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Reading & Composition

Public Risk Perception

According to Williams in her book of 2012, everyone has fear against risk, and reactions to risk often happen by more emotion than facts. It means risk is related to not factors but emotion. Also, the fear comes from general information such as media, so people tend to believe their thinking even if there is no evidence whether or not it affects us badly. Additionally, fear and fact do not match in almost all cases. This phenomenon is called “risk perception”. Moreover, researchers state that risk perception came from many process of changing ancient behavior over millions of year. However, if ancient humans had modern thinking as same as nowadays people, they could not survive. In other words, these processes of adapting risk are significant to evolve ourselves. Also, risk perception vary among individuals because we have different culture, live, jobs, conditions, experiences, values, so responding to risk differ from each people although we have similar risk perception, and we are sharing them each other.

In my opinion, I agree with author’s idea. Especially, respond to risk is deeply related to their experiences and knowledge. For example, if we had experiences that a wasp bitted us, we would be more fear against them than before when we see them

again. Also, I think we have fear more new things than old things. For instance, when doctors suggest me to take new medicine instead of old one, I will chose the medicine that I used to use because there is reliable evidence I can use safely. That is why I strongly agree with her idea, and especially new thing and our experiences are strongly connected with reaction to risk.