



September 25, 2018

Risk Regulation Seminar: Economic and Demographic Effects of Emergency Risk Communication: Evidence from the Fukushima Daiichi Nuclear Disaster, Hiroaki Matsuura

Time: 4:30pm - 6:00pm

Location: Jon M. Huntsman Hall, Room 540-541

Hiroaki Matsuura, Provost and Vice President (Academic), Shoin University, will be presenting

Economic and Demographic Effects of Emergency Risk Communication: Evidence from the Fukushima Daiichi Nuclear Disaster

A tremendous amount of radioactive products were discharged as a result of the accident at the Fukushima nuclear power plant in March 2011, which resulted in radioactive contamination of the plant and surrounding areas. When describing the geographical distribution of radioactive contamination, the government, media, and other organizations largely used administrative boundaries (prefectures, municipalities etc.) or distance from the radiation source as a reference. I examine how this sometimes misleading information about risks, as opposed to the actual risks of radiation, significantly and negatively affected land prices and residential movement of Japanese and non-Japanese people in locations near the plant. I find that the prefecture border effects – but neither the distance effect from the nuclear power plant nor the effect of the actual risk of radiation – are significantly related to a reduction in land price and probability of moving into the area after the accident. This is to say that, even with the absence of the actual risk of radiation, the land price and population in Fukushima and its three adjacent prefectures has declined more rapidly than that in other prefectures of Japan after the accident. I also find that non-Japanese residents responded less to the prefecture border effects. Although health risk information based on prefecture has an obvious advantage of distilling large and complex risk information into a simple one, the government, media, and other organizations need to recognize and carefully examine the potential of misclassifying non-contaminated areas into contaminated prefectures. Doing so will avoid unintentional consequences to the region's economy

Hiroaki Matsuura, is currently Provost and Vice President (Academic) at [Shoin University](#) in Japan, a position he has held since 2014. Before joining Shoin, he was Departmental Lecturer in the Economy of Japan at the [University of Oxford](#). He has served as (non-resident) visiting fellow at the [Center for Global Development](#) (U.S.A), a global member of the [University of Edinburgh's Global Health Academy](#) (U.K), a member of the



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university evaluation committee at the Japan Institution for Higher Education Evaluation, and a fellow of the Higher Education Academy (UK) as well as a board member in various health care and education organizations. Hiroaki received his B.A. in Economics from [Keio University](#), M.A. in Social Science from the [University of Chicago](#), M.S. in Project Management from [Northwestern University's McCormick School of Engineering and Applied Science](#), and Sc.D. in [Global Health and Population](#) (Economics track) from [Harvard University's School of Public Health](#). He has also served as a consultant for the [United Nations Development Programme \(UNDP\)](#), the [United Nations Population Fund \(UNFPA\)](#), and the [United Nations University World Institute for Development Economics\(UNU-WIDER\)](#). He is an editorial board member of the [Child Abuse Review](#), [Sociological Research Online](#), and [International Journal of Population Studies](#). His main interests are health economics and demography, with a special interest in the relation between human rights and child health.

Feedback

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