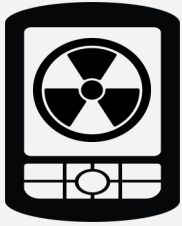
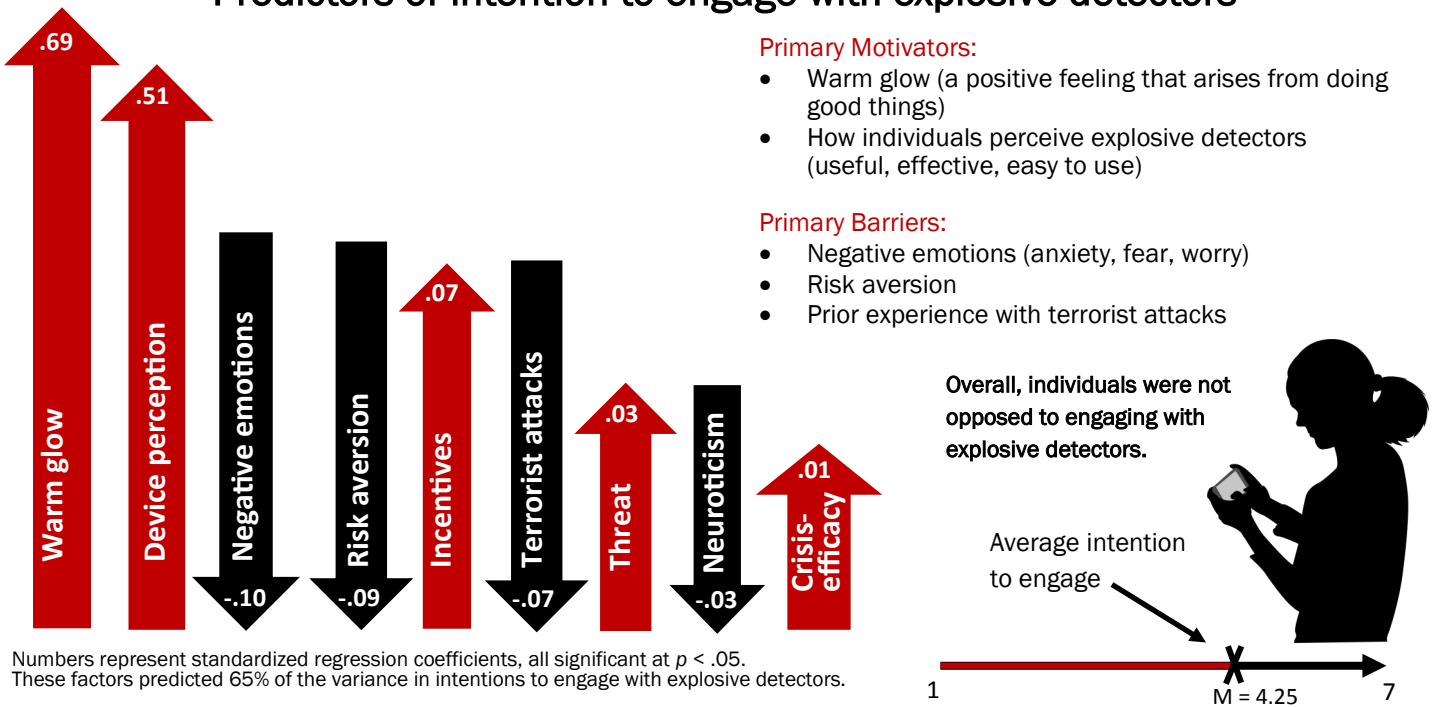


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Empowering members of the public to take an active role in the fight against terrorism is embedded in American culture. Future technology might allow individuals an opportunity to swab the environments around them and test for possible explosive material, or carry small computerized devices that may test samples via emerging techniques. The success of this technology relies on heavily active participation from individuals who make conscious decisions to contribute to the public good. This infographic presents findings regarding potential public adoption of explosive detectors based on a national general population sample ($N = 500$).

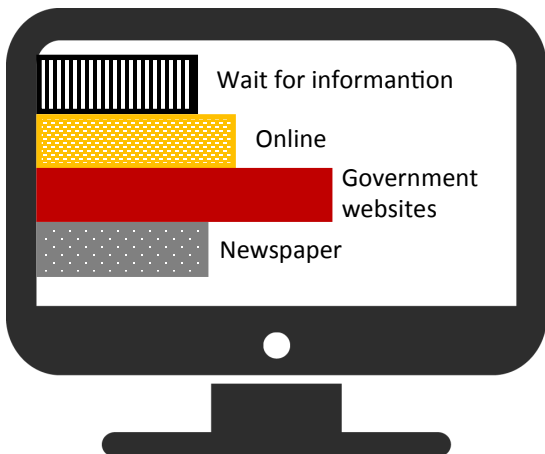
Predictors of intention to engage with explosive detectors



Numbers represent standardized regression coefficients, all significant at $p < .05$. These factors predicted 65% of the variance in intentions to engage with explosive detectors.

Information seeking preferences

Although how people acquire information in the event of a terrorist attack did not affect intentions, participants rated actively seeking for information on government websites significantly higher than reading newspapers, searching online, or waiting for information to be delivered to them.



Recommendations

- ◆ Emphasize that efforts to foster feelings of warm glow should be used as a main communication strategy to motivate device acceptance and adoption.
- ◆ Communicate the importance that each individual plays in fighting terrorism and provide specific actions that individuals can undertake in this fight (e.g., engage with explosive detectors).
- ◆ Express the usefulness, effectiveness and ease of use of devices to shape individual perceptions about explosive detectors.
- ◆ Encourage outreach and education about the devices to establish a favorable perception, given that explosive detector technology is still being developed and thus the public does not have experience with these devices.
- ◆ Disseminate information about terrorist-related events, and likely about explosive detectors, through government websites.