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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)

McCammon (2002,2004,2009):

- 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 acceptation 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

Risk's characteristics

Positive
illusions

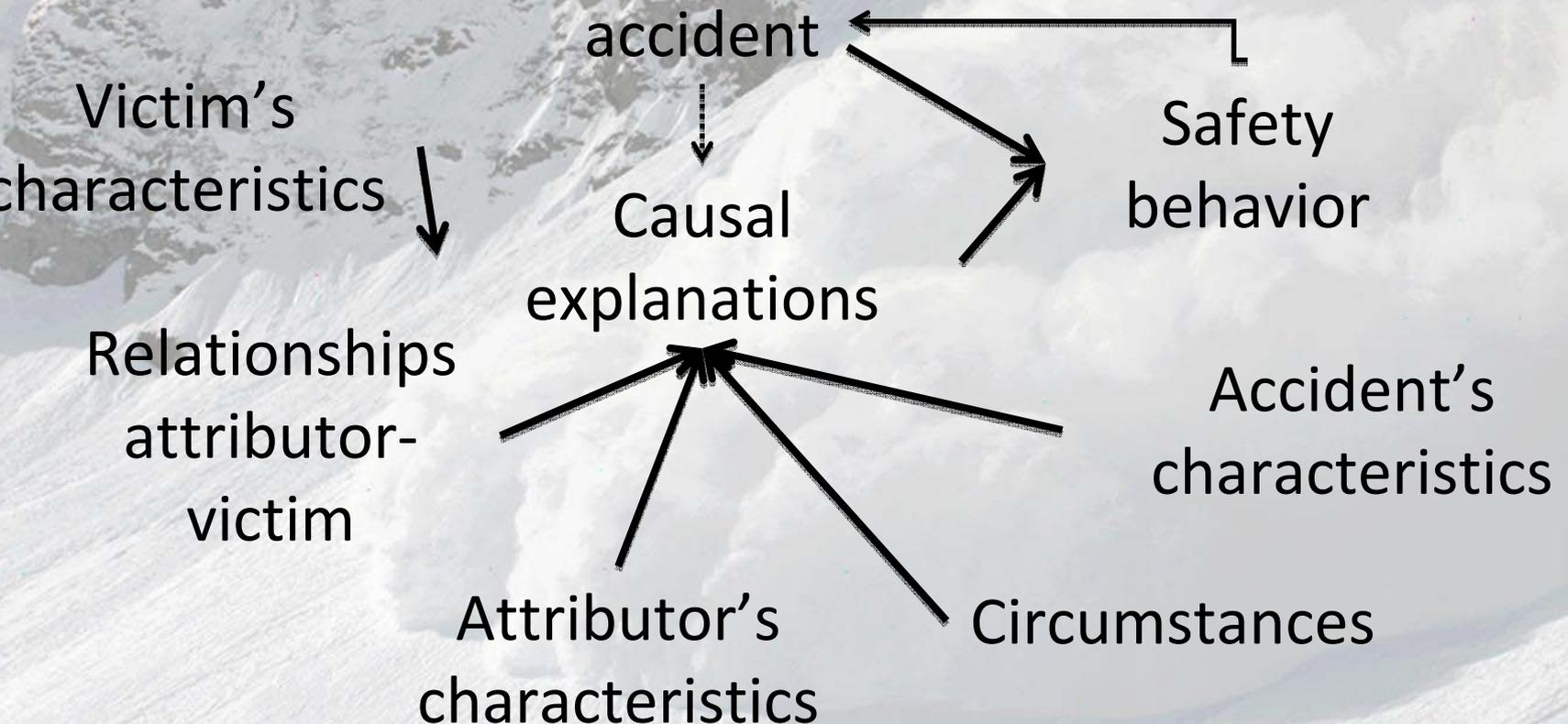
Risk perception: perceived probability,
gravity, controlability

Protection behavior

Attitudes toward
prevention & safety

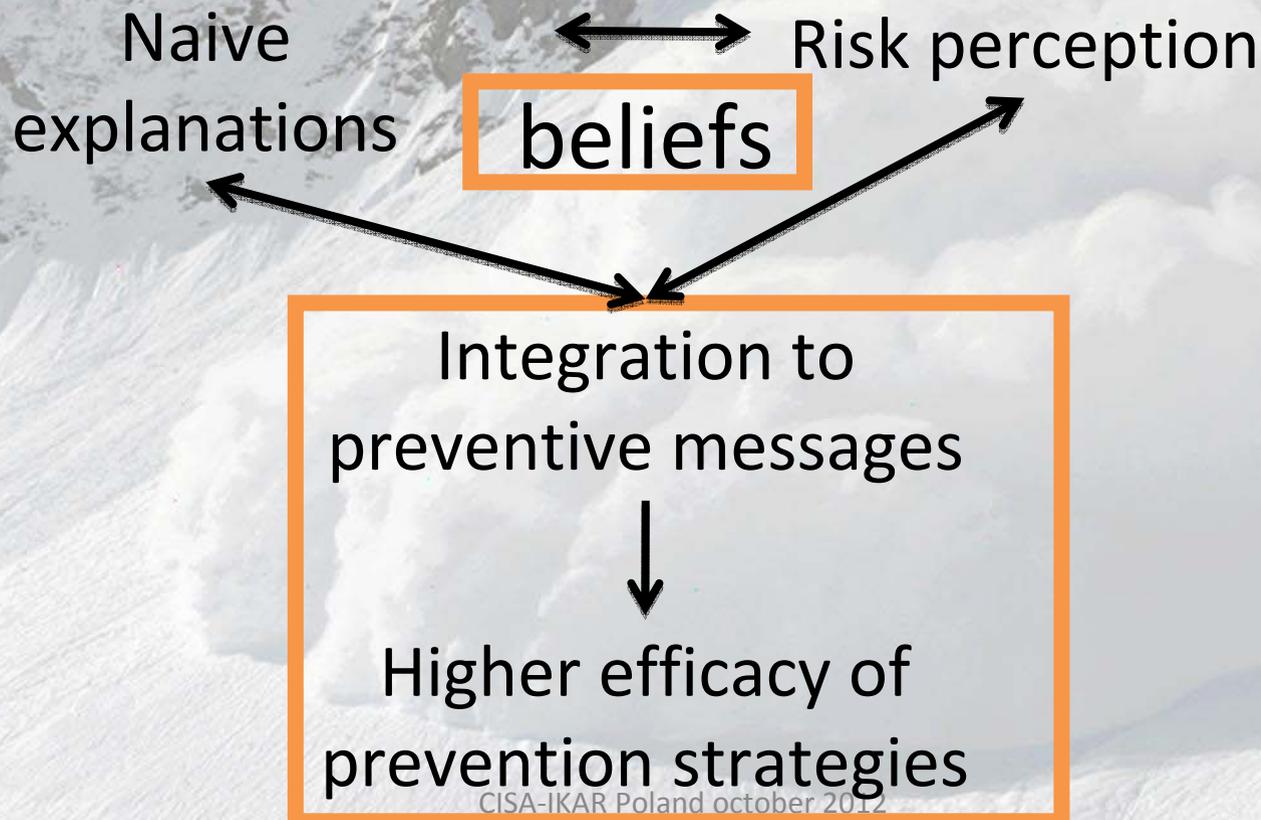
State of art: Theoretical frame

Naive explanation of accident (Kouabenan, 1985, 1999)



Research: working hypothesis

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



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 ?**