



## **The more serious the hazard, the higher the level of perceived risk and the greater the degree of public concern**

Numerous studies within the psychometric approach showed that variations in the ratings of hazards' properties can be explained in terms of two dimensions: (i) "dread risk" and (ii) "unknown risk". At its extreme, "dread risk" describes the hazards that have catastrophic potential and fatal consequences; on the other hand, hazards that are high on the "unknown risk" are the ones that are judged to be unobservable and unknown, and therefore uncontrollable (Slovic & Weber, 2002). The higher the hazard is placed on these dimensions, the greater the level of perceived risk is and the greater the public concern regarding the potential hazard is (Slovic & Weber, 2002).

Note: See source document for full reference.

### **Applicable to:**

Stakeholders: [Worldviews](#)

Disaster Phases: [Prevention](#)

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

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

### **Recommendations:**

- [Develop risk assessments methodologies, which consider cultural factors, the manner in which people cognitively process information and which employ a gender perspective](#)

## **Source**

[Deliverable D4.1 "Mapping risk perception concepts in the context of disasters" \(page 42\)](#)

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