



## Human perception assesses risk differently to other threat measures in place

For example, it was shown that individuals value highly their physical health, but usually not their mental health; they are concerned about their lives, but not that much about their lifestyles (Short, 1984). The public worries about "one in a million cancer risk from toxic chemicals, when there are obviously far more dangerous things to be worried about" (Clarke & Short, 1993, p. 380). It can also be said that people who are most concerned about (terrorist) attacks from abroad, tend to be less worried about pollution at home.

Note: See source document for full reference.

### Applicable to:

Stakeholders: [Attitudes toward environmental issues](#), [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" \(page 18\)](#)

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