



Topics that generate irresponsible media alarmism

It is claimed that irresponsible media alarmism and popular "scare stories" about the dangers from Islamic terrorists, weapons of mass destruction, swine and bird flu, drugs and MMR (Measles, Mumps and Rubella) vaccines, genetically modified food, and even "killer asteroids" generate widespread and unfounded fear among citizens (Furedi, 2002, pp. vii-xiv).

Note: See source document for full reference.

Applicable to:

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

Disaster Phases: [Preparedness](#), [Prevention](#)

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

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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