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Risk Communication A Mental Models

This book explains how to develop more effective risk communications using the Carnegie Mellon mental-model approach. Such communications are designed to contain, in readily usable form, the information that people need to make informed decisions about risks to health, safety, and the environment.

Risk Communication: A Mental Models Approach: Morgan, M ...

Risk Communication: A Mental Models Approach M. Granger Morgan, Howard Heinz University Professor of Social and Decision Sciences and Engineering and Public Policy Baruch Fischhoff, Ph.D., Baruch...

Risk Communication: A Mental Models Approach - M. Granger ...

This book explains how to develop more

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effective risk communications using the Carnegie Mellon mental-model approach. Such communications are designed to contain, in readily usable form, the information that people need to make informed decisions about risks to health, safety, and the environment.

Risk Communication: A Mental Models Approach, Morgan, M ...

Marie-Eve Cousin and Michael Siegrist, Risk perception of mobile communication: a mental models approach, Journal of Risk Research, 13, 5, (599), (2010). Crossref

Risk Communication: A Mental Models Approach - Johnson ...

Mental models approach to risk communication Step 1: Eliciting and modelling expert beliefs. Eliciting and modelling expert beliefs starts with a review of relevant... Step 2: Eliciting lay beliefs. This involves in-depth individual interviews following a protocol developed around the... Step 3: ...

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Injury prevention and risk communication: a mental models ...

1. Using a mental models survey, determine beliefs driving decisions to test private groundwater wells. 2. On the basis of the beliefs identified in Objective 1, design and pilot test risk communication materials encouraging private well owners to test their water. Conduct a randomized controlled trial of the risk communication to

Figure 1. Four steps in the mental models approach to risk ...

According to Morgan, Fischhoff, Bostrom, and Atman (2002), mental models risk communication studies include the initial mental model of respondents, followed by semi-structured interviews with stakeholders and others who might receive messages or be involved in communications.

Communicating risk to tourists: A mental models approach ...

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The method entails working with domain specialists to elicit and create an expert model of the risk situation, interviewing lay people to elicit their comparable mental models, and developing and...

Injury prevention and risk

communication: A mental models ...

The mental-models approach to risk communication (MMARC) highlights a five-step process, including developing the expert model, eliciting the public model and comparing it with the expert model, conducting confirmatory surveys among the broader population to determine the prevalence of the public model, drafting risk-communication messages based on the knowledge gap between experts and non-experts, and evaluating effectiveness of the messages (see Figure 2) [40,45].

Risk communication in cyberspace: a brief review of the ...

A major advancement in the academic risk communication research of the

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1990s and 2000s was the development of the mental models approach, which provides a framework to understand preexisting public perceptions of less-familiar and higher-dread risks (discussed in detail later in this document).

Understanding Risk Communication Theory: A Guide for ...

'The authors' idea of expert models of risk ... is a very useful one, both for practitioners and academics doing work in this area. In fact, the chapters outlining these models made a very important and unique contribution in the field of risk communication and for that reason alone the book should be on the reading list of everyone doing research in that area.'

Risk Communication by M. Granger Morgan

Assessing mental models of hazardous processes can contribute to the design of effective risk communications by

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identifying the concrete information message recipients need to cope with health risks, thereby making or strengthening common-sense links between risk and action representations.

Mental Models of Risk - Oxford Research Encyclopedia of ...

One of the first mental models studies considered radon risk communication.¹⁵ 37The researchers evaluated two communications they developed and a widely disseminated Environmental Protection Agency brochure.³⁸ Evaluation methods included think-aloud protocol analysis,³⁹ problem solving and a series of true/false questions to assess agreement with the expert model after reading a communication.

Injury prevention and risk communication: a mental models ...

Risk Communication: A Mental Models Approach, MG Morgan, B Fischhoff, A Bostrom, and CJ Atman (Cambridge

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University Press, 2002) Integrating Social and Behavioral Sciences Within the Weather Enterprise.

Ann Bostrom | Evans School of Public Policy and Governance

Communication of risk factors Situations For a baby delivered at 41 weeks by category 1 caesarean section under general anaesthesia, there was a failure to communicate the significance of abnormalities on the CTG trace and a profound fetal bradycardia, which meant that the delivery was attended only by a junior paediatric trainee.

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