



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2019

Risk Communication

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SHORT COURSE DESCRIPTION

From venomous spiders to heart diseases to simply walking on the street, we live in a world full of risks but only some of them strike us as truly risky. These perceptions of risk do not always align with what experts identify as risky. So what is risk? And why do we, as individuals and as a society, feel and respond to some of them but not others? Risk, as it turns out, is much more than simple numbers such as probabilities of death. In this course, we examine theory and research related to the communication of scientific information about health, environmental, agricultural and nutritional risks. We take a look at risk from multiple perspectives including social, psychological, and cultural.

By the end of this course, you will be able to understand: (1) the nature of risk and hazard, what it is, and why it is so complex; (2) how various audiences react to, understand, and behave toward risks; and (3) strategies for communicating risks to various audiences.

READING MATERIALS

List of reading materials and electronic copies of readings will be made available online by the beginning of the course. Students are expected to read the required readings before the scheduled class, and should be prepared to engage in the discussion of the topic.

COURSE REQUIREMENTS AND GRADING

Your grade will be calculated on the following basis:

- 40% Midterm exam
- 40% Final exam
- 15% Attendance
- 5% Participation

Students must earn more than 60 of the 100 available points in this class to earn a Pass grade. Also, as per SKKU regulations, you must earn at least 80% of all classes. If you arrive after the attendance is called or leave before the end of the class, this will be recorded as "half-attendance," and you will earn only half of the attendance points available for that class session.

The instructor trusts students to behave as mature adults and expects you to own the consequences of your conduct. **Violations of academic integrity will not be tolerated and will automatically result in a failing grade.** In this class, this includes cheating on exams and false reporting of attendance.

COURSE SCHEDULE

– WEEK I –

Thursday (27 June)

What is risk?

Friday (28 June)

How do we assess risk?

Risk compensation theory

– WEEK II –

Monday (1 July)

Unrealistic optimism

Tuesday (2 July)

Social amplification of risk

Wednesday (3 July)

Media and risk

Thursday (4 July)

Media and risk (2)

– WEEK III –

Monday (8 July)

Midterm exam

Tuesday (9 July)

Heuristics and biases

Wednesday (10 July)

Crisis communication

Thursday (11 July)

Trust and uncertainty

– WEEK IV –

Monday (15 July)

Procedural justice

Tuesday (16 July)

Identified victim effect and motivated reasoning

Wednesday (17 July)

Risk information seeking and processing
Strategic risk communication

Thursday (18 July)

Barriers to change
Final exam review

Friday (19 July)

Final exam