

Twelve Principal Outrage Components

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<u>“Safe”</u>	<u>“Risky”</u>
1. Voluntary	Coerced
2. Natural	Industrial
3. Familiar	Exotic
4. Not memorable	Memorable
5. Not dreaded	Dreaded
6. Chronic	Catastrophic
7. Knowable	Unknowable
8. Individually controlled	Controlled by others
9. Fair	Unfair
10. Morally irrelevant	Morally relevant
11. Trustworthy sources	Untrustworthy sources
12. Responsive process	Unresponsive process

For more about my take on this issue, see:

- Dealing with the Public (Nov 1986) -- www.psandman.com/articles/explain3.htm
 - Risk Communication: Facing Public Outrage (Nov 1987) -- www.psandman.com/articles/facing.htm
 - Tips on EMF Risk Communication (Summer 1993) -- www.psandman.com/articles/risk.htm
 - Not in Our Back Yard (1997) -- www.psandman.com/articles/chapman1.htm
 - Risk Communication: Evolution and Revolution (2001) -- www.phli.org/riskcommunication/article.htm
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