

M 6.6 Palm Springs September 8, 2005



Photo: "large earthquake in palm springs" @midjourney

Mojave Palm Springs September 8, 2005

Thursday, September 8, 2005

6.6 Quake Destroys Palm Sp

Palm Springs, Calif.—The Gold Capital of the World was hit hard today by a magnitude 6.6 earthquake, according to the United States Geological Survey. A 2.8 magnitude aftershock was felt two minutes later, as residents and birds could be seen running away from the famous Sonny Bono statue in Downtown Palm Springs. Several local pets, including cats, dogs, and lizards, reported having tried to warn their owners of the earthquake prior to shaking but to no avail.

the earthquake coming, counter to scientific explanations that animals are not capable of earthquake prediction. Having their warnings ignored by humans was "Ruff," according to Roxy, a dog from Cathedral City. The USGS reports that shaking was felt as far north as Mexico and as far south as Utah. It is not clear whether pet predicted shaking in those locations were taken seriously, nor whether any other animals predicted the seismic event.

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Photo: "large earthquake in palm springs" @midjourney

Earthquake News in the Age of AI

A photograph showing the aftermath of a large earthquake. In the foreground, a multi-story building has been severely damaged, with its upper floors partially collapsed and debris scattered around. Several palm trees are visible, some standing and others leaning. In the background, a range of rugged, rocky mountains rises under a clear blue sky. The overall scene conveys the scale of the disaster.

Samantha Stanley, PhD
University of California
Berkeley Seismology Lab

Claire Wardle, PhD
Cornell University
Department of Communication

Sara K. McBride, PhD
United States Geological Survey
Earthquake Hazards Program

Photo: "large earthquake in palm springs"
generated using AI image generator Midjourney

"Generative AI in the Newsroom: Revolutionizing Journalism"

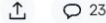
- Journalism in today's landscape
 - Financial strain
 - Shrinking / disappearing news orgs
 - Embrace of technology to make newswork more efficient and less costly
- Chatbots in the workplace
 - 57% of people who use chatbots are looking for information about a specific topic,
 - 54% of people who use chatbots say it is helpful in speeding up their work,
 - 41% say it improves their work. (Pew, 2025)
- AI and newswork
 - Content management
 - Automated reporting and newsletters
 - Data analysis / synthesis
 - Fact checking and verification

Slide title created by ChatGPT

L.A. earthquakes have been unusually frequent this year, as Malibu temblor shows

Rong-Gong Lin II, Steve Henson, Ruben Vives, Karen Garcia

Thu, September 12, 2024 at 7:33 AM PDT · 10 min read



"It started shaking and I said, 'Oh, my God, it's an earthquake,'" said Patty Rivera, center, a barista at Emil's Bake House in Agoura Hills, about five miles from the epicenter of Thursday's quake. Next to Rivera is employee Julius Speck. (Ena...More

Generate Key Takeaways

The magnitude 4.7 earthquake just north of Malibu on Thursday morning adds to what scientists say is an unusually active year for moderate earthquakes in Southern California.

The Malibu earthquake was part of the 14th seismic sequence this year in

Synthesis (Yahoo News)

Key Takeaways

- A magnitude 4.7 earthquake struck just north of Malibu, adding to an unusually active year for moderate earthquakes in Southern California.
- The recent earthquake activity in Southern California does not necessarily indicate an impending large, damaging earthquake, but serves as a reminder of the region's seismic risk.
- The earthquake, centered in the Malibu Hills, was felt across various cities in Southern California, with varying levels of shaking reported, but there were no reports of significant damage or injuries.

See a mistake? [Let us know.](#)

Automated Earthquake Reporting

Sections **Los Angeles Times** SUBSCRIBE LOG IN

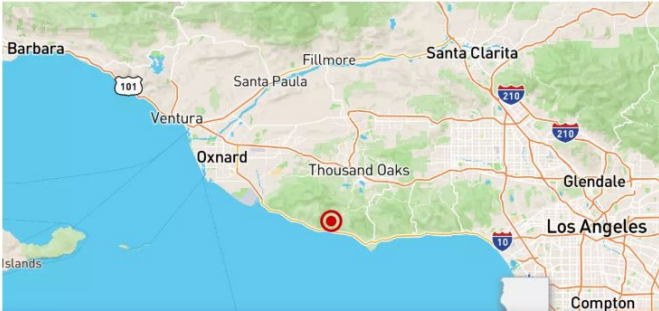
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CALIFORNIA

4.1 earthquake felt across Southern California, centered near Malibu



Sections **Los Angeles Times** SUBSCRIBE LOG IN

Quakebot

Quakebot is a software application developed by the Los Angeles Times to report the latest earthquakes as fast as possible. The computer program reviews earthquake notices from the U.S. Geological Survey and, if they meet certain criteria, automatically generates a draft article. The newsroom is alerted and, if a Times editor determines the post is newsworthy, the report is published. It is maintained by The Times' Data and Graphics Department. Learn more by reading our [list of frequently asked questions](#).

Latest From This Author

CALIFORNIA
3.9 earthquake centered rattles San Francisco Bay Area
Moderate shaking was reported with a magnitude 3.9 earthquake near Dublin, Calif. Residents in San Francisco, Fremont and Richmond reported weak shaking.
March 17, 2025

CALIFORNIA
Magnitude 2.9 earthquake registered in Los Angeles
A small temblor shook at 3:59 p.m. Thursday less than a mile from South Pasadena, according to the U.S. Geological Survey.
Oct. 31, 2024

CALIFORNIA
Series of small earthquakes rumbles off SoCal coast
A magnitude 3.6 earthquake struck in the waters off Catalina Island on Sunday evening on the heels of two smaller quakes in the same area.
Oct. 20, 2024

CALIFORNIA
L.A. rattled by three more small earthquakes north of Malibu
All three earthquakes were reported within the same general area north of Malibu where a magnitude 4.7 temblor had hit four days earlier.
Sept. 16, 2024

Automated Earthquake Reporting



Synthetic Content: Text

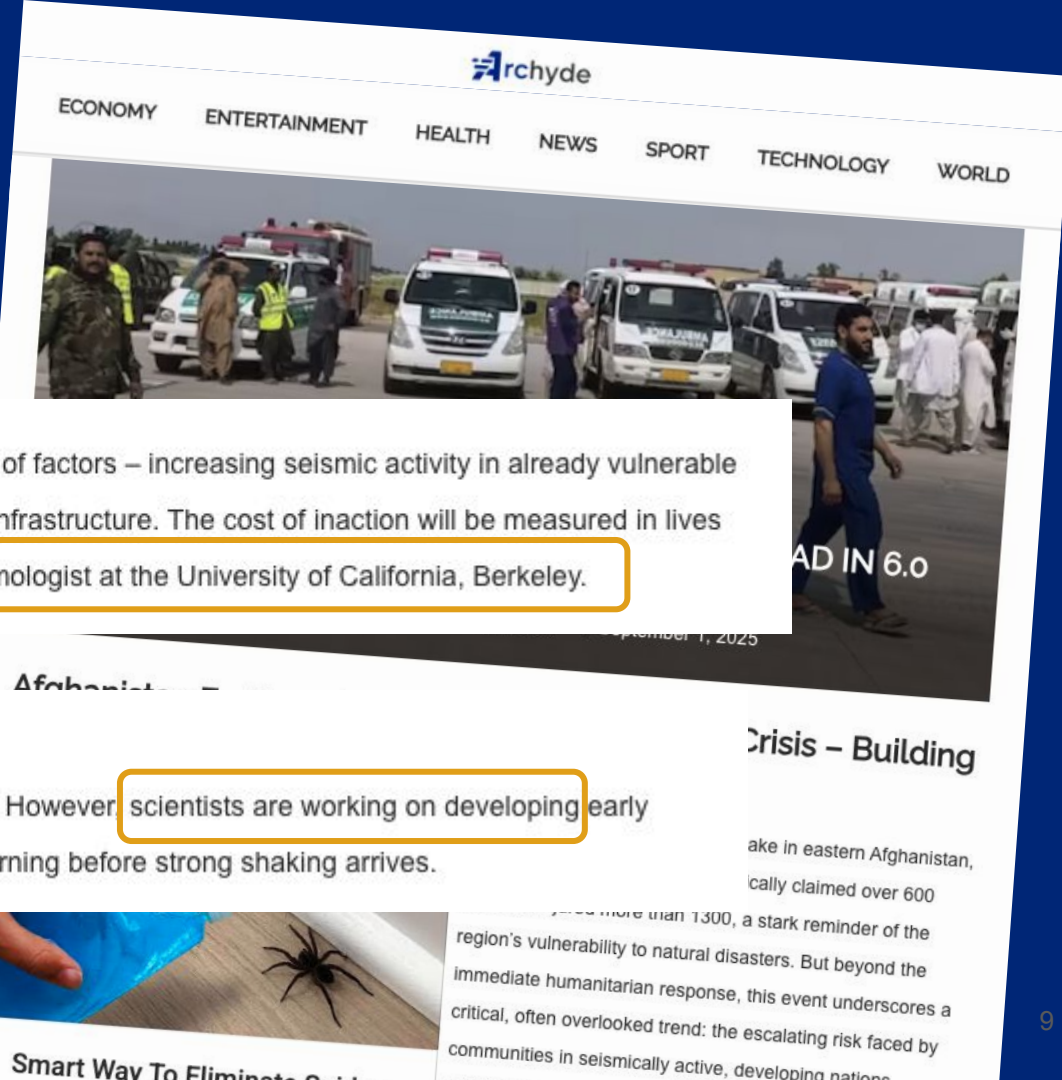


Synthetic Content: Text

Expert Insight: "We're seeing a dangerous convergence of factors – increasing seismic activity in already vulnerable regions, coupled with rapid urbanization and inadequate infrastructure. The cost of inaction will be measured in lives and economic devastation," says **Dr. Emily Carter, a seismologist at the University of California, Berkeley.**

Q: Can earthquakes be predicted?

A: Currently, accurate earthquake prediction is not possible. However, **scientists are working on developing early** warning systems that can provide seconds to minutes of warning before strong shaking arrives.



Synthetic Content: Images

Daily Mail

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California is poised for major earthquake THIS YEAR - says new study tracking San Andreas Fault activity

- The Parkfield section of the fault has regular quakes, on average every 22 years
- This region seems to make signature sounds before a major earthquake happens
- But it's not making them now, even though the fault section is due a quake soon
- **READ MORE:** [California was hit by 13 earthquakes in just 25 minutes in one night](#)

By [PETER HESS FOR DAILYMAL.COM](#)
PUBLISHED: 13:50 EDT, 10 April 2024 | UPDATED: 14:54 EDT, 10 April 2024

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California could be months ways from having a major 6-magnitude **earthquake** - which would be one of the biggest seismic events in two decades.



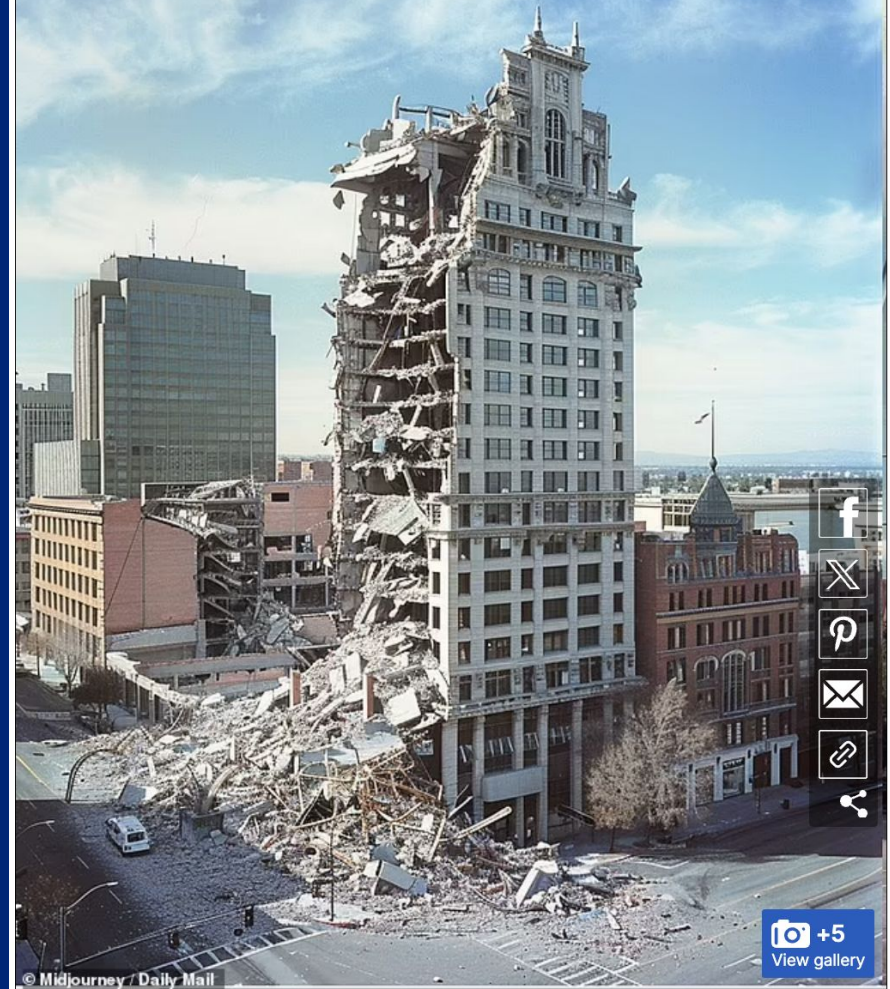
© Midjourney / Daily Mail

Scientists have long been monitoring the San Andreas Fault Line that is predicted for the 'Big One'. Pictured is what Los Angeles could look like if a 6-magnitude earthquake hit.

Inaccurate Information

“If a major quick [sic] would strike, experts have predicted about 1,800 people would be killed, 50,000 injured and over 60 buildings would crumble - resulting in at least \$200 billion in damages.

Pictured is what AI predicts Sacramento would look like after the Big One.



If a major quick would strike, experts have predicted about 1,800 people would be killed, 50,000 injured and over 60 buildings would crumble - resulting in at least \$200 billion in damages. Pictured is what AI predicts Sacramento would look like after the Big One

Erroneous Photo Credit

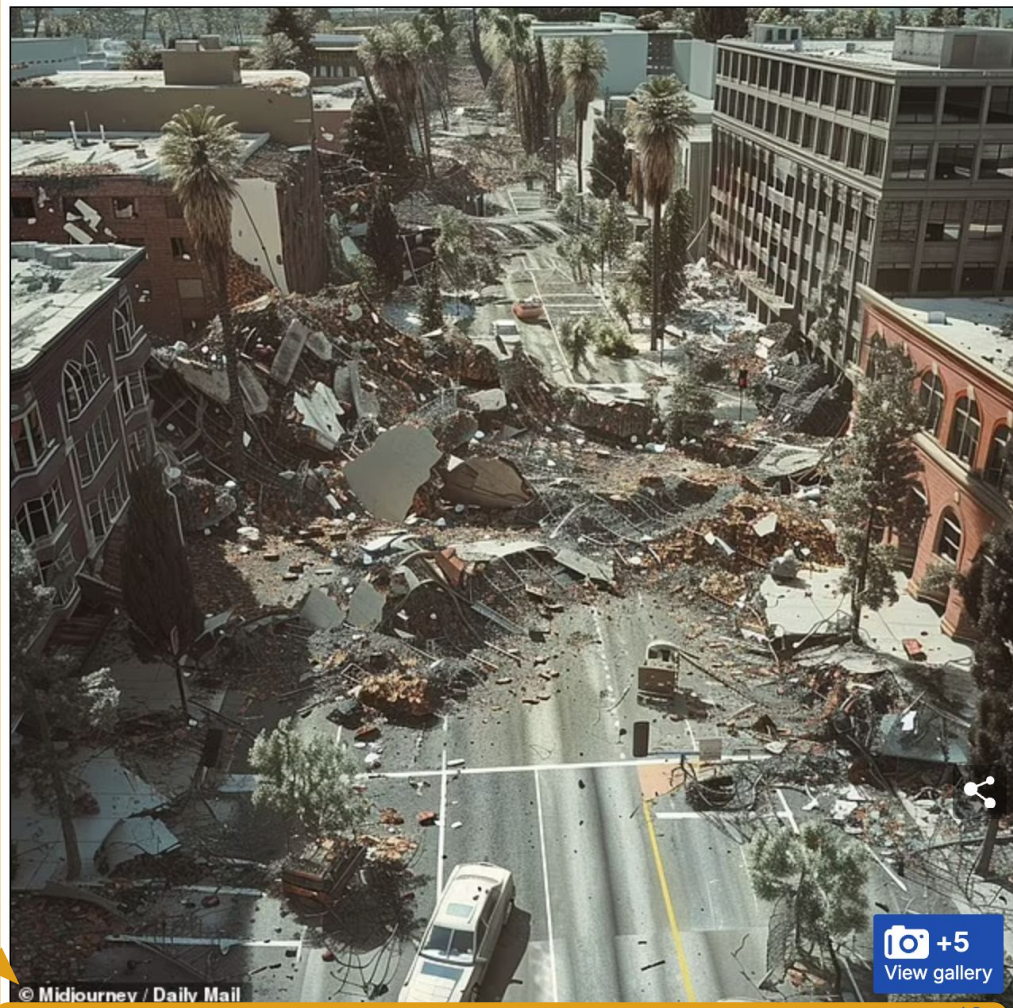
“If a major quick [sic] would strike, experts have predicted about 1,800 people would be killed, 50,000 injured and over 60 buildings would crumble - resulting in at least \$200 billion in damages. **Pictured is what AI predicts Sacramento would look like after the Big One.**”



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Poor Transparency

“Scientists have long been monitoring the San Andreas Fault Line that is predicted for the ‘Big One.’ Pictured is what Los Angeles could look like if a 6-magnitude earthquake hit”



Scientists have long been monitoring the San Andreas Fault Line that is predicted for the 'Big One.' Pictured is what Los Angeles could look like if a 6-magnitude earthquake hit

Purpose

To understand the information generative AI tools share regarding earthquakes.

RQ1: What **earthquake information** is available via AI tools?

RQ2: What **sources** are used are used to produce AI responses to questions about earthquakes?

RQ3: What is the **quality / accuracy** of information AI shares about earthquakes?

Methods

Case Study: M 4.7 Malibu, CA - September 12, 2024

- Widely felt event, ShakeAlert EEW alerts distributed
- Generated some news media content
- No cascading effects or compounding disasters reported

Thematic analysis of generative AI-produced content

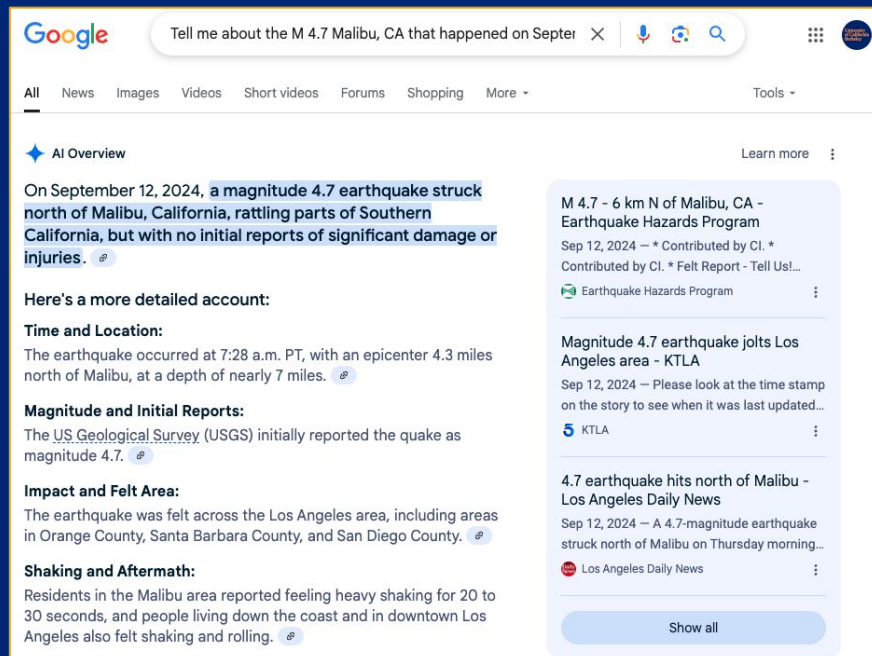
Data Collection

AI / Chatbot Programs

- OpenAI / ChatGPT
- Claude
- Meta AI
- Google AI Overview

Prompts

- Tell me about the M 4.7 Malibu, CA earthquake that happened on September 12, 2024.
- What can we learn about earthquake preparation and response because of the Malibu earthquake?
- What advice do you have for best practices for dealing with an earthquake?



Tell me about the M 4.7 Malibu, CA that happened on September 12, 2024

Malibu Earthquake - September 12

On September 12, 2024, a magnitude 4.7 earthquake struck near Malibu, California. As of my knowledge cutoff in October 2024, I can share some information about the event.

The earthquake occurred offshore from Malibu in Southern California, located in the Pacific Ocean not far from the coastline. The wide area of Los Angeles County and surrounding regions, including the San Fernando Valley, and parts of the San Bernardino Hills, and parts of the San Fernando Valley.

Some key points about this earthquake:

- It struck during the morning hours local time
- No significant tsunami warnings were issued as the earthquake was not near enough to generate dangerous oceanic waves
- Minor damage was reported in some areas closest to the epicenter
- The earthquake was likely associated with movement along the San Andreas Fault in Southern California

This earthquake served as a reminder of California's active seismicity, particularly in the coastal regions where the Pacific and North American plates meet.

If you're interested in more specific details about the earthquake, I should note that my information only extends to the event as it occurred.



Reply to Claude...



Meta AI

Tell me about the M 4.7 Malibu, CA that happened on September 12, 2024

Impact and Shaking Intensity:

The earthquake was widely felt in the nearby cities like Thousand Oaks, Ag

In Malibu, the shaking intensity was (MMI III).

Some residents reported objects fall

were no major damage or injury repo

Notable Reports:

A resident in Oxnard described the s

while another in Thousand Oaks repo

seconds.

Some people as far away as San Die

Area Affected:

The earthquake was felt in various cities a

Los Angeles County: Malibu, Agoura

Beverly Hills, Culver City, and Los An

Ventura County: Thousand Oaks, Sir

M 4.7 Malibu, CA September 12...

View

Tell me about the M 4.7 Malibu, CA that happened on September 12, 2024

A magnitude 4.6 earthquake hit Malibu, CA, on September 12, 2024, at 7:28 a.m. local time. The epicenter was located 6 km north of Malibu, and the quake had a shallow depth of 11.4 km. While initially reported as a 4.7 magnitude, the U.S. Geological Survey (USGS) later revised the magnitude to 4.6.

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- Ventura County: Thousand Oaks, Sir

M 4.7 Malibu, CA September 12...

View

ChatGPT

OpenAI

Tell me about the M 4.7 Malibu, CA that happened on September 12, 2024

On September 12, 2024, at 7:28 a.m., a magnitude 4.7 earthquake struck near Malibu, California. The epicenter was located approximately 3.5 miles northwest of Malibu, with a depth of about 6.5 miles.

Times of San Diego +8

hoodline.com +1

The quake's initial magnitude was reported as 5.1 but was later revised to 4.7. Shaking was felt across a broad area, including Malibu, Hermosa Beach, La Mirada, Anaheim, Santa Monica, the Hollywood Hills, and parts of the San Fernando Valley.

NBC 5 Dallas-Fort Worth +4

NBC 6 South Florida +3

Following the main quake, there were multiple aftershocks, with the largest measuring 3.5 in magnitude. The Los Angeles Fire Department activated Earthquake Mode protocols, conducting surveys across the city to assess infrastructure and address any concerns. No significant damage or injuries were reported within Los Angeles.

hoodline.com +11

KTLA +1

In Malibu, some rocks and debris fell onto Malibu Canyon Road near Piuma Road, leading to temporary road closures for clearance. Overall, while the earthquake was widely felt, it resulted in minimal disruptions and no major structural damage.

KTLA +3

	A	B	C	D	E	F	G
1		Tell me about the M 4.7 Malibu, CA that happened on September 12, 2024	Sources				
2	Google Search	On September 12, 2024, a magnitude 4.7 earthquake struck north of Malibu, California, rattling parts of Southern California, but with no initial reports of significant damage	USGS Earthquake Haz	KTLA	Los Angeles Dai	The Malibu Time	Reuters
3		Here's a more detailed account:					
4		Time and Location:					
5		The earthquake occurred at 7:28 a.m. PT, with an epicenter 4.3 miles north of Malibu, at a depth of nearly 7 miles.	KTLA	Los Angeles Dai	The Malibu Times		
6		Magnitude and Initial Reports:					
7		The US Geological Survey (USGS) initially reported the quake as magnitude 4.7.	KTLA	Los Angeles Dai	The Malibu Times		
8		Impact and Felt Area:					
9		The earthquake was felt across the Los Angeles area, including areas in Orange County, Santa Barbara County, and San Diego County.	KTLA	LA Times			
10		Shaking and Aftermath:					
11		Residents in the Malibu area reported feeling heavy shaking for 20 to 30 seconds, and people living down the coast and in downtown Los Angeles also felt shaking and rolli	KTLA	Reuters			
12		No Major Damage or Injuries:					
13		The Los Angeles Fire Department surveyed the area and reported no significant infrastructure damage or injuries.	KTLA	The Malibu Time	Reuters		
14		Debris and Traffic:					
15		Some rocks and dirt tumbled onto Malibu Canyon Road near Piuma Road, near the quake's epicenter, causing temporary traffic halts while Public Works cleared the debris.	KTLA				
16							
17							
18	Claude	On September 12, 2024, a magnitude 4.7 earthquake struck near Malibu, California. Based on my knowledge cutoff in October 2024, I can share some details about this ev no sources listed					
19		The earthquake occurred offshore from Malibu in Southern California, with its epicenter located in the Pacific Ocean not far from the coastline. The moderate quake was felt across a wide area of Los Angeles County and surrounding regions, including Santa Moni					
20		Some key points about this earthquake:					
21		It struck during the morning hours local time					
22		No significant tsunami warnings were issued as the magnitude was not large enough to generate dangerous oceanic waves					
23		Minor damage was reported in some areas closest to the epicenter					
24		The earthquake was likely associated with movement along the extensive fault network in Southern California					
25		This earthquake served as a reminder of California's active seismic zones, particularly along the coastal regions where the Pacific and North American tectonic plates interact.					
26		If you're interested in more specific details about the aftermath or response to this earthquake, I should note that my information only extends to October 2024, shortly after this event occurred.					
27							
28	Meta AI		Only source listed:	VolcanoDiscover	Publishes information from USGS Earthquake P		
29		A magnitude 4.6 earthquake hit Malibu, CA, on September 12, 2024, at 7:28 a.m. local time. The epicenter was located 6 km north of Malibu, and the quake had a shallow depth of 11.4 km. While initially reported as a 4.7 magnitude, it was later revised to 4.6 by the United States Geological Survey (USGS).					
30		Impact and Shaking Intensity:					
31		The earthquake was widely felt in the area, with reports of light to moderate shaking in nearby cities like Thousand Oaks, Agoura Hills, and Westlake Village.					
32		In Malibu, the shaking intensity was moderate (MMI V), while in Los Angeles, it was weak (MMI III).					
33		Some residents reported objects falling from shelves and broken windows, but there were no major damage or injury reports.					
34		Notable Reports:					
35		A resident in Oxnard described the shaking as a loud boom followed by rolling motion, while another in Thousand Oaks reported feeling a strong jolt that					

Clear Prompt = Specific, Accurate Information

“Tell me about the M 4.7 Malibu, CA earthquake that happened on September 12, 2024.” (n=43)

Information available:

- Time, location, magnitude, depth
- Descriptions of shaking
- Reports of damage and injuries

Sources used:

- Primarily news organizations
- Automated content (scraped from USGS)

Quality of information: Accurate and descriptive

On September 12, 2024, at 7:28 a.m., a magnitude 4.7 earthquake struck near Malibu, California. The epicenter was located approximately 3.5 miles northwest of Malibu, with a depth of about 6.5 miles.

Times of San Diego +8 headline.com +1

The quake's initial magnitude was reported as 5.1 but was later revised to 4.7. Shaking was felt across a broad area, including Malibu, Hermosa Beach, La Mirada, Anaheim, Santa Monica, the Hollywood Hills, and parts of the San Fernando Valley. NBC 5 Dallas-Fort Worth +4 NBC 6 South Florida +3

Following the main quake, there were multiple aftershocks of varying magnitude. The Los Angeles Fire Department surveys across the city to assess infrastructure damage. Injuries were reported within Los Angeles.

In Malibu, some rocks and debris fell onto N Hollywood Blvd, causing temporary road closures for clearance. Overall, there were minimal disruptions and no major structural damage. KTLA +3

5 NBC 5 Dallas-Fort Worth
Dozens of aftershocks follow magnitude-4.7 Malibu earthquake – NBC 5 Dallas-Fort Worth
Earthquakes MAGNITUDE 4.7 EARTHQUAKE SHAKES PARTS OF SOUTHERN CALIFORNIA AN EARTHQUAK...

Sources

OpenAI

Less Specific Prompt = Hallucinations

“What can we learn about earthquake preparation and response because of the Malibu earthquake?” (n=36)

Information available:

- Importance of preparing (secure space, make a plan, etc.)
 - Lessons underscored by a fake alert
- “The recent Malibu earthquakes, particularly the 6.8 magnitude on March 15, 2024”

Sources used:

- Cal Academy of Science, NBC Los Angeles, OSHA, ShakeOut.org, City of Malibu
- ChatGPT: Baltimore Examiner; [LA Times via Yahoo News – 2025 Wildfires](#)

Quality of information:

- Varied widely between programs
- Claude explained it did not have enough information to answer
- ChatGPT produced a hallucination based on a hallucination

Less Specific Prompt = Hallucinations

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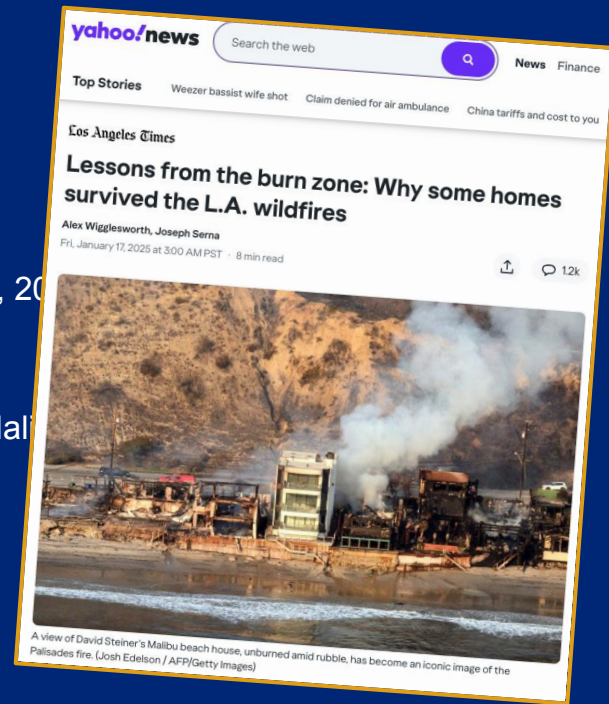
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What's an AI Hallucination?

Hallucination

A response generated by AI that:

- contains false or misleading information presented as fact
- perceives patterns or objects that are nonexistent, creating nonsensical or inaccurate outputs

AI Overview

The nearest Triple-A (AAA) baseball team to Los Angeles is the **Sacramento River Cats**, which is a **Pacific Coast League** affiliate of the San Francisco Giants. They play their home games in Sacramento, California, which is approximately 100 miles northeast of Los Angeles.

Google search results for "how many rocks should i eat each day". The AI Overview section states: "According to UC Berkeley geologists, people should eat **at least one small rock a day**. Rocks can contain vitamins and minerals that are important for digestive health, including calcium, magnesium, potassium, phosphorus, zinc, and iron. Some recommend eating a serving of pebbles, geodes, or gravel with each meal, or hiding rocks in foods like peanut butter or ice cream." Below this, three sources are listed: ResFrac Corporation (dated May 19, 2021), The Geological Society, and climatehubs.usda. A "Show more" button is visible. At the bottom, a snippet from "Geologists Recommend Eating At Least One Small Rock Per Day" is shown, starting with "In order to live a healthy, balanced lifestyle, Americans should be ingesting at least a single serving of pebbles, geodes, or gravel with".

What's an AI Hallucination?



ChatGPT's Hallucinations

“The recent Malibu earthquakes, particularly the 6.8 magnitude quake on March 15, 2024, have underscored several critical lessons in earthquake preparedness and response:

- Significant harm to landmarks like the Malibu Pier and numerous homes in the Point Dume area highlighted the susceptibility of infrastructure to seismic events.
- The survival of certain structures, such as David Steiner's concrete beach house during the Palisades fire, emphasizes the effectiveness of adhering to updated building codes and employing fire-resistant materials.
- The state's Earthquake Early Warning System, ShakeAlert, provided residents with crucial seconds to take protective actions, demonstrating the value of technological investments in disaster preparedness.”

ChatGPT's Hallucinations

???

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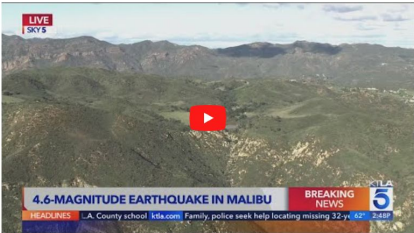
LOCAL, US NEWS

MALIBU EARTHQUAKE SHOCKS RESIDENTS AND EXPERTS

AUGUST 29, 2024 BY BALTIMORE EXAMINER NO COMMENTS



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The Malibu Earthquake: A Detailed Breakdown

The recent **Malibu earthquake** has sent shockwaves, literal and figurative, across California. Residents and experts are on high alert after the seismic event that occurred on March 15, 2024. With a magnitude of 6.8, the quake struck the picturesque Malibu coastline, causing significant structural damage, triggering landslides, and making everyone rethink the state's preparedness for such catastrophes.

Malibu's scenic beauty, often depicted in movies and TV shows, belied its vulnerability. Now, the earthquake

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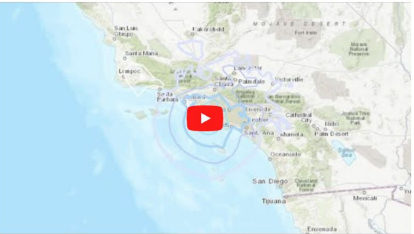


Baltimore CEO Murdered: 5 Shocking Facts

Eyewitness Accounts: Living Through the Malibu Earthquake

Residents of Malibu have shared harrowing stories of surviving the **Malibu earthquake**. Mary Johnson, a local artist, described the horrifying moment her studio's windows shattered. "It felt like the whole house was lifting," she recounted, still visibly shaken. Dave Morales, a surfer who was in the water when the quake hit, described an eerie rise in sea level. "It was like a scene from 'Shark Tale,'" he said, referring to a cinematic moment.

These personal tales underscore the community's fear and resilience. Many residents looked out for their neighbors, showing a solidarity that shines brightly even amidst disaster.



Aspect	Details
Date and Time	April 22, 2023, at 2:00 AM
Magnitude	4.2 on the Richter Scale
Epicenter	Offshore, 10 miles southwest of Malibu, CA
Depth	10 kilometers (6.2 miles)
Aftershocks	None reported
Damage	Minor structural damage; no collapsed buildings
Casualties	5 injuries reported (none life-threatening)
Response	Emergency services activated; inspections of key infrastructure
Preparedness Tips	Store emergency kits, secure heavy furniture, have an evacuation plan
Local Impact	Temporary power outages, brief road closures
Public Statements	Local authorities emphasized preparedness; no major disruptions expected
Seismic Activity	Area known for moderate seismic activity due to proximity to fault lines
Preventive Measures	Strengthening building codes, annual emergency drills
Community Support	Local shelters activated, community meetings held for awareness
Economic Impact	Estimated minor; businesses reopened within a day
Environmental Effects	No significant changes reported

Impact on Infrastructure: Malibu Earthquake Damage Assessment

The **Malibu earthquake** wreaked havoc on critical infrastructures. The iconic Malibu Pier suffered substantial damage, part of its structure collapsing into the ocean. In the Point Dume area, over 50 homes reported significant structural damage. Cracked foundations and walls disrupted daily life for many.

The Pacific Coast Highway, a crucial corridor, faced closures due to landslides and fissures. The economic implications of these damages are substantial. Businesses like Cafe Habana had to pivot quickly, becoming donation centers to aid recovery efforts.



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Airplane Crash Lantana Airport: 5 Harrowing Facts



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AI-generated photo?

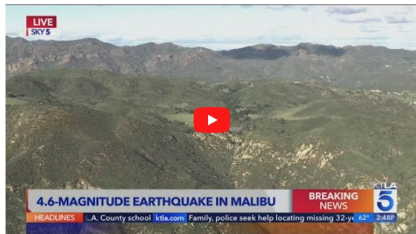
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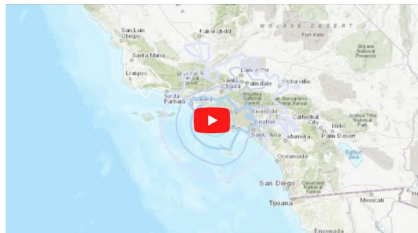


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Eyewitness Accounts: Living Through the Malibu Earthquake

Residents of Malibu have shared harrowing stories of surviving the **Malibu earthquake**. Mary Johnson, a local artist, described the horrifying moment her studio's windows shattered. "It felt like the whole house was lifting," she recounted, still visibly shaken. Dave Morales, a surfer who was in the water when the quake hit, described an eerie rise in sea level. "It was like a scene from 'Shark Tale,'" he said, referring to a cinematic moment.

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Preparedness Tips	Store emergency kits, secure heavy furniture, have an evacuation plan
Local Impact	Temporary power outages, brief road closures
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Impact on Infrastructure: Malibu Earthquake Damage Assessment

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The Pacific Coast Highway, a crucial corridor, faced closures due to landslides and fissures. The economic implications of these damages are substantial. Businesses like Cafe Habana had to pivot quickly, becoming donation centers to aid recovery efforts.



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“Residents and experts are on high alert after the seismic event that occurred on **March 15, 2024**. With a **magnitude of 6.8**, the quake struck the picturesque coastline, causing significant **structural damage**, triggering **landslides**, and making everyone rethink the state’s preparedness for such catastrophes.”



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The Malibu Earthquake: A Detailed Breakdown

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Malibu is iconic beauty, often depicted in movies and TV shows, but its vulnerability is now the earthquake has laid bare the vulnerability of this iconic landscape to natural disaster.

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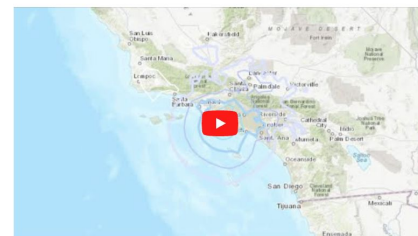


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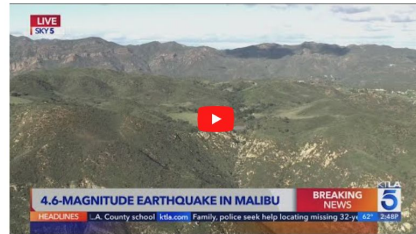


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Stories from residents describing shaking on land and in the ocean



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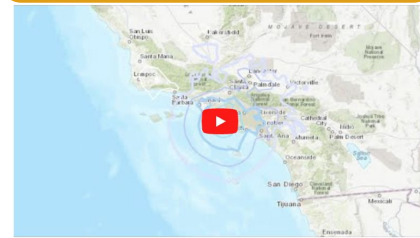


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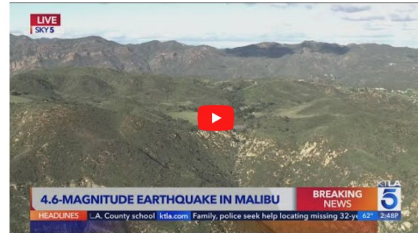


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Contradicting event information



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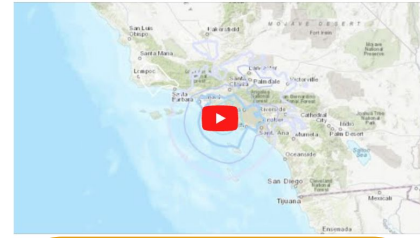
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Effective Hazard Communication at Work

“What advice do you have for best practices for dealing with an earthquake?” (n=122)

Information available:

- What to do before, during, and after an earthquake; if in a vehicle, trapped, indoors vs outdoors
- Before: How to prepare an emergency kit and emergency plan, secure spaces, practice earthquake drills, seismic retrofitting
- During: Drop, cover, hold on; stay inside unless there is an immediate hazard; stay away from glass, cover head and neck
- After: Check for injuries, evacuate if building seems unsafe, follow evacuation orders, stay informed, aftershocks

Sources used: Emergency response and management agencies, research institutions, internal guides, social media

- Red Cross “What Should You Do During an Earthquake?”
- USGS “What should I do DURING an earthquake?”
- Massachusetts Emergency Management Agency
- California Earthquake Authority
- California Academy of Sciences
- UCLA College of Letters and Science (tips sheet)
- Michigan Technical University
- Reddit/r/TwoXPreppers
- Quora

Quality of information: Highly accurate, generally thorough, no mention of prediction or other misleading information, does not account for user location or give information about cascading effects

What Did We Learn?

1. Quality news and hazards communications = key primary sources. Worth the investment!
2. Chatbots may be a good source of general preparedness information **before** disasters. Good use of resources?
3. Replicating chatbot results is impossible. Problematic for researchers and info seekers.
4. Importance of digital literacy for info seekers using AI.

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2. Quality news and hazards communications = key primary sources. Worth the investment!
3. Replicating chatbot results is impossible. Problematic for researchers and info seekers.
4. Importance of digital literacy. Especially for journalists and info seekers!

If you remember just two things from this presentation let it be:

1. Contributing to legitimate news orgs is important for a healthy earthquake information landscape.
2. News-like publications using AI are asking us to lend our credibility to their stories.

What's Next: Earthquake Information Studies

- Community information needs and availability questionnaire:
 - What do you know about earthquakes?
 - How do you know the information you shared in the previous question about earthquakes?
 - Do you know of any myths about earthquakes? If so, what are they?
 - What would you like to know about earthquakes?
 - Describe how you would go about finding out what you would like to know about earthquakes.
- Interviews with journalists
 - How journalists understand earthquakes?
 - How are journalists using AI in their earthquake reporting?



Thoughts & Questions

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Sara K. McBride, PhD
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Photo: “large earthquake in palm springs”
generated using AI image generator Midjourney