



Prior negative experiences influence perceptions of future risks depending on the severity of personal consequences of the former

However, Wachinger and colleagues (Wachinger, Renn, Begg, & Kuhlicke, 2013) reported also on studies in which negative experiences were inversely associated with perceived risk. If people did not suffer much from the particular negative experience and they estimate that such a bad event is unlikely to happen again soon, they perceive risk as being lower. Therefore, for the effect of experience on risk perception, the mere fact that the event happened is not particularly important; the key is the severity of the personal consequences (Wachinger et al., 2013).

Note: See source document for full reference.

Applicable to:

Stakeholders: [Norms/values](#), [Individual/collective memory](#)

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:

- [Use local knowledge, collective memory and shared cultural values to improve disaster preparedness, response and recovery](#)
- [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" \(page 46\)](#)

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