What do I fear, what can I control?

Seda Erdem & Dan Rigby
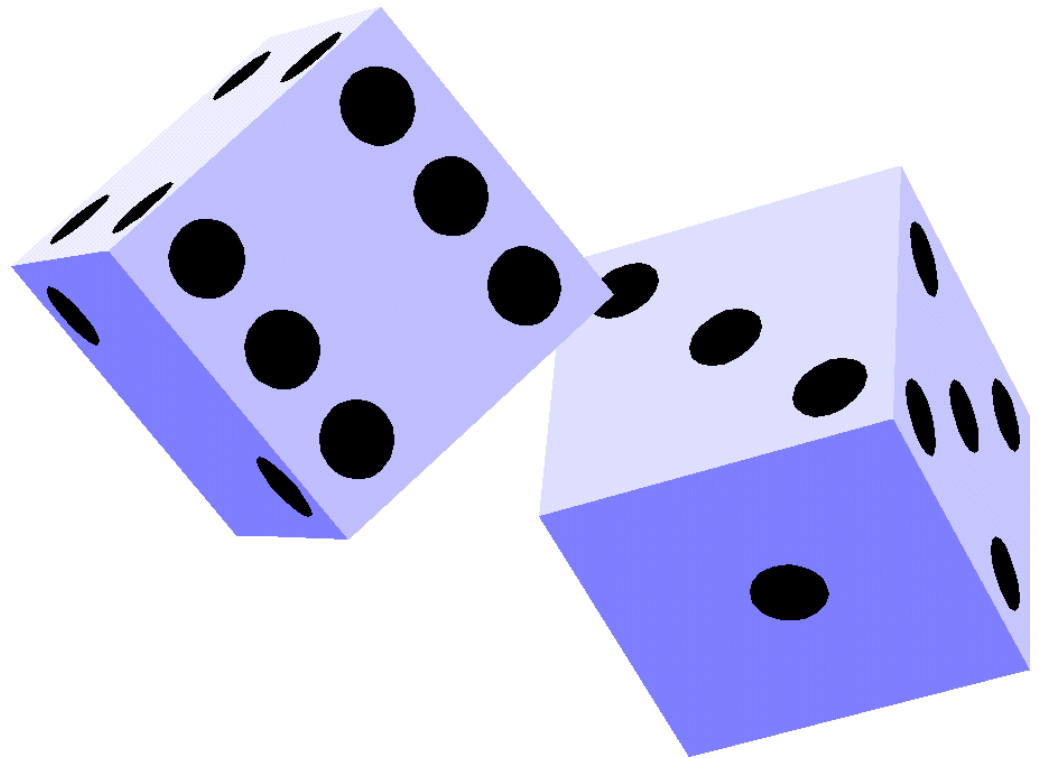
University of Manchester

O157 one of many risks

O157 one of many risks

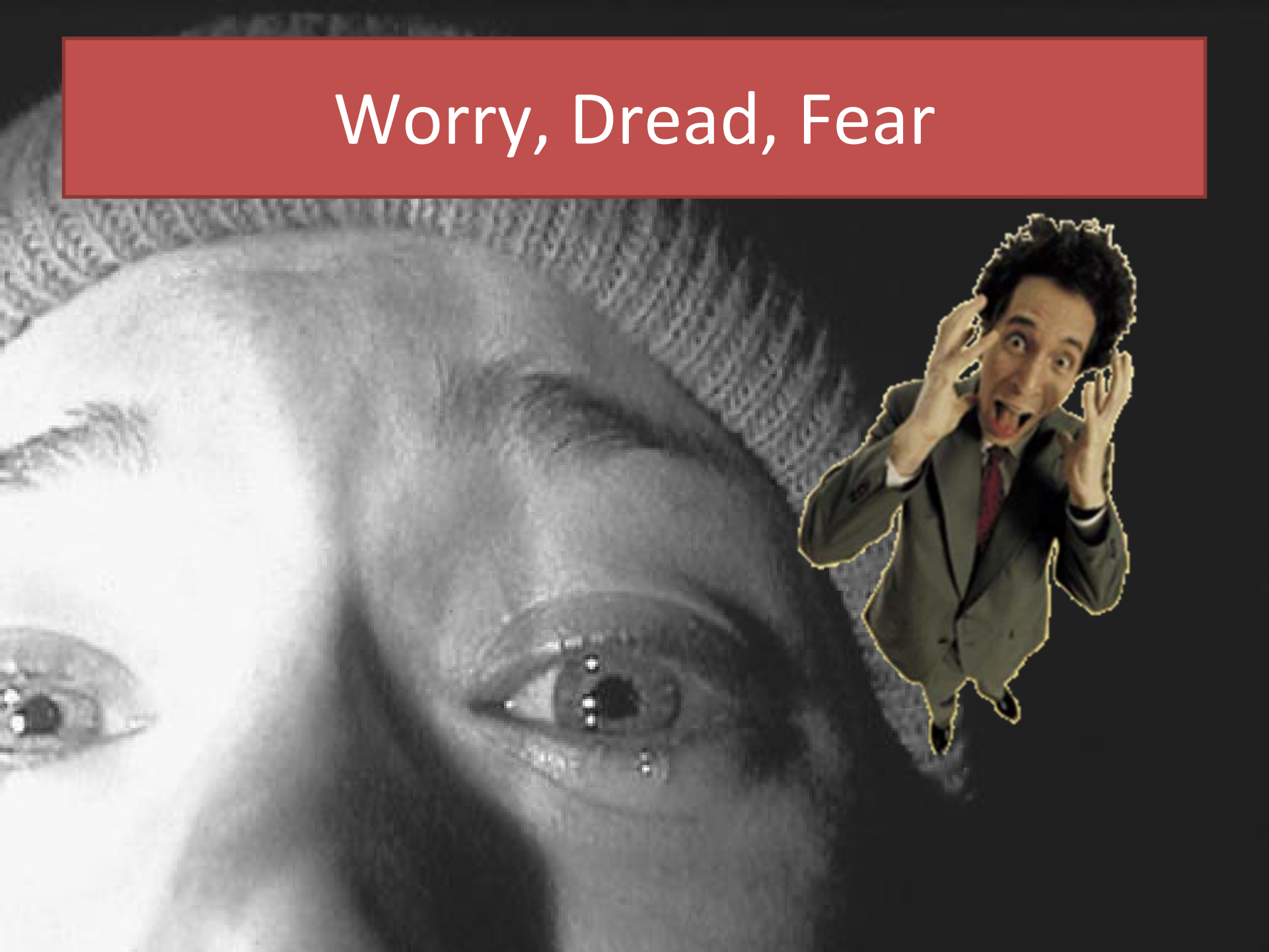# Contextualising Risk

How do people perceive and locate the risk of interest?

Control

Worry, Dread, Fear

Low Control
High Worry

High Worry
High Control

Worry

Control

-7 -5 -3 -1 0 1 3 5 7

Low Control
Low Worry

High Control
Low Worry

How much control do you have over events?

Please indicate:

• the event you think you would have the **most** control over
(i.e. the most control over preventing the event happening)

• the event you think you would have the **least** control over
(i.e. the least control over preventing the event happening)

Most control		Least control
○	Getting avian flu (bird flu)	○
○	A fire at my home	○
○	Eating food containing pesticide residues	○
○	Getting ill from E. coli	○
○	Becoming depressed	○

Please look at the sets of events below.

For each set please indicate:

• the event you think you would have the **most** control over
(i.e. the most control over preventing the event happening)

• the event you think you would have the **least** control over
(i.e. the least control over preventing the event happening)

Most control over		Least control over
O	Being run over	O
O	Eating foods containing hormones	O
O	Getting swine flu	O
O	A fire at my home	O
O	The health effects of using mobile phones	O

Best-Worst Scaling

- Make choices only at the extreme

- Bite size tasks

- A full scaled ranking, fast & with reduced pain

What causes you the least and most worry?

Please consider the set of events shown below

Please indicate:

- the event that worries you **most**
- the event that worries you **least**

Most worrying		Least worrying
○	Getting avian flu (bird flu)	○
○	Being burgled	○
○	Eating food containing pesticide residues	○
○	Getting ill from E. coli	○
○	Getting a food allergy	○

Low Control
High Worry

High Worry
High Control

Worry

Control

Low Control
Low Worry

High Control
Low Worry

Low Control
High Worry

High Worry
High Control

Worry

E coli
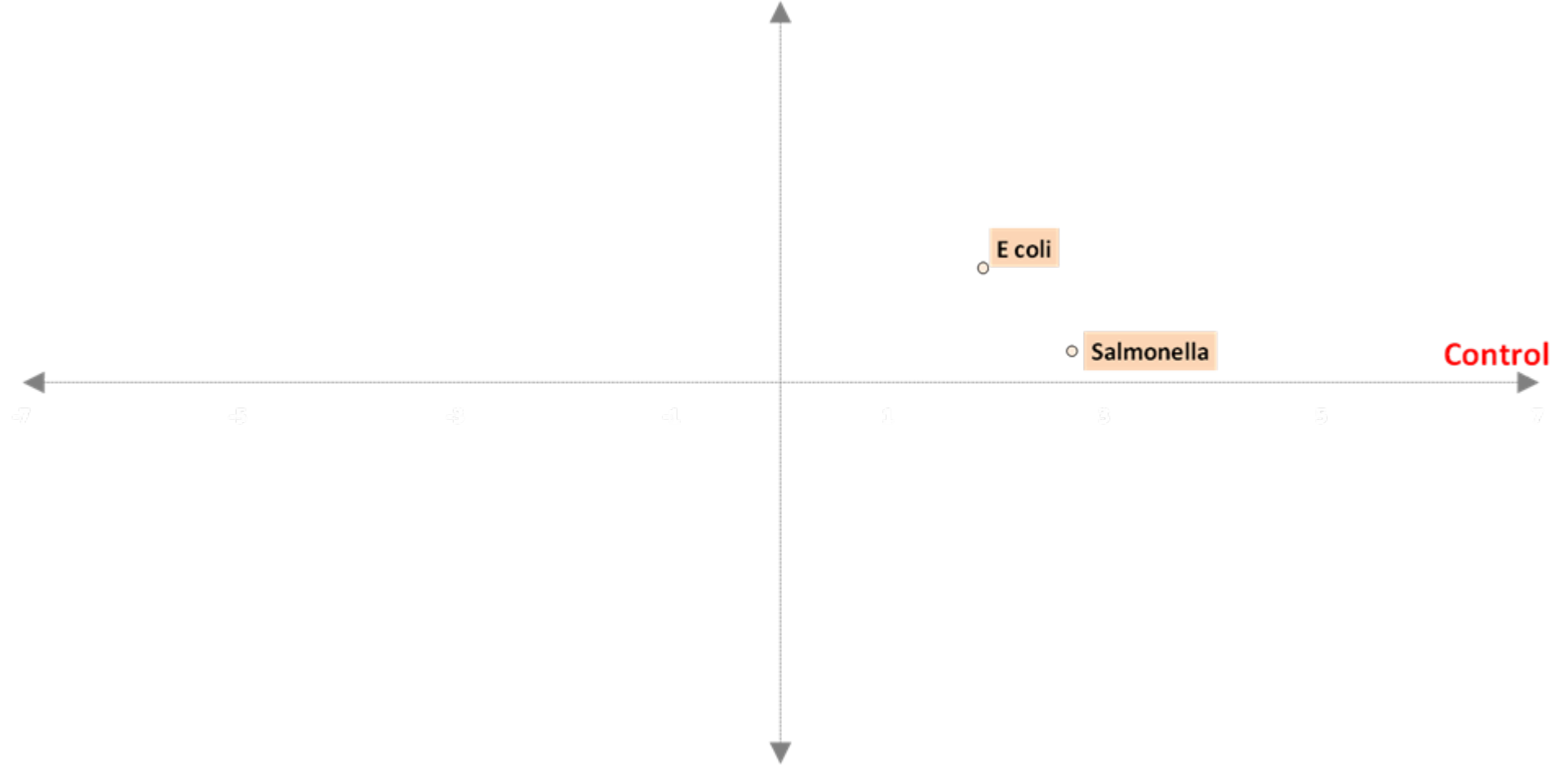
Pesticides

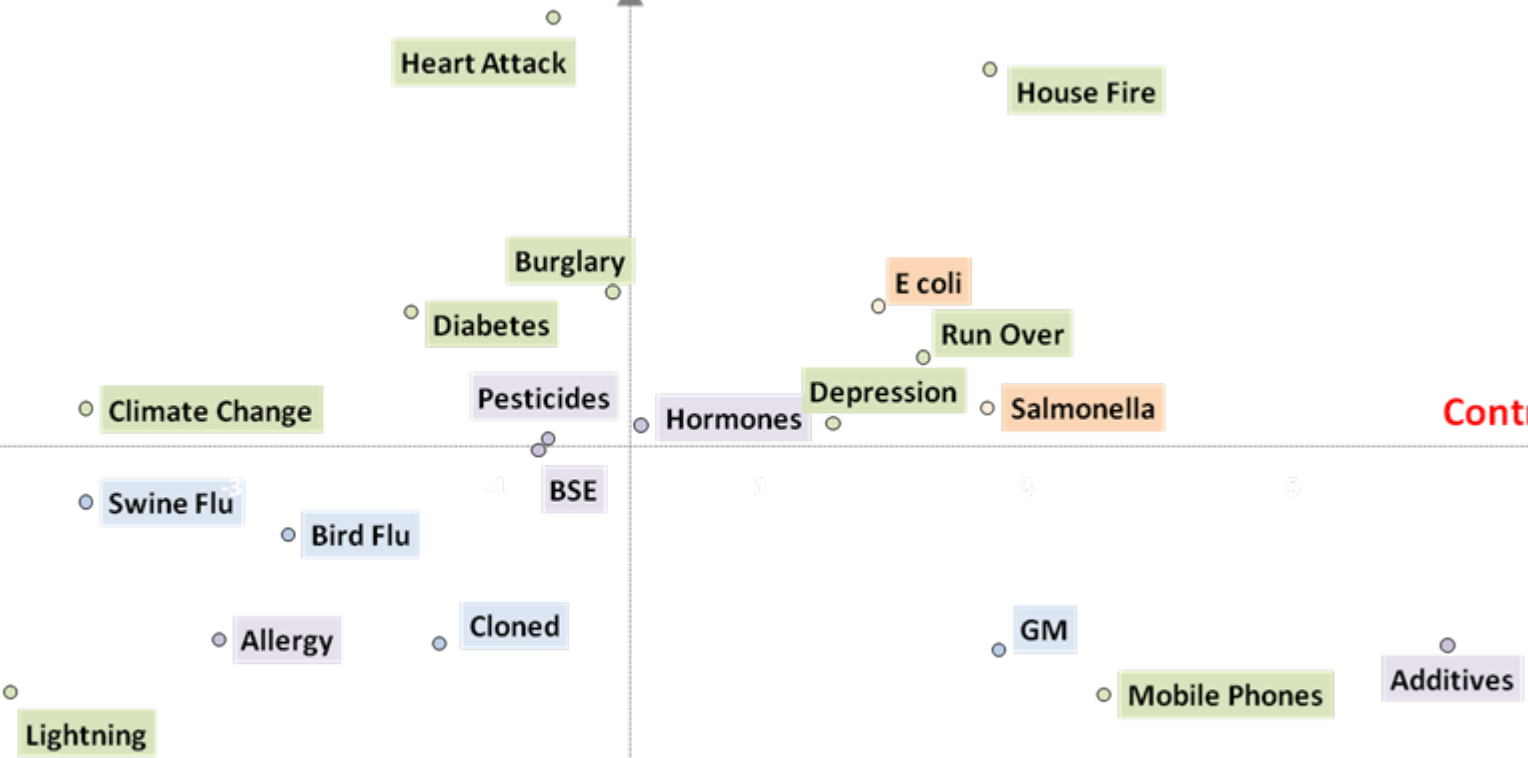Hormones

Control

Salmonella

BSE

Allergy

Additives

Low Control
Low Worry

High Control
Low Worry

What do I fear, what can I control?

Seda Erdem & Dan Rigby

University of Manchester