



## AN ANALYSIS OF NARRATIVES ON NATURAL DISASTER: SOCIAL CONSTRUCTION OF EARTHQUAKE EXPERIENCE OF SELECTED RESPONDENTS IN AN ACADEMIC INSTITUTION IN THE PHILIPPINES

Queenie R. Ridulme<sup>1\*</sup> and Primo G. Garcia<sup>1</sup>

<sup>1</sup>Faculty of Management and Development Studies,  
University of the Philippines Open University,  
Los Baños, Laguna (4030)

\*Corresponding author: [queenie.ridulme@upou.edu.ph](mailto:queenie.ridulme@upou.edu.ph)

**ABSTRACT** – In recent years, several earthquakes have been felt at an open university in the Philippines and its contiguous areas. While classes in this university are delivered online, its staff members remain vulnerable to earthquake attacks. To mitigate such natural hazards, the university has established Disaster Risk Reduction and Management Committee to plan and implement and monitor policies and activities related to DRRM. This paper aims to examine the employees' experiences of earthquakes, their views of it, the actions they have taken in its aftermath, and identify patterns of relationships between experience, views, and actions. Using qualitative research methods, the study has revealed that people's experiences of earthquakes are varied. Most participants in the study experienced fear and shock during the earthquake and saw earthquake as a reality to prepare for. In addition, some participants – who were mostly members of the DRRM Committee – had presence of mind and saw earthquake as a natural occurrence, indicating that prior knowledge on earthquakes can be a factor in disaster preparedness beliefs and behavior. A few saw earthquakes as a fleeting concern and have not taken any personal initiative towards preparedness. While there is a diverse types of action reported by the participants, on an individual basis, their actions are quite limited. Recommendations on how disaster preparedness can be improved in the university were raised.

*Keywords: earthquake, natural disaster preparedness, qualitative research*



JOURNAL OF NATURE STUDIES  
(formerly Nature's Bulletin)  
ISSN: 1655-3179

**To cite this paper:** Ridulme, Q. R. and Garcia, P. G. 2017. An Analysis of Narratives on Natural Disaster: Social Construction of Earthquake Experience of Selected Respondents in an Academic Institution in the Philippines. *Journal of Nature Studies*. 16 (2): 94-114