An investigation on the behavioural patterns of young freeriders

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Summary

• Introduction
• Research
  – Problem
  – State of art
  – Goals
  – Program
  – Methodologies
• Conclusion
INTRODUCTION
Why this work?

⇒ Statistical evidence (in France):
young adults = high vulnerability / avalanche risk in OB terrain
⇒ Some preventive actions offers, but...
⇒ Effects of theses actions = ???
⇒ ANENA : no OB training
⇒ Nothing or little known about freeride and freeriders’ characteristics
RESEARCH
Research question

How should we communicate about avalanche hazard in OB terrain with young freeriders?
Studies about OB/freeride: What do they show? (1)


- Freeriders aware of avalanche hazard
- **Heuristic traps** => higher risk taking
Studies about OB/freeride: What do they show? (2)

Longland et al. (2005):
OB freerider = higher acceptance of negative consequences of avalanche

Björk (2007):
different kinds of OB recreationists
Rescue equipment => higher risk taking

Sole & Emery (2008):
Need for fun => greater exposition to avalanche hazard
Studies about OB/freeride: What do they show? (3)

Gunn (2010): High-risk OB freeriders =

- young men
- less likely to consider avalanche hazard when OB skiing
- less likely to have a history of previous involvement in an avalanche incident
- more willing to accept avalanche related consequences
- higher sensation seeking
- lower self-efficacy for risk management skills
State of art: Theoretical frame

Risk Perception (Kouabenan, 1998)

Perceiver’s characteristics
- Positive illusions

Risk’s characteristics
- Risk perception: perceived probability, gravity, controlability

Protection behavior

Attitudes toward prevention & safety
State of art: Theoretical frame

Naive explanation of accident (Kouabenan, 1985, 1999)

Victim’s characteristics

Relationships attributor-victim

Attributor’s characteristics

Circumstances

Accident’s characteristics

Safety behavior

Causal explanations

accident
Research: working hypothesis

Risk perception & naive explanations of accidents => higher efficacy of prevention

Integration to preventive messages

Higher efficacy of prevention strategies
Goals

- Targeting messages using risk perception & explanation of accidents
- Carrying out prevention programs with young people and avalanche experts

⇒ Collaborative work
Research Program (1)

Axis I: Diagnosis/comprehension

Study 1: study of risk perception

Studies 2: explanation of OB avalanche accidents

Studies 3: analysis of OB practice
Research Program (2)

Axis II: Action
Studies 4: carrying out prevention strategies: trainings, messages

Axis III: Evaluation
Studies 5: testing efficacy of messages
Methodologies

A mixt methodology

- Qualitative method...
  - Interviews
  - Self-confrontations
  - Terrain observations

- ... And quantitative method
  - Questionnaires
  - Scales
  - Experimentations
CONCLUSION
To conclude...

- A new approach
- Methodology: not only for off-piste avalanche accidents...
- First results expected for the ISSW 2013 in France
- It will take time ...
Thank you for your attention
In line with the idea of collaborative work:
Any questions, remarks?