



Media's role and influence on public perceptions in the social construction of risks

When it comes to the perception and/or the social construction of risks, sociologists usually identify mass media as a central vehicle for spreading information about risks to the lay public (Kitzinger, 1999; Lupton, 2006). In addition to this, journalists are often accused of sensationalism and of exaggerating risk, which can lead to mass hysteria, distortion of reality, and "the culture of fear" (Furedi, 2002).

Note: See source document for full reference.

Applicable to:

Stakeholders: [Communication](#), [Attitudes toward the media](#)

Disaster Phases: [Prevention](#)

Types of Actors Concerned: [Media](#), [Non-active citizens](#)

Hazards: [Natural hazards](#), [Man-made non-intentional hazards or emergency situations](#), [Man-made intentional hazards](#)

Recommendations:

- [Inform citizens about the risk they may face and about possible actions and measures they can take to reduce vulnerability and better prepare themselves](#)
- [Use cultural factors to improve the effectiveness of disaster communication](#)

Source

[Deliverable D4.1 "Mapping risk perception concepts in the context of disasters" \(page 14\)](#)

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