

Part 5:

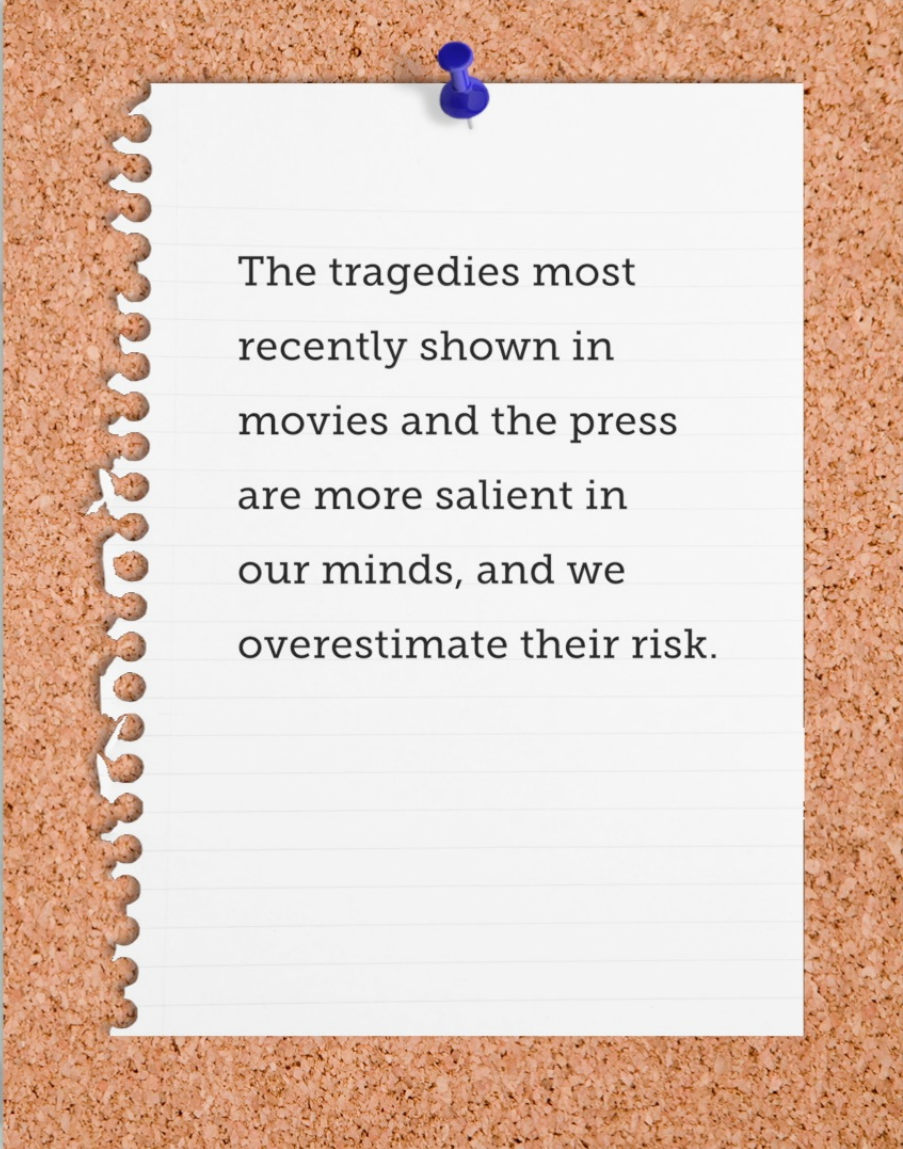
Risk Assessment

Emotions in Risk Assessment

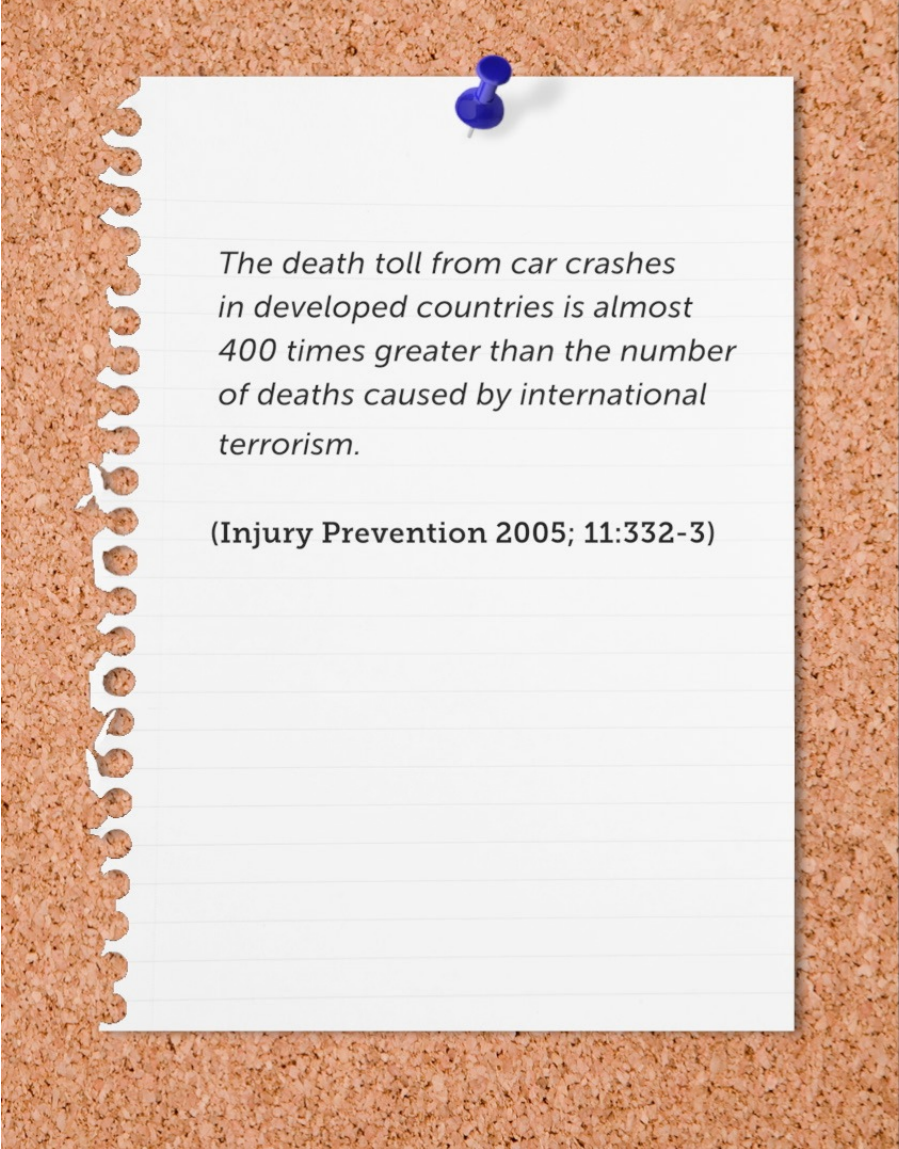
How do emotions affect
your beliefs regarding
the risk of death?

A portrait of Paul Slovic, a middle-aged man with thinning hair, wearing a light blue button-down shirt. He is looking directly at the camera with a neutral expression. The background is a light-colored wall with some faint, out-of-focus text and a silhouette of a person.

Paul Slovic
University of Oregon

A corkboard with a textured, brown surface. A white, spiral-bound notepad is pinned to the board with a blue pushpin at the top center. The notepad has several lines of text written on it.

The tragedies most recently shown in movies and the press are more salient in our minds, and we overestimate their risk.



*The death toll from car crashes
in developed countries is almost
400 times greater than the number
of deaths caused by international
terrorism.*

(Injury Prevention 2005; 11:332-3)





A terrorist attack is intentional and beyond your control, which causes a higher emotional response.

Our perception of risk
is higher when:

- 1) the event is salient
in memory
- 2) we have an
emotional response

Emotions:

- 1) are a basic part of human nature
- 2) can overtake cognition
- 3) can work for or against us