



Bounded Rationality

When we don't have all the time, all the information, or all the "smarts" we need to make a completely fact-based analytical decision.



1. TRUST

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



1. TRUST

(More Afraid)

- ◆ Anything connected with industry
- ◆ Actions or words from politicians
- ◆ A decision making process that's closed

(Less Afraid)

- ◆ Anything connected with consumer groups
- ◆ Actions or words from neutral experts (doctors, academics)
- ◆ A decision making process that's open



1. TRUST

- ◆ In the communicator
- ◆ In the organization that's supposed to protect you
- ◆ In the organization creating the risk
- ◆ In the process



1. TRUST

- ◆ **HONESTY, HONESTY, HONESTY!!!**
 - **Keeping secrets is RISKY!**
 - **Dialog and respect for audience feelings
must be sincere**
 - **Don't try to manipulate**
 - **Don't over-reassure**



1. TRUST

- ◆ **Share control**

Empower effected participants



1. TRUST

- ◆ **Share control**

Empower effected participants

- ◆ **Competence**

Actual performance. Proven ability.



2. HARM v. BENEFIT

- ◆ Vaccinations, medical X rays, prescription drugs
- ◆ Lawn chemicals
- ◆ Using a mobile phone while you drive



3. CONTROL

(ability to influence events as they occur)

(More Afraid)

- ◆ Flying
- ◆ Riding as a passenger in the front seat of a motor vehicle
- ◆ A process in which you can NOT participate

(Less Afraid)

- ◆ Riding a bicycle
- ◆ Driving a motor vehicle
- ◆ A process in which you CAN participate



4. CHOICE

(is the risk voluntary or imposed)

(More Afraid)

- ◆ Food with a potentially harmful ingredient **NOT** listed on the label
- ◆ The government chooses your town for a nuclear waste repository

(Less Afraid)

- ◆ Food with a harmful ingredient that **IS** listed on the label
- ◆ **INVITING** the government to locate the nuclear waste repository in your town



5. NATURAL v. HUMAN- MADE





5. NATURAL v. HUMAN-MADE

(More Afraid)

- ◆ Industrial chemicals (drugs, pesticides)
- ◆ Technologies (GM food, nuclear power)
- ◆ Severe weather

(Less Afraid)

- ◆ Organic foods and pesticides
- ◆ Herbal remedies
- ◆ Terrorism



6. UNCERTAINTY

(When we don't have all the answers, or we have them but don't understand them.)

(More Afraid)

- ◆ New technologies
- ◆ Terrorism
- ◆ Radiation, chemicals, complex technologies/issues
- ◆ Conflicting scientific studies (hormone repl. therapy)

(Less Afraid)

- ◆ Artificial sweeteners, microwave ovens, electrical & magnetic fields, silicone breast implants



7. FAMILIAR v. NEW

(More Afraid)

- ◆ West Nile Virus in year one.
- ◆ Terrorist attacks in America
- ◆ Avian influenza (H5N1)

(Less Afraid)

- ◆ West Nile Virus in year two, three....
- ◆ Terrorist attacks in Israel
- ◆ “Regular” influenza

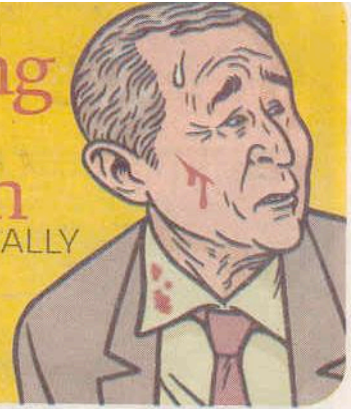
THE BOSTON PHOENIX

OCTOBER 21-27, 2005 | BOSTON'S LARGEST WEEKLY | FOUR SECTIONS | FREE

NEWS + FEATURES

Smelling
blood
on Bush
THE MEDIA FINALLY
WAKE UP

by Mark Jurkowitz
See p 14



YOU'RE ALL GOING TO DIE

Yes, you should be
afraid of avian flu





8. AWARENESS

(More Afraid)

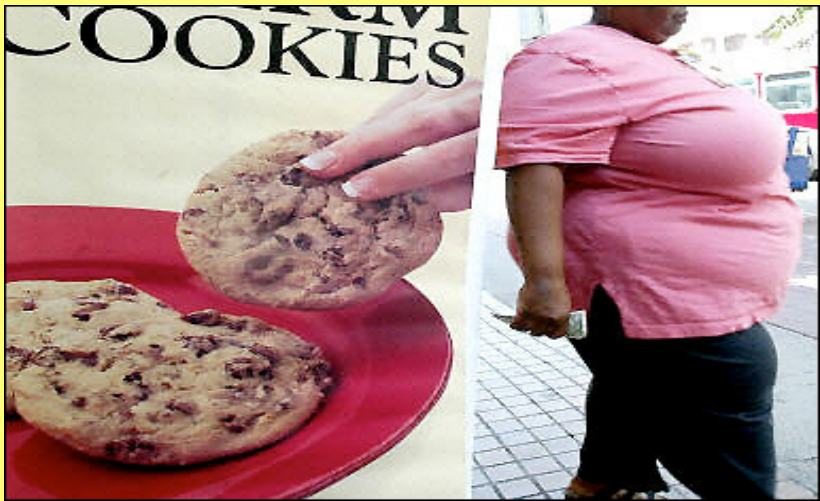
- ◆ Terrorism
- ◆ Avian flu

(Less Afraid)

- ◆ Heart disease
- ◆ Influenza
- ◆ Nanotechnology



THE NEED FOR BETTER RISK COMMUNICATION





Risk Communication

A Definition

Actions, words, and other messages, responsive to the concerns and values of the information recipients, intended to help people make more informed decisions about threats to their health and safety.



The Need for More Effective Risk Communication

1. The Perception Gap can lead to real harms.



The Need for More Effective Risk Communication

1. The Perception Gap can lead to real harms.
2. The risks that arise from people's perceptions **MUST** be included in risk management policy making.



The Need for More Effective Risk Communication

- 1.** The Perception Gap can lead to real harms.
- 2.** The risks that arise from people's perceptions **MUST** be included in risk management policy making.
- 3.** Risk communication is a risk management tool for advancing your agenda **AND** improving public health and safety.