



The Feeling of Risk: New Perspectives on Risk Perception (Earthscan Risk in Society)

By Paul Slovic

[Download now](#)

[Read Online](#) 

The Feeling of Risk: New Perspectives on Risk Perception (Earthscan Risk in Society) By Paul Slovic

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.

 [Download The Feeling of Risk: New Perspectives on Risk Perc ...pdf](#)

 [Read Online The Feeling of Risk: New Perspectives on Risk Pe ...pdf](#)

The Feeling of Risk: New Perspectives on Risk Perception (Earthscan Risk in Society)

By Paul Slovic

The Feeling of Risk: New Perspectives on Risk Perception (Earthscan Risk in Society) By Paul Slovic

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.

The Feeling of Risk: New Perspectives on Risk Perception (Earthscan Risk in Society) By Paul Slovic

Bibliography

- Rank: #1080792 in eBooks
- Published on: 2013-03-07
- Released on: 2013-03-07
- Format: Kindle eBook



[Download The Feeling of Risk: New Perspectives on Risk Perc ...pdf](#)



[Read Online The Feeling of Risk: New Perspectives on Risk Pe ...pdf](#)

Download and Read Free Online The Feeling of Risk: New Perspectives on Risk Perception (Earthscan Risk in Society) By Paul Slovic

Editorial Review

Review

'To understand how people deal with risk, you have to begin with the psychology of risk. To understand the psychology of risk, you have to begin with the work of Paul Slovic. This book is fundamental: Anyone concerned with risk in any of its various and shifting forms absolutely must read it.' - *Dan Gardner, author of Risk: The Science and Politics of Fear*

'No one has done more to increase our understanding of perceived risk than Paul Slovic. This book provides a compilation of much of Slovic's recent research on the determinants of risk perceptions. The research focus is on two thought-provoking ideas. First, it is argued that risk perceptions often follow quick (and often unconscious) like or disliking affective judgments rather than risk perceptions leading to the liking or disliking of an activity. Second, it is argued that perceptions of risk are, at least in part, determined by cultural worldviews. Again, the idea is that 'facts' and 'values' both determine risk perceptions in ways not previously understood. Beyond the determinants of risk perceptions this book also discusses the important implications of the psychology of risk perceptions for government policies to regulate hazardous activities. Once again Paul Slovic has demonstrated why he has long been the leading thinker dealing with perceived risk.' - *John W. Payne, The Joseph J. Ruvane, Jr. Professor of Business, Fuqua School of Business, Duke University, USA*

'Slovic provides a unique account of our current understanding of risk perception, one which will be invaluable for all students of the relationship between feeling and cognition in risk decision-making and communication.' - *Professor Glynis M Breakwell, Vice-Chancellor, University of Bath, UK*

'Given the risks we face as a species, the risks of getting risk 'wrong' are too great. Understanding how we perceive risk is the first step toward making healthier choices for ourselves and our society. This is an important book, at a critical time, and should be high on every policymaker's reading list.' - *David Ropeik, author of 'How Risky Is It, Really? Why Our Fears Don't Always Match the Facts'*

'The book would be very useful for anyone who is concerned with any aspect or type of risk study and would like to have the overall and complete information on the factors governing risk and of decision making in general, a must read this book.' - *International Journal of Performativity Engineering*

'Ultimately, the book's contribution to homeland security and emergency management scholars and practitioners lies in the fact that it raises our awareness of the many ways of viewing risk. It challenges us to contemplate the multifaceted elements of risk, the ways in which we perceive it, and the decisions we make in response to it.' - *Nicholas V. Cagliuso Sr., Journal of Homeland Security and Emergency Management*

About the Author

Paul Slovic is a founder and President of Decision Research, a non-profit research organization investigating human judgment, decision-making, and risk. He is also a Professor in the Department of Psychology, University of Oregon and a past President of the Society for Risk Analysis.

Users Review

From reader reviews:

Rosa Rogers:

Do you have favorite book? Should you have, what is your favorite's book? E-book is very important thing for us to find out everything in the world. Each book has different aim or even goal; it means that guide has different type. Some people really feel enjoy to spend their time to read a book. They may be reading whatever they acquire because their hobby is definitely reading a book. Consider the person who don't like reading a book? Sometime, person feel need book after they found difficult problem or exercise. Well, probably you will need this *The Feeling of Risk: New Perspectives on Risk Perception* (Earthscan Risk in Society).

Thomas Murray:

In this 21st century, people become competitive in every way. By being competitive at this point, people have do something to make these survives, being in the middle of the actual crowded place and notice simply by surrounding. One thing that at times many people have underestimated it for a while is reading. Sure, by reading a publication your ability to survive raise then having chance to endure than other is high. For you who want to start reading some sort of book, we give you this particular *The Feeling of Risk: New Perspectives on Risk Perception* (Earthscan Risk in Society) book as beginning and daily reading book. Why, because this book is usually more than just a book.

Richard Holeman:

A lot of reserve has printed but it is different. You can get it by world wide web on social media. You can choose the very best book for you, science, amusing, novel, or whatever by simply searching from it. It is called of book *The Feeling of Risk: New Perspectives on Risk Perception* (Earthscan Risk in Society). You can contribute your knowledge by it. Without departing the printed book, it could add your knowledge and make anyone happier to read. It is most critical that, you must aware about guide. It can bring you from one destination to other place.

Theodore Huff:

Publication is one of source of expertise. We can add our know-how from it. Not only for students but also native or citizen have to have book to know the revise information of year for you to year. As we know those guides have many advantages. Beside most of us add our knowledge, may also bring us to around the world. Through the book *The Feeling of Risk: New Perspectives on Risk Perception* (Earthscan Risk in Society) we can consider more advantage. Don't you to definitely be creative people? To get creative person must like to read a book. Simply choose the best book that suitable with your aim. Don't possibly be doubt to change your life with that book *The Feeling of Risk: New Perspectives on Risk Perception* (Earthscan Risk in Society). You can more inviting than now.

**Download and Read Online The Feeling of Risk: New Perspectives on Risk Perception (Earthscan Risk in Society) By Paul Slovic
#510DONBWF8**

Read The Feeling of Risk: New Perspectives on Risk Perception (Earthscan Risk in Society) By Paul Slovic for online ebook

The Feeling of Risk: New Perspectives on Risk Perception (Earthscan Risk in Society) By Paul Slovic Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Feeling of Risk: New Perspectives on Risk Perception (Earthscan Risk in Society) By Paul Slovic books to read online.

Online The Feeling of Risk: New Perspectives on Risk Perception (Earthscan Risk in Society) By Paul Slovic ebook PDF download

The Feeling of Risk: New Perspectives on Risk Perception (Earthscan Risk in Society) By Paul Slovic Doc

The Feeling of Risk: New Perspectives on Risk Perception (Earthscan Risk in Society) By Paul Slovic MobiPocket

The Feeling of Risk: New Perspectives on Risk Perception (Earthscan Risk in Society) By Paul Slovic EPub

510DONBWFX8: The Feeling of Risk: New Perspectives on Risk Perception (Earthscan Risk in Society) By Paul Slovic