

CALL FOR SESSIONS

RISK COMMUNICATION AND RISK PERCEPTION: COMPARING METHODS, TECHNIQUES AND EXPERIENCES

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ABSTRACT SESSION

Researchers communicate climate-related hazards to non-peer audiences through numerous pathways including websites, blogs, public lectures, media interviews, and educational collaborations. A considerable amount of time is invested in this public engagement and these efforts are to a large extent responsible for the public perception of risk. Risk communication is a challenging undertaking that goes beyond the simple transmission of scientific data and that requires overcoming cognitive, emotional, and socio-cultural barriers related to risk perception.

The session covers a wide range of themes, relevant topics include, but are not limited to the:

- importance of the information and communication technologies e.g., social media, citizen sensors;
- strong relationship between risk perception and communication;
- assessment of climate-related risk perception;
- role of risk communication in the public behavioral changes;
- testing of different teaching and training methodologies;
- need to effectively communicate the levels of uncertainty associated with forecasts.

This session aims at gaining a better understanding of our experiences in communicating to various non-expert stakeholders including students, journalist and decision makers to evaluate the possible impacts of our efforts on the public perception. The session would like to encourages critical reflection on science communication practices providing an opportunity to share our experiences in this field.