



The effect of immediate emotions on perceived risk

In their research, Loewenstein, Lerner, and colleagues (see source document for full references) have shown that specific immediate emotions, both integral and incidental, have specific effects on perceived risk. For example, fear and anxiety increase perception of risk and risk-averse behaviour, while anger lowers perceived risk and facilitates risk-seeking choices (Lerner et al., 2003). The authors explain observed differences in effects of specific emotions on perceived risk in terms of appraisals that are linked to these emotions. Namely, since fear is linked to the judgements of uncertainty and situational control, it increases perceived risk, while anger, which corresponds to the perception of certainty and the feeling of individual control, decreases it (Lerner et al., 2003).

Note: See source document for full reference.

Applicable to:

Stakeholders: [Worldviews](#)

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

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" \(page 51\)](#)

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