



People's perception and understanding of risk is in accordance with their way of life

For instance, in Sjöberg's (1997) study, which compared risk judgments of Swedish and Brazilian participants, correlations between cultural adherence and risk perception were low. Sjöberg (1997) argued that risk perception is tied to 'objective risks' rather than to cultural values. However, some other studies (for example, Peters & Slovic, 1996) suggested that people's perception and understanding of risks is in accordance with their way of life.

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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