

11.373 Science, Politics, & Environmental Policy
Day 7: PUBLIC PERCEPTIONS OF ENVIRONMENTAL RISK

II. Public Perception Of Risk

Why do experts and lay people tend to perceive risk differently?

What factors besides the media shape the public's perception of risk?

--What's the relationship among those factors?

What role does the media play in shaping the public's perception of risk?

--How does the media interact with the other factors you've described?

How does "framing" affect people's perception of risk?

How, according to Kempton and his coauthors, has science—and ecology in particular—affected the way people think about the environment and environmental risk?

Why does the public's perception of environmental risk matter if we are interested in politics and policy?