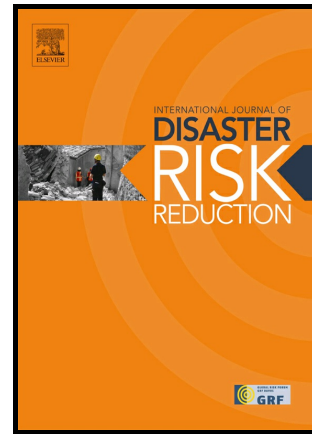


## Author's Accepted Manuscript

The Persuasive Efficacy of Real Versus Salient Hazard Scenarios in Motivating Citizen-Level Hazard Preparedness

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## MOTIVATING CITIZEN-LEVEL HAZARD PREPAREDNESS

The Persuasive Efficacy of Real Versus Salient Hazard Scenarios in Motivating Citizen-Level  
Hazard Preparedness<sup>★</sup>

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**Abstract**

Despite projections that both the frequency and magnitude of natural and man-made hazards are expected to grow, U.S. government sponsored research continues to show that American citizens remain unprepared or underprepared for such events. Recently, the U.S. Centers for Disease Control launched a campaign framing citizen-level preparedness in the context of a zombie apocalypse. Using the Heuristic-Systematic model (HSM), this research measured several theoretically relevant cognitive and attitudinal constructs to examine the persuasive efficacy of

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