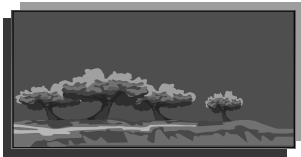


Perception of Environmental Risks

1



Learning Objectives



2

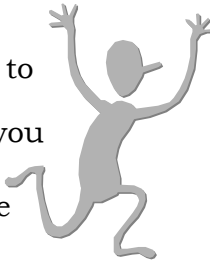
- What are four different uses of risk?
- What are seven of the Risk Perception Factors?
- Describe two different goals risk communication may have

Risk Communication

3

Short story

- Repeat the story to the next person exactly the way you heard it
- Last person write the story down



Perception of Risk



4

Perception Is Reality

Defining Risk: Experts

5

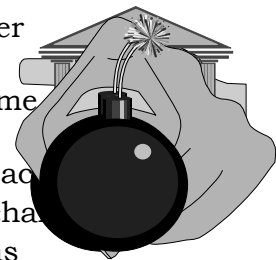
- The mathematical probability that a hazard will occur
 - Risk = Toxicity X Exposure
 - The Dose Makes the Poison
 - There is no 'zero' risk
 - All alternatives carry risk



Defining Risk: Other Uses

6

- Risk As Danger
- Assigning blame
- Risk as advocacy
 - Reinforce or change cultural norms



There is more to prioritizing risks than scientific & technical knowledge



What's Wrong?

		Experts/Those in Control	
		High	Low
Public	High	OK	Outrage
	Low	Danger	OK

Risk Perception Factors

Less Risky

control
trust
credibility
voluntary
not dreaded
moral
fair

More Risky

no control
distrust
no credibility
involuntary
dread
immoral
unfair

Risk Perception Factors

Less Risky

visible
distant
familiar
natural
children not at
higher risk

More Risky

invisible
close
unfamiliar
unnatural
children at
higher risk

Adapted from P. Slovic, (1986); P. Sandman, (1989); V. Covello, (1991)

Goal of Risk Communication

- ⌘ Influencing - change people's beliefs, attitudes, and behaviors
- ⌘ Informing - citizens have knowledge, skills, and capacity to make their own judgements

Risk Communication

- ⌘ Establish the goals the solutions seek to achieve
- ⌘ Define what the problem is (target of change)
- ⌘ Select implementation methods of the solution
- ⌘ Determine what success means

Review



- ⌘ What are four different uses of risk?
- ⌘ What are seven of the Risk Perception Factors?
- ⌘ Describe two different goals risk communication may have

- ⌘ What are important risk perception factors involved in NSR?
- ⌘ How do people on different sides of the NSR issue agree or disagree in perceiving different risks as high or low