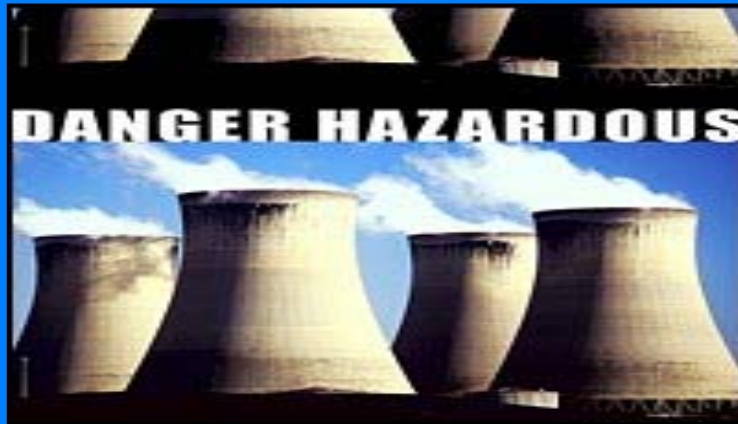


PERCEPTION OF NUCLEAR RADIATION

WHY THE FACTS AND OUR FEARS
BOTH MATTER



TRUST

MORE AFRAID

Business and Industry
Politicians

A process that's closed

LESS AFRAID

Consumer groups
Neutral experts

A process that's open

RISK v. BENEFIT

(More Afraid)

Nuclear radiation in non-medical setting

(Less Afraid)

Nuclear radiation in a medical setting

VOLUNTARY OR IMPOSED

(More Afraid)

The government chooses your community to host a high level nuclear waste repository

(Less Afraid)

Your community volunteers to host a high level nuclear waste repository

NATURAL V. HUMAN-MADE

(More Afraid)

Nuclear Radiation

(Less Afraid)

Radiation from Natural Sources

QuickTime™ and a
H.264 decompressor
are needed to see this picture.

PAIN AND SUFFERING

(More Afraid)

**Anything associated with cancer (radiation,
pesticides)**

(Less Afraid)

Heart disease

Flu

Food poisoning

CATASTROPHIC or CHRONIC

(More Afraid)

Nuclear “disaster” (e.g. Chernobyl)

(Less Afraid)

Air pollution from fossil fuels

UNCERTAINTY

(More Afraid)

Things we can't detect (radiation)

**Things we can't understand
(nuclear physics)**

Risk Communication

Actions, words, and other interactions that incorporate and respect the perceptions of the information recipients, intended to help people make more informed decisions about threats to their health and safety.

DAVID ROPEIK

**CONSULTANT IN RISK
PERCEPTION
AND RISK COMMUNICATION**

DPR@DROPEIK.COM

WWW.DROPEIK.COM

978 369-5675

