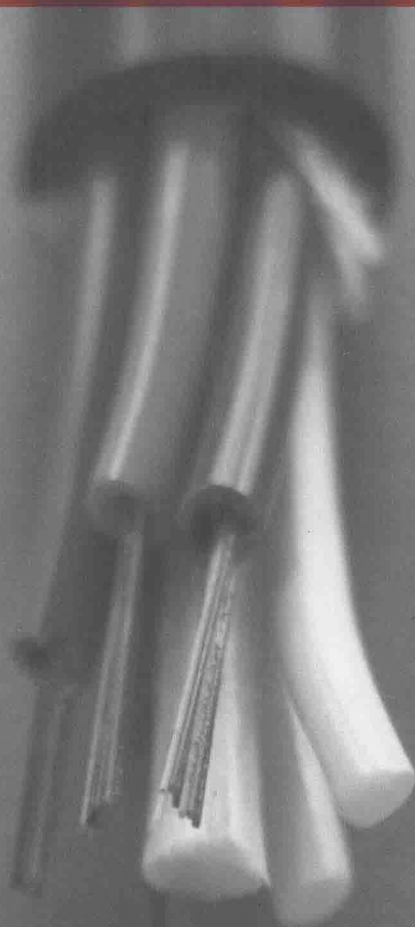


# **EFFECTIVE RISK COMMUNICATION**

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**Edited by Joseph Árvai and Louie Rivers III**



**earthscan**  
from Routledge

# Effective Risk Communication

Edited by Joseph Árvai and  
Louie Rivers III

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Having followed and participated in the development of risk communication over the past thirty years, I am pleased to see the high level of theoretical sophistication and applicable wisdom contained in this book. It will be a valuable resource for scholars, educators, and decision-makers seeking to behave rationally in the face of risk.

*Paul Slovic, University of Oregon, USA*

Both serious practitioners and general readers will find many nuggets of new wisdom and useful insight in this collection of nineteen essays by thirty-six established and new researchers in risk communication. Topics addressed range from video and social media, to trust and distrust, to the use of mental model methods.

*M. Granger Morgan, Carnegie Mellon University, USA*

This is a very valuable collection of texts that I highly recommend to researchers, students and practitioners interested in risk communication. It is a unique collection of papers from the leading researchers in the field. This book will help to transform risk communication from art to science.

*Michael Siegrist, Eidgenössische Technische Hochschule (ETH), Zürich, Switzerland*

To all of the giants upon whose shoulders we stand.  
And to the next generation of giants.

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