

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
- Quantitative Risk Communication: Explaining the Data (1994) – <http://www.vimeo.com/20676915>

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