



Influential and powerful social actors influence levels of perceived risk in situations of real danger

The increased level of perceived risk is a consequence of the fact that influential and powerful social actors claim “with considerable force” that there is an increase in real dangers (Lash, 2000, p. 48).

Note: See source document for full reference.

Applicable to:

Stakeholders: [Communication](#)

Disaster Phases: [Prevention](#)

Types of Actors Concerned: [Non-active citizens](#), [Active citizens](#), [Media](#), [Local authorities](#), [Government](#), [National civil protection body](#), [National research bodies](#), [Red Cross](#), [NGOs](#), [Military](#), [Law enforcement agencies](#), [Healthcare and emergency services](#), [European Civil Protection Mechanism](#), [UN and other international organisations](#), [Entrepreneurs](#), [All types of actors](#)

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 D4.2 "Report on 'risk cultures' in the context of disasters" \(page 14\)](#)

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