

Risk Communication

A Mental Models Approach

**M. Granger Morgan
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Risk Communication A Mental Models Approach

C Cleary



Risk Communication A Mental Models Approach:

Risk Communication M. Granger Morgan, 2002 People today must make decisions about many health safety and environmental risks Nuclear power HIV AIDS radon vaccines climate change and emerging infectious diseases are just some issues that may face them in the news media ballot box or doctor's office In order to make sound choices they need to get good information Because their time is limited that information has to be carefully selected and clearly presented This book provides a systematic approach for risk communicators and technical experts hoping to serve the public by providing information about risks The procedure uses approaches from risk and decision analysis to identify the most relevant information it uses approaches from psychology and communication theory to ensure that it is understood This book is written in nontechnical terms designed to make the approach feasible for anyone willing to try it It is illustrated with successful communications on a variety of topics *Risk Communication*, **Risk Communication** M. Granger Morgan, 2011 **Risk Communication** Regina E. Lundgren, Andrea H. McMakin, 2013-05-17 A fully updated handbook on effectively communicating environmental safety and health risks Written by two well known risk practitioners with over twenty five years experience in the field this fully updated Fifth Edition of *Risk Communication A Handbook for Communicating Environmental Safety and Health Risks* offers sound scientific research with practical hands on advice for those in the public and private sectors Highly accessible and easy to understand this must read includes real life examples of such headline making events as the tsunami and radiation release in Japan in 2011 the BP oil disaster in the Gulf of Mexico in 2010 and extreme weather events along with the lessons learned from them It offers new chapters on public health campaigns and on the use and effectiveness of social media for risk communication purposes *Risk Communication* is divided into five self contained parts Part I provides background information for understanding the basic theories and practices of risk communication Part II explains how to plan a risk communication effort Part III describes how to put risk communication into action Part IV discusses how to evaluate risk communication efforts including techniques for measuring success Part V highlights special cases in risk communication including disasters and other emergencies international risk communication and public health campaigns An ideal introduction to the field this book is also a welcome reference for those involved in communicating environmental safety and health risks in government industry and academia *Exploring Risk Communication* J.M. Gutteling, O. Wiegman, 2013-03-09 *Exploring Risk Communication* presents a systematic planning approach to risk communication Risk communication is seen by many as an important tool for managing technological environmental and natural risks The book's goal is to improve risk communication processes in these areas between private and public risk communication sources and the public The systematic planning approach focuses on research activities which are considered to be diagnostic tools providing insight into the public's reactions to risks and into the public's cognitive abilities to process risk information These studies give us the necessary ingredients for an adequate risk communication from

the audience side of the risk communication process Evaluation studies are considered necessary to monitor the effectiveness of the communication Exploring Risk Communication provides a review of current research in risk communication focusing on perceived trust and credibility of risk communication sources and arguments in risk messages risk comparison and framing of risk Special attention is paid to the mass media context of risks and its impact on public perception Finally the potential of the new interactive media for risk communication is reviewed The authors have performed several communication studies in the risk area working from their social psychological background This results in a monograph interesting to those working on risk communication issues on an academic level but the systematic planning approach is also a useful frame of reference for risk communication practitioners or for those who are just interested in the often complex risk communication issues

The Psychology of Risk Glynis M. Breakwell, 2014-09-15 Since the first edition of *The Psychology of Risk* there have been enormous macro economic and socio political changes globally the chaos in the world banking system and the financial crisis and recessions that it presaged the Arab Spring and the revolutionary shifts in power in the Middle East with rippled consequences around the world the development of ever more sophisticated cyber terrorism that can strike the private individual or the nation state with equal ease Amidst these changes in the face of hazard do the psychological models built to explain human reactions to risk still apply Has the research over the last few years resulted in an improvement in our understanding of how people perceive and act in relation to risk In this second edition Professor Dame Breakwell uses illustrations and current examples to address these questions and provide a totally up to the minute review of what is known about the psychology of risk

Effective Risk Communication Joseph Arvai, Louie Rivers III, 2013-10-30 There are two questions often asked of risk communication what has been learned from past work and what is needed to push the field forward Drawing on the experience of leading risk researchers and practitioners *Effective Risk Communication* focuses on answering these questions The book draws together new examples of research and practice from contexts as diverse as energy generation human health nuclear waste climate change food choice and social media This book treats risk communication as much more than the interchange of risk information between experts and non experts rather it aims to emphasise the diversity in viewpoints and practices In each specially commissioned chapter the authors reflect on the theoretical and applied underpinnings of their best projects and comment on how their approach could be used effectively by others Building upon each other the chapters will provoke new discussion and action around a discipline which many feel is neither meeting important needs in practice nor living up to its potential in research Through a more careful examination of the work already done in risk communication the book will help develop better more reflective practice for the future

Risk and Crisis Communications Pamela (Ferrante) Walaski, 2011-07-07 The go to guide for learning what to say and how to say it In this climate of near constant streams of media messages organizations need to know how to effectively communicate risks to their audiences and what to say when a crisis strikes *Risk and Crisis Communications Methods and*

Messages is designed to help organizations understand the essential components of communicating about risks during a crisis and it carves out a role for safety health and environmental SH E professionals in the process Covering common theoretical concepts and explaining the positions of noted experts in the field such as Peter Sandman and Vincent Covello the book provides a fundamental understanding of the process behind crafting effective messages for a variety of different situations and explains the consequences of saying the wrong thing to an emotional audience Incorporating numerous case studies including the BP Deepwater Horizon Oil Spill and the 2010 H1N1 pandemic it shows how messages can change the way an audience perceives an event and how they react to it clearly demonstrating how ineffective messages can create untold difficulties for an organization s public image Savvy SH E professionals know that their role in helping to craft risk and crisis messages as well as assisting in the execution of risk communication plans provides a critical path to becoming more valuable members of their organizations Risk and Crisis Communications Methods and Messages provides invaluable assistance in helping SH E professionals add value to their organization

The Routledge Handbook of Urban Disaster Resilience Michael Lindell, 2019-07-30 The Routledge Handbook of Urban Disaster Resilience emphasizes the intersection of urban planning and hazard mitigation as critical for community resilience considering the interaction of social environmental and physical systems with disasters The Handbook introduces and discusses the phases of disaster mitigation preparedness response and recovery as well as each of the federal state and local players that address these phases from a planning and policy perspective Part I provides an overview of hazard vulnerability that begins with an explanation of what it means to be vulnerable to hazards especially for socially vulnerable population segments Part II discusses the politics of hazard mitigation the failures of smart growth placed in hazardous areas the wide range of land development policies and their associated risk the connection between hazards and climate adaptation and the role of structural and non structural mitigation in planning for disasters Part III covers emergency preparedness and response planning the unmet needs people experience and community service planning evacuation planning and increasing community capacity and emergency response in developing countries Part IV addresses recovery from and adaption to disasters with topics such as the National Disaster Recovery Framework long term housing recovery population displacement business recovery and designs in disasters Finally Part V demonstrates how disaster research is interpreted in practice how to incorporate mitigation into the comprehensive planning process how states respond to recovery how cities undertake recovery planning and how to effectively engage the whole community in disaster planning The Routledge Handbook of Urban Disaster Resilience offers the most authoritative and comprehensive coverage of cutting edge research at the intersection of urban planning and disasters from a U S perspective This book serves as an invaluable guide for undergraduate and postgraduate students future professionals and practitioners interested in urban planning sustainability development response planning emergency planning recovery planning hazard mitigation planning land use planning housing and community development as well as urban sociology sociology of the

community public administration homeland security climate change and related fields *Risk Assessment and Risk Communication Strategies in Bioterrorism Preparedness* Manfred S. Green, Jonathan Zenilman, Dani Cohen, Itay Wiser, Ran D. Balicer, 2007-04-10 This book contains articles from leading experts in the various disciplines associated with risk assessment and risk communication associated with bioterrorism These papers are based on presentations at a NATO Advanced Research Workshop in Israel in June 2005 which addressed these issues The book offers a comprehensive practical guide for approaching risk assessment and risk communication in a bioterrorism event

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