

## Factors Affecting Risk Judgment

Studies have been conducted to discover the factors that influence people’s perception of risk. One such study indicates that we consider whether the risk is controllable, voluntary, fatal, catastrophic, dreaded, or even known.

### Part I

Rank each activity or technology considering two separate factors selected from the list under each factor. Using a scale from 1-9, with 1 being low and 9 being high, determine a value for Factor 1 and a value for Factor 2 for each activity or technology listed below. When you have completed your rankings, plot the results on the grid in Part 2.

Activity	Factor 1 1.....9 controllable or uncontrollable? voluntary or involuntary? not fatal or fatal?	Factor 2 1.....9 observable or unobservable? known or unknown? immediate effects or delayed effects?
Autos		
Handguns		
Alcohol		
Swimming		
Vaccination		
Antibiotics		
X-ray		
Football		
Bicycling		
Nuclear power		
Pesticides		
Electric power (non-nuclear)		

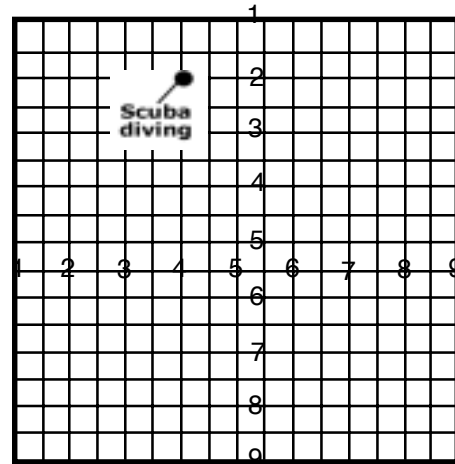
**Part II**

Plot the results of your rankings on Part I.

Directions:

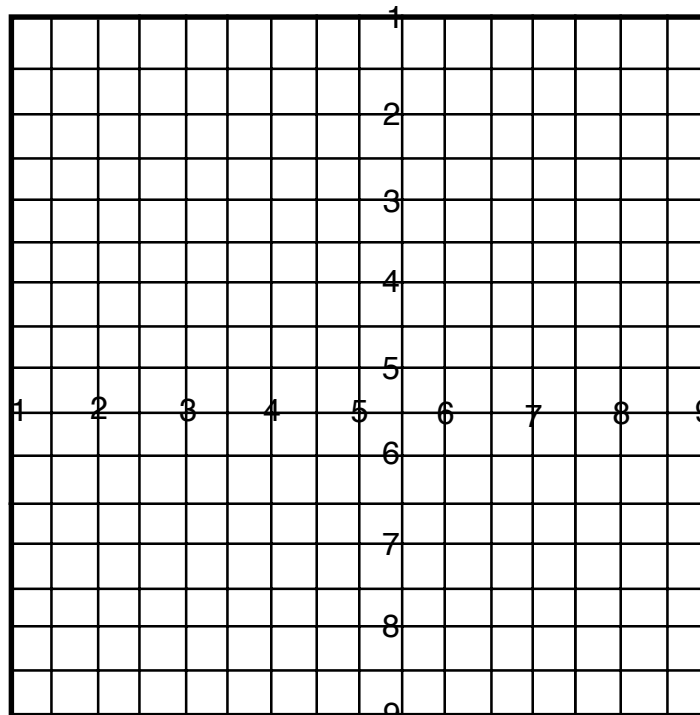
1. Mark the intersection of Factor 1 and Factor 2
2. Label the point with the appropriate activity or technology.

**Example:**



**Factor 2**  
Not observable  
Unknown effects  
Effects delayed

**Factor 1**  
Controllable  
Consequences not fatal  
Voluntary



Uncontrollable  
Consequences fatal  
Involuntary

Observable  
Known effects  
Effects immediate