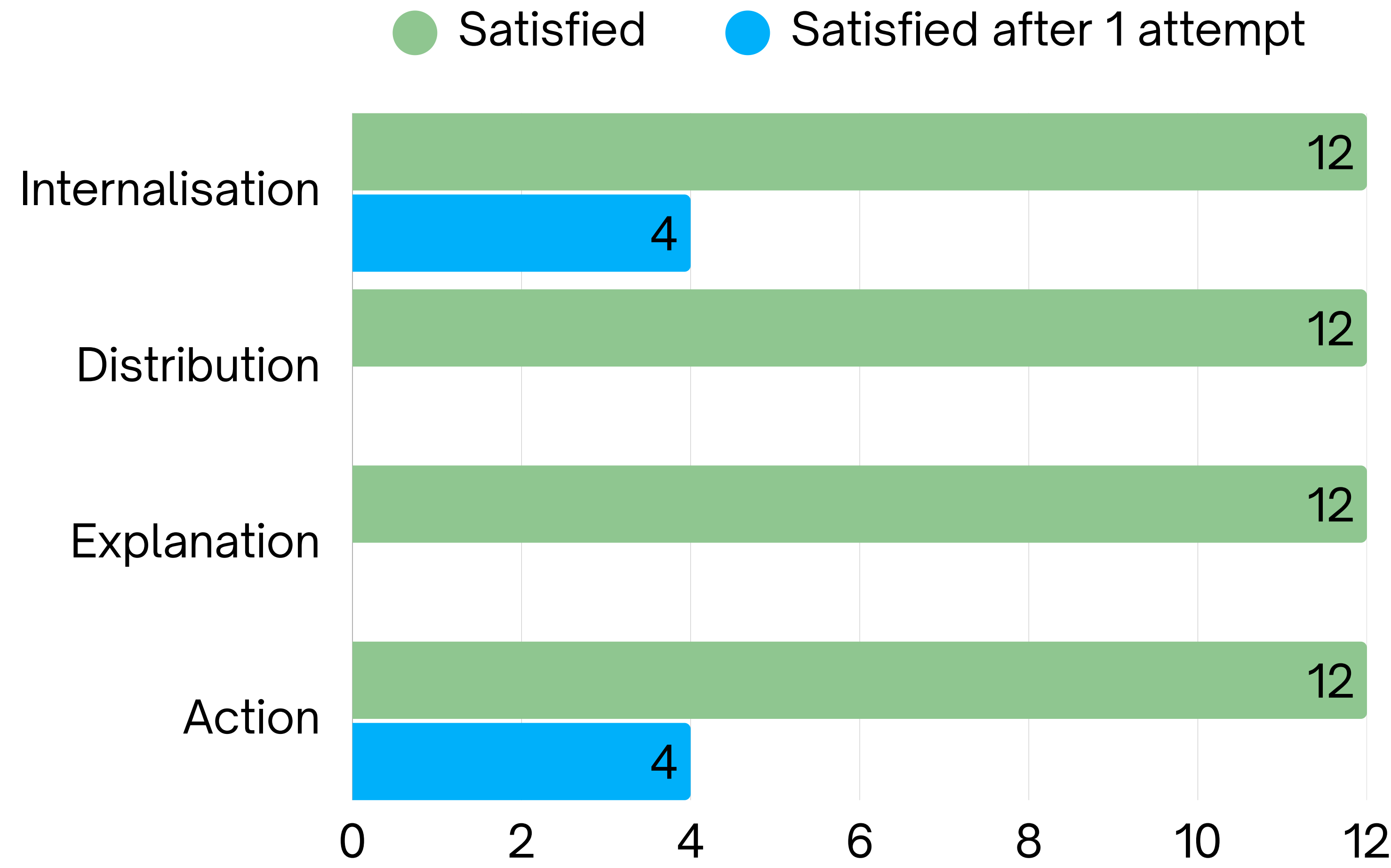
PHASE 1: HUMAN-GENERATED ALERTS ANALYSIS



PHASE 1 FINDINGS:

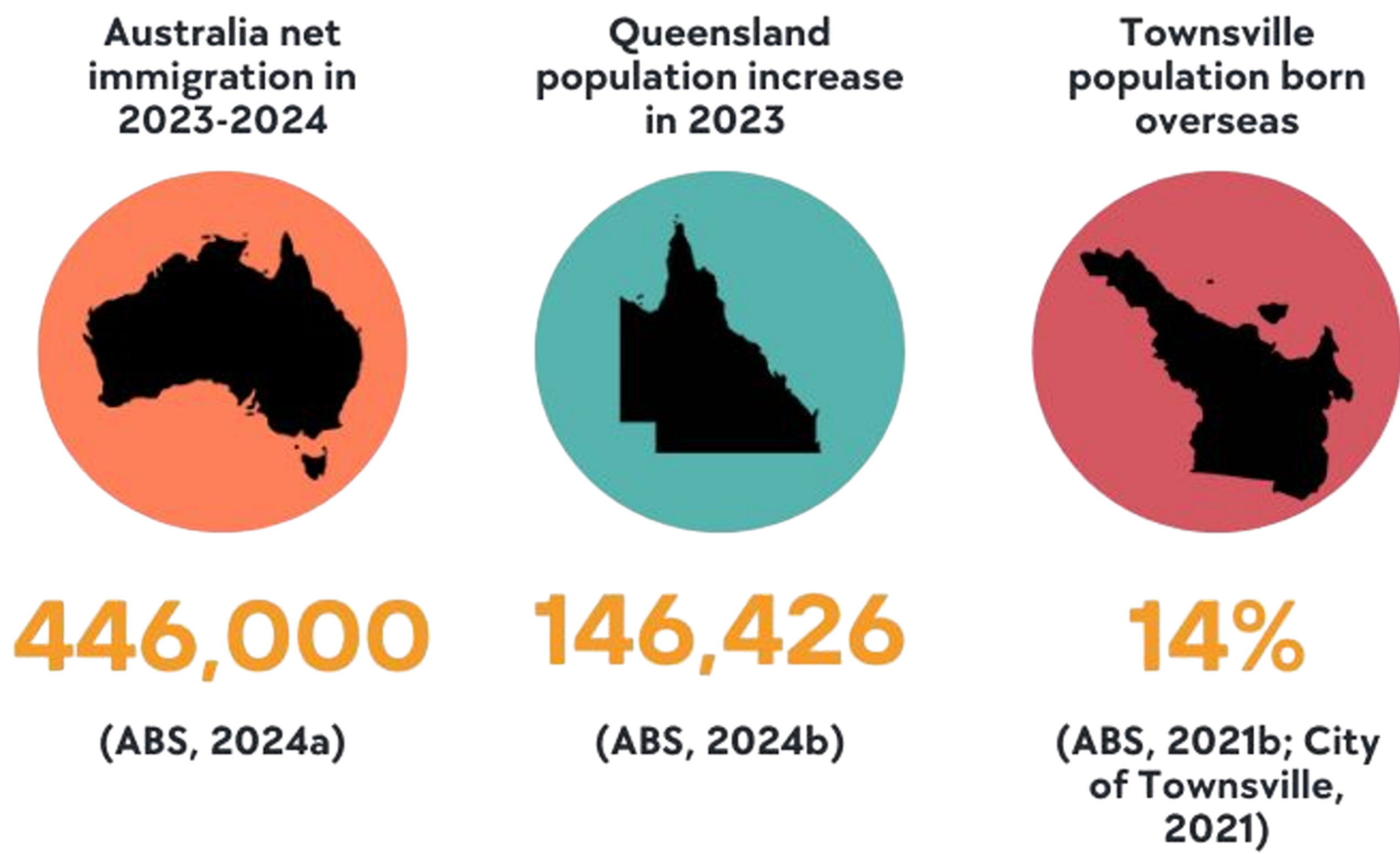
- LACK OF PERSONALISATION AND ACTION:
- “IF YOU HAVE MEDICAL NEEDS OR ARE VISITING THE AREA, LEAVING NOW IS THE SAFEST OPTION.”
- “DECIDE NOW WHERE YOU WILL GO”
- ”WARN OTHERS, STAY OFF ROADS AND TAKE SHELTER NOW,”
- THE ONLY TEXT MESSAGE MENTIONING EVACUATION CENTRES IS THE HINCHINBROOK ALERT.

PHASE 2: AI-GENERATED ALERTS ANALYSIS



PHASE 2 FINDINGS:

- HUMAN OVERSIGHT NEEDED:
- FAILURE TO ESCALATE SEVERITY FROM WATCH AND ACT TO EMERGENCY ALERT
 - AI SUGGESTED TO EVACUATE WHEN 120 KM/H WINDS WERE OCCURRING
 - AI SUGGESTED COMPLETING PREPARATIONS DURING CYCLONE CROSSING.
 - ACTIONS TO CONSERVE WATER NOT SUITABLE TO THE SITUATION GIVEN POWER OUTAGES ONGOING
- PERSONALISATION IMPROVED:
- MORE PERSONABLE LANGUAGE
 - CLEAR CALL TO ACTION



- Low disaster literacy
- Limited social capital
- Low language proficiency

IN AUSTRALIA:

- ABOUT 44% OF ADULTS READ AT LITERACY LEVEL 1 TO 2 (BETWEEN PRE-YEAR 1 TO YEAR 10)
- 38% OF ADULTS READ AT LEVEL 3 (YEARS 11 AND 12)
- ABOUT 15% READ AT LEVEL 4 TO 5 (BETWEEN CERTIFICATE IV AND ABOVE BACHELOR'S DEGREE).

(ABS, 2013; AIDR 2021)

Australian adult reading levels

Reading level	Percentage of adults at each level (%)
Pre-primary level (below level 1)	3.7
Pre-year 1 to year 6 (level 1)	10.0
Year 7 to year 10 (level 2)	30.0
Years 11 and 12 (level 3)	38.0
Certificate IV (level 4)	14.0
Diploma and above (level 5)	1.2

