



The most important cross-cultural factors influencing perceived seriousness (or magnitude) of risks

In addition to the factors reviewed so far, people's perceptions of risk are also influenced by their perceptions of a range of qualitative characteristics of the risk source, which has been demonstrated in a large number of studies within the psychometric paradigm (Fischhoff et al., 1978; Slovic, 1987; Slovic et al., 1980). According to Renn and Rohrman (2000), the following factors are cross-culturally the most important for perceived seriousness (or magnitude) of risks: personal control over risk which increases risk tolerance, i.e. decreases perceived risk; institutional control over risk whose effect depends on the confidence in respective institutions; voluntariness in risk acceptance which increases risk tolerance, i.e. decreases perceived risk; familiarity with the risk source which increases risk tolerance, i.e. decreases perceived risk; dread (or catastrophic potential and certainty of fatal impact) which decreases risk tolerance, i.e. increases perceived risk; distribution of risk and benefits which depends on individual utility but is a strong social incentive for rejecting risks; the artificiality of risk source which amplifies attention to risk and often decreases risk tolerance, i.e. increases perceived risk; blame which increases quest for social and political responses.

Note: See source document for full reference.

Applicable to:

Stakeholders: [Norms/values](#)

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" \(page 52\)](#)

This file was generated automatically on: 12.02.2019.

The most important cross-cultural factors influencing perceived seriousness (or magnitude) of risks

<https://culturalmap.carismand.eu/a/4-1-45-the-most-important-cross-cultural-factors-influencing-perceived-seriousness-or-magnitude-of-risks>