



The perception of risk is influenced by certain values, beliefs and types of knowledge

Perceived risk always emerges within the context of our shared cultural biases and patterns of social relations since it is influenced by values, beliefs, preferences, anticipations and knowledge about risks (Oltedal et al., 2004). In other words, what is perceived as stress, danger, potentially harmful or risk behaviour is a matter of cultural adherence and social learning. The fact that cultures differ in the emphasis they place on certain values, types of knowledge, and beliefs, has direct implications for the perception of risk, i.e. what is perceived as a risk in a specific culture is often being ignored in others.

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 D4.2 "Report on 'risk cultures' in the context of disasters" \(page 20\)](#)

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