

Seven Conclusions about Hazard and Outrage

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1. The public responds more to outrage than to hazard.
2. Activists and the media amplify outrage, but they don't create it.
3. Outraged people don't pay much attention to hazard data.
4. Outrage isn't just a distraction from hazard. Both are legitimate and important.
5. When hazard is high, risk communicators try to nurture more outrage.
6. When hazard is low, risk communicators try to reduce the outrage.
7. Companies and agencies usually can't reduce outrage much until they change their own organizations.

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