

# Risikokommunikation ist risikoreich

3th TC «NanoSafety»  
Basel, 16. März 2015

# Übersicht

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- Ein Kontext für Kommunikation
- Die aktuelle Debatte zur Risikokommunikation
- Zusammenfassung

# Ein Kontext für Kommunikation 1



Cartoon Ruedi Widmer

# Ein Kontext für Kommunikation 2



Eine kleine Hermeneutik des  
Schweigens  
von Thomas Locher 1992

# Ein Kontext für Kommunikation 3

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Nehmen Sie sich Zeit

Für ein kleines Experiment

# Ein Kontext für Kommunikation 4

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Das Allgemeine, die Ausnahme, das Individuelle<sup>1</sup>

Die Abhängigkeit des Subjekts von der Taxonomie<sup>2</sup>

Die patriarchale Falle

1: Derrida; Marges de la philosophie 1967 - 72

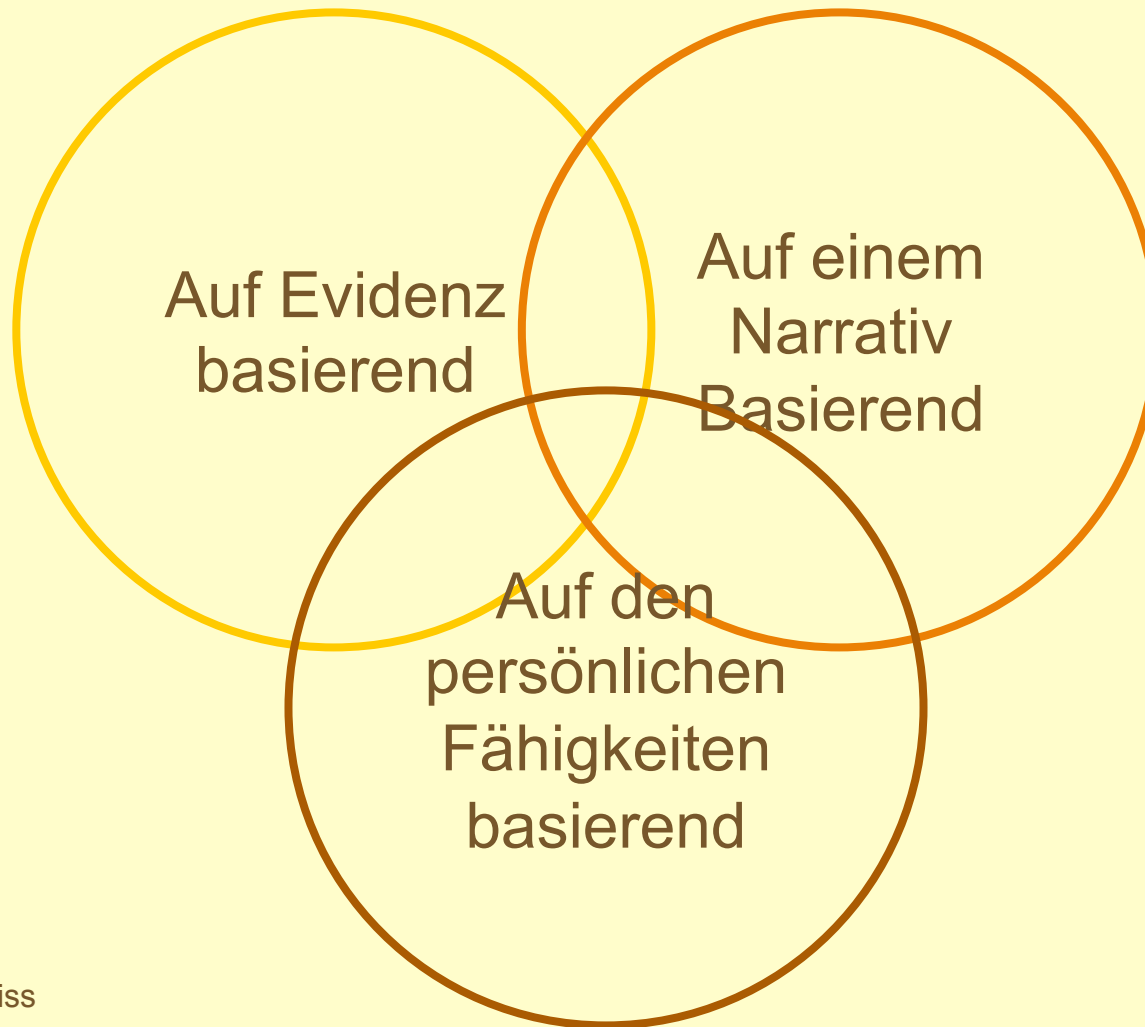
2: Lacan; Ecrits 811/2 1966

# Ein Kontext für Kommunikation 5



Maiden Castle

# Ein Kontext für Kommunikation 6



Nach Prof. Alexander Kiss



# Ein Kontext für Kommunikation 7



Das Problem ist nicht Wahrheit,  
das Problem ist Vertrauen

# Die aktuelle Debatte zur RK 1

(1) What major successes and failures can we point to that shed light on what has been learned and not learned since the 1989 NRC report?

(2) Assessing and communicating uncertainty often befuddles decision-makers and risk managers. How are these needs handled, and how well, in current practice and analysis? How can we do better?

(3) While risks are an inescapable part of the governance and democratic process, the reservoir of social trust is and has been in long-term decline. How successfully is declining trust handled in risk governance processes?

(4) Can the lessons learned and answers to the above be translated into a new list of principles for risk communication going forward?

Kasperson, Journal of Risk Research, Vol 17, No. 10, 1233 - 1239

# Die aktuelle Debatte zur RK 2

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I hope, however, that good risk communication will help consumers to make better decisions. It is not up to me as a risk communication scholar to decide whether smoking is good or bad. It is my task to better understand how risk information should be communicated so that people can make decisions in their best interest.

Siegrist, Journal of Risk Research, Vol 17, No. 10, 1241 - 1243

# Die aktuelle Debatte zur RK 3

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More worrisome, risk communication is still often seen as a means of ‘correcting’ misconceptions about, or perceptions of, risk; in other words, risk communication is used as a vehicle for attempting to align lay perceptions with their expertly assessed severity. In this paper, I argue that risk communication must become more decision-focused if it is to meet the objectives set forth – in 1989 – by the US National Research Council.

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Arvai, Journal of Risk Research, Vol 17, No. 10, 1245 - 1249

# Die aktuelle Debatte zur RK 4

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Understanding how varieties of risk communication serve to provide a more meaningful sociocultural context for social organization and coordination, whether accommodating scientific and technological advances or not, is inherently a question that requires robust inquiry into the lived reality of citizen engagement with risk communication within particular sociocultural contexts of concern.

Wardman, Journal of Risk Research, Vol 17, No. 10, 1251 - 1257

# Die aktuelle Debatte zur RK 5

(1) Systematic reviews of findings and trends in risk communication, especially on research-to-practice transfer and the integration of risk communication into risk management practices.

(2) Stronger behavioral science foundations for risk communication practices, building on the recent flourishing of research on judgment and decision making under uncertainty and risk perception.

(3) Integrative risk communication research approaches, across disciplines and application domains, and engaging the full diversity of participants in risk communication and management.

Bostrom, Journal of Risk Research, Vol 17, No. 10, 1259 - 1264

# Die aktuelle Debatte zur RK 6

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1. Get to know the client.
2. Get to know the client's business.
3. Represent all the social, behavioral, and decision sciences, not just your own.
4. Create realistic expectations.

Fischhoff, Journal of Risk Research, Vol 17, No. 10, 1265 - 1267

# Die aktuelle Debatte zur RK 7

For my own part, I would point to the recent book “The Unwinding”, a blend of narrative and contemporary history, where the social commentator Packer (2013) describes how many of the taken for granted social contracts between citizens and institutions have been gradually unravelling in the USA over the past 30 years; in effect individualizing responsibility for the risks faced in employment, personal finances, personal security and healthcare, and even social standing and status, for a very large sector of the American population.

Pidgeon, Journal of Risk Research, Vol 17, No. 10, 1269 - 1271



# Die aktuelle Debatte zur RK 8

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As we know, risk communication does not occur in a vacuum but interacts with a myriad social, cultural, and institutional factors (Kasperson et al. 2003). One of these factors is the media, a frequent conduit and often maligned source of risk information.

McComas, Journal of Risk Research, Vol 17, No. 10, 1273 - 1276

# Die aktuelle Debatte zur RK 9

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In other words, good practices in risk communication are meant to help all affected parties to make informed choices about matters of concern to them.

The slightest mistake by a risk management agency can be sufficient to destroy the delicate balance of trust.

Renn, Journal of Risk Research, Vol 17, No. 10, 1277 - 1281

# Die aktuelle Debatte zur RK 10

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And so, while we often congratulate ourselves about progress in the field, we face 'deep-seated problems.' Maybe the time is here to recognize that we are only starting on tough problems.

Kasperson, Journal of Risk Research, Vol 17, No. 10, 1283 - 1284

# Zusammenfassung

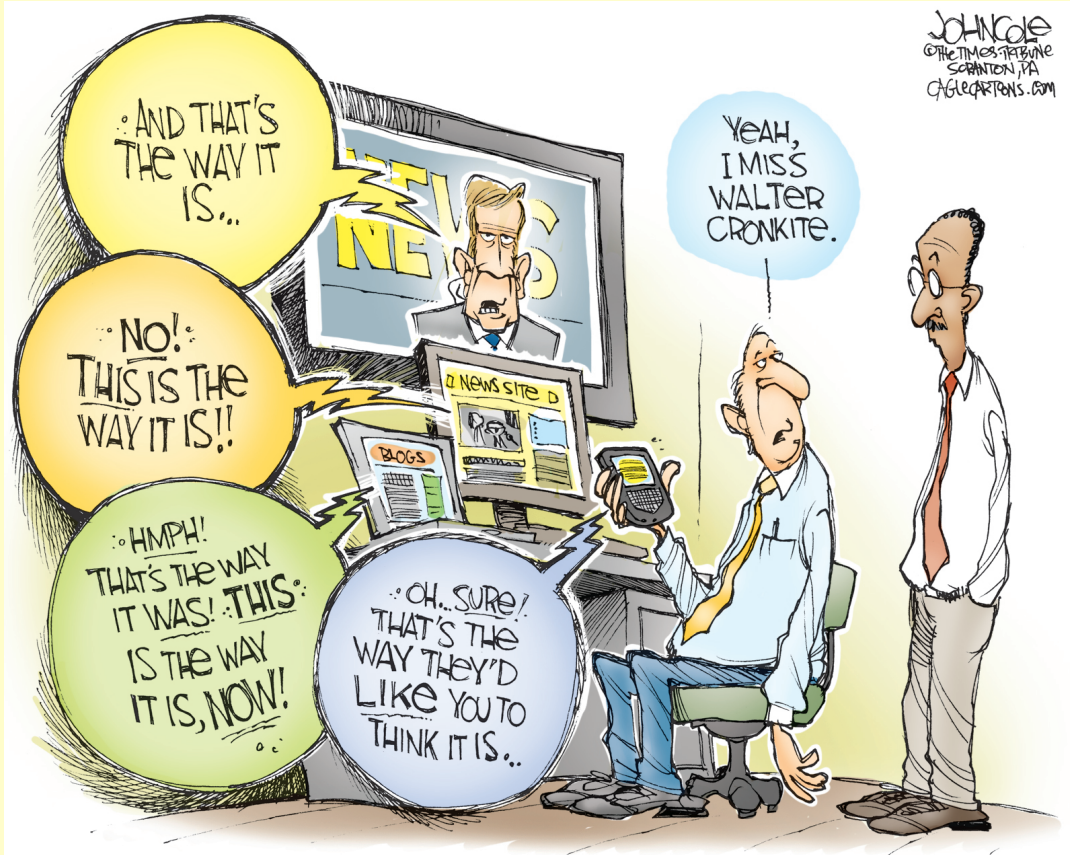
- RK funktioniert nur in einem Umfeld von Vertrauen
- Vertrauen muss erarbeitet und gepflegt werden
- RK muss sich in einem RM-Kontext bewegen
- RK muss Entscheidungshilfen bereitstellen

## **Box 1: Three key challenges for risk communication**

- ◆ People do not judge risks quantitatively
- ◆ People do not like to be 'enlightened' about risks
- ◆ Without credibility and trust, risk communication does not work

[http://www.css.ethz.ch/publications/pdfs/Focal-Report\\_-8\\_Using\\_the\\_Internet\\_for\\_Public\\_Risk\\_Communication.pdf](http://www.css.ethz.ch/publications/pdfs/Focal-Report_-8_Using_the_Internet_for_Public_Risk_Communication.pdf)

# Ihnen danke ich fürs Zuhören



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