



The ways in which people are used to dealing with risk in everyday life is based on societal values (culture)

According to Cultural Theory, “risks are parts of our shared cultural understandings and practices that were founded on social expectations and responsibilities” (Lupton, 2006, pp. 12-13). Douglas and Wildavsky (Douglas, 1966, 1992; Douglas & Wildavsky, 1982) argued that individual and group views on risk do not reflect an objective reality but societal values and that they carry numerous cultural functions. In other words, the ways in which people experience and deal with risk in everyday life are constructed through cultures.

Note: See source document for full reference.

Applicable to:

Stakeholders: [Norms/values](#), [Customs/traditions/rituals](#)

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 D4.2 "Report on 'risk cultures' in the context of disasters" \(page 18\)](#)

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