

El proceso de comunicación e información durante la erupción de La Palma: errores, aciertos, aprendizajes y propuestas de mejora [

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text (article)

Analítica

After nearly fifty years without showing obvious signs of volcanic activity on the surface, in 2021 there was a new eruption in the area known as Cabeza de Vaca in La Palma (Canary Islands, Spain). The eruption lasted eighty-five days and caused numerous losses due to the extensive area affected by the continuous lava flows and the fall of pyroclasts. Although the eruption dynamics were similar to previous historical eruptions on La Palma, the eruption received extensive coverage in the regional, national and global media for weeks after it began, and became one of the most well-recorded eruptions in recent years. Throughout this period, volunteers from the Asociación Volcanes de Canarias curated and analysed this wealth of communication and its impact on the emergency response, observing both good and bad practice. GeoTenerife were on the ground during the eruption, compiling numerous wide-ranging interviews with local residents, politicians, emergency managers and members of the media, which further reveal the impacts of communication about the eruption on the residents and local authorities. These interviews form part of GeoTenerife's VolcanoStoriesproject, and were distilled into the documentary Lava Bombs: Truths Behind the Volcano, analyzing the role of the communication and its impact. This study was completed with the compilation of numerous communications carried out at different levels and by different means. The techniques used, the various problems observed and the 'intention' of the communications were analysed. The major influence of social networks in monitoring the volcanic eruption, even in official decision-making, was widely observed. With the aim of improving communication in future events involving short or long-term natural hazards, we also provide a series of recommendations for the different groups involved in monitoring the emergency

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