RISK PERCEPTION

“People are disturbed, not by things, but by their view of them.”

Epictetus
4. TITLE AND SUBTITLE
RISK PERCEPTION "People are disturbed, not by things but by their view of them."

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MIT Lincoln Laboratory 244 Wood Street Lexington, MA 02420-9108

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See also ADM001576., The original document contains color images.
The patterns of psychological factors by which we subconsciously ‘decide’ what to be afraid of and how afraid to be.
RISK PERCEPTION
Some General Rules

- Perception factors are like seesaws. They can either make the fear go up, or down.
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Some General Rules

- Perception factors are like seesaws. They can either make the fear go up, or down.
- Their effect changes over time.
Perception factors are like seesaws. They can either make the fear go up, or down.

Their effect changes over time.

For any given risk, several factors are usually involved.
RISK PERCEPTION
Some General Rules

- Higher risk is BAD news to REGULAR people,
  but GOOD news to NEWS people.
1. TRUST

- The more we trust, the less afraid we will be.

- The less we trust, the more afraid we will be.
2. RISK v. BENEFIT
3. CONTROL v. LACK OF CONTROL
(Physical control, not choice)
4. IMPOSED v. VOLUNTARY

(Choice)
5. NATURAL v. HUMAN-MADE
6. DREAD
7. CATASTROPHIC
or
CHRONIC
8. UNCERTAINTY

(When we don’t have all the answers.)
9. ME OR THEM

(Personal vs. Statistical.)
10. FAMILIAR v. NEW
11. CHILDREN
12. AWARENESS
Risk Communication is….

Helping people understand the facts, in ways that are relevant to their own lives, feelings, and values, so they can put the risk in perspective and make more informed choices and decisions.
Risk communication is a public health tool

- Elevated levels of stress are dangerous
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- *MIS*perception of risk leads to dangerous choices by individuals.
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- Elevated levels of stress are dangerous

- *MIS*perception of risk leads to dangerous choices by individuals.

- *MIS*perception of risk leads to social demands for protection that are often inefficient