

# Quantitative Risk Communication: Explaining the Data

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## I. Motivation

- A. Reduce outrage
- B. Share power
- C. Find out what people want to know

## II. Simplification

- A. Simplify language
- B. Simplify graphics
- C. Simplify content

## III. Orientation

- A. Tell people where you are and where you're going
  - B. Use risk comparisons – carefully
  - C. Don't tell more than you know:
    - 1. Explaining uncertainty
    - 2. The right attitude
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For more about my take on this issue, see:

- Agency Communication, Community Outrage, and Perception of Risk: Three Simulation Experiments (1993) – [www.psandman.com/articles/simulate.htm](http://www.psandman.com/articles/simulate.htm)
- Quantitative Risk Communication: Explaining the Data (1994) – [www.psandman.com/videos.htm#video2](http://www.psandman.com/videos.htm#video2)

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Consulting, Training, and Research in Risk Communication