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Risk Communication A Mental Models

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approach. Such communications are designed to contain, in readily usable form, the information that people need to make informed decisions about risks to health, safety, and the environment.

Risk Communication: A Mental Models Approach: Morgan, M ...

Risk Communication: A
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Approach M. Granger
Morgan, Howard Heinz
University Professor of
Social and Decision
Sciences and
Engineering and Public
Policy Baruch Fischhoff,
Ph.D., Baruch...

Risk Communication: A Mental Models Approach - M. Granger ...

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**Risk Communication:
A Mental Models
Approach, Morgan,
M ...**

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Marie-Eve Cousin and Michael Siegrist, Risk perception of mobile communication: a mental models approach, Journal of Risk Research, 13, 5, (599), (2010). Crossref

**Risk Communication:
A Mental Models
Approach - Johnson**

...

Mental models approach to risk communication Step 1: Eliciting and modelling

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expert beliefs. Eliciting

and modelling expert

beliefs starts with a

review of relevant...

Step 2: Eliciting lay beliefs. This involves in-depth individual

interviews following a

protocol developed

around the... Step 3: ...

Injury prevention and risk

communication: a mental models ...

1. Using a mental models survey,

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determine beliefs
driving decisions to

test private
groundwater wells. 2.

On the basis of the
beliefs identified in
Objective 1, design and
pilot test risk

communication
materials encouraging
private well owners to
test their water.

Conduct a randomized
controlled trial of the
risk communication to

Figure 1. Four steps

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**in the mental
models approach to
risk ...**

According to Morgan,
Fischhoff, Bostrom, and
Atman (2002), mental
models risk

communication studies
include the initial
mental model of
respondents, followed
by semi-structured
interviews with
stakeholders and
others who might
receive messages or
be involved in

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communications.

Mental Models

**Communicating risk
to tourists: A mental
models approach ...**

The method entails working with domain specialists to elicit and create an expert model of the risk situation, interviewing lay people to elicit their comparable mental models, and developing and...

Injury prevention

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and risk

**communication: A
mental models ...**

The mental-models approach to risk communication (MMARC) highlights a five-step process, including developing the expert model, eliciting the public model and comparing it with the expert model, conducting confirmatory surveys among the broader population to

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Model Models

determine the prevalence of the public model, drafting risk-communication messages based on the knowledge gap between experts and non-experts, and evaluating effectiveness of the messages (see Figure 2) [40,45].

Risk communication in cyberspace: a brief review of the

...

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A major advancement in the academic risk communication research of the 1990s and 2000s was the development of the mental models approach, which provides a framework to understand preexisting public perceptions of less-familiar and higher-dread risks (discussed in detail later in this document).

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Handbook

Theory: A Guide for

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...
'The authors' idea of expert models of risk ... is a very useful one, both for practitioners and academics doing work in this area. In fact, the chapters outlining these models made a very important and unique contribution in the field of risk communication and for that reason

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alone the book should be on the reading list of everyone doing research in that area.'

Risk Communication by M. Granger Morgan

Assessing mental models of hazardous processes can contribute to the design of effective risk communications by identifying the concrete information message recipients

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need to cope with health risks, thereby making or strengthening common-sense links between risk and action representations.

Mental Models of Risk - Oxford Research

Encyclopedia of ...

One of the first mental models studies considered radon risk communication.¹⁵
37The researchers

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evaluated two communications they developed and a widely disseminated

Environmental

Protection Agency

brochure.³⁸ Evaluation

methods included think-aloud protocol

analysis,³⁹ problem

solving and a series of

true/false questions to

assess agreement with

the expert model after

reading a

communication.

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Mental Models

**Injury prevention
and risk
communication: a
mental models ...**

Risk Communication: A
Mental Models

Approach, MG Morgan,
B Fischhoff, A Bostrom,
and CJ Atman

(Cambridge University
Press, 2002)

Integrating Social and
Behavioral Sciences
Within the Weather
Enterprise.

Ann Bostrom | Evans

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**School of Public
Policy and
Governance**

Communication of risk factors Situations For a baby delivered at 41 weeks by category 1 caesarean section under general anaesthesia, there was a failure to communicate the significance of abnormalities on the CTG trace and a profound fetal bradycardia, which

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meant that the delivery was attended only by a junior paediatric trainee.

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