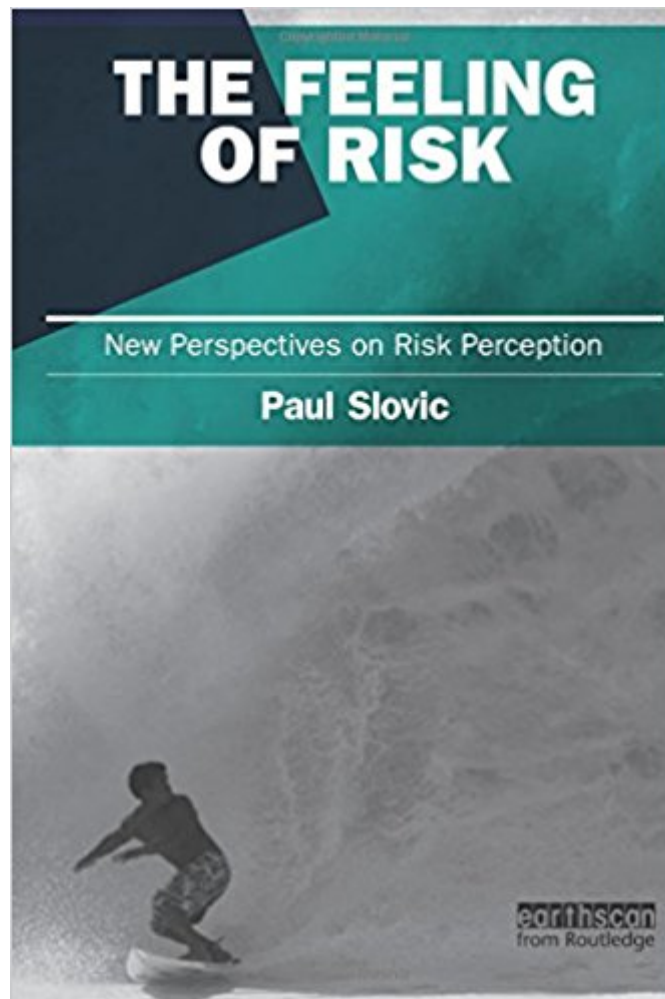


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# The Feeling Of Risk: New Perspectives On Risk Perception (Earthscan Risk In Society)



## Synopsis

The Feeling of Risk brings together the work of Paul Slovic, one of the world's leading analysts of risk, to describe the extension of risk perception research into the first decade of this new century. In this collection of important works, Paul Slovic explores the conception of 'risk as feelings' and examines the interaction of feeling and cognition in the perception of risk. He also examines the elements of knowledge, cognitive skill, and communication necessary for good decisions in the face of risk. The first section of the book looks at the difficulty of understanding risk without an emotional component, for example that disaster statistics lack emotion and thus fail to convey the true meaning of disasters and fail to motivate proper action to prevent them. The book also highlights other important perspectives on risk arising from cultural worldviews and concerns about specific hazards pertaining to blood transfusion, biotechnology, prescription drugs, smoking, terrorism, and nanotechnology. Following on from *The Perception of Risk* (2000), this book presents some of the most significant research on risk perception in recent years, providing essential lessons for all those involved in risk perception and communication.

## Book Information

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## Customer Reviews

Slovic is not only an icon in the field of risk perception, he is also an outstanding writer and scholar. "The Feeling of Risk" is a collection of previously published, well written manuscripts, each of which is valuable both as a reference and as a source of references, as each manuscript is well supported

with a litany of references to related research. I would recommend this book to any life scientist who participates in risk communication and risk management.

Like its predecessors, this is, overall, an accessible, thoughtful and thought-provoking collection. I plan to use much of it--along with some of the papers from the PERCEPTION OF RISK-- in a course that has a unit on risk in the environmental context.

Risk proves as a deterrent to our otherwise impulsive selves. "The Feeling of Risk: New Perspectives on Risk Perception" discusses risk and its place in our world and our psyche. Many authors and thinkers converge and discuss risk as a model for feelings, its impact on culture, its effects on democracy, risk on the world stage, our mental minds in overestimating risks, and how risks are shared throughout the public knowledge and world. Scholarly and insightful, "The Feeling of Risk" is an excellent collection and very highly recommended.

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