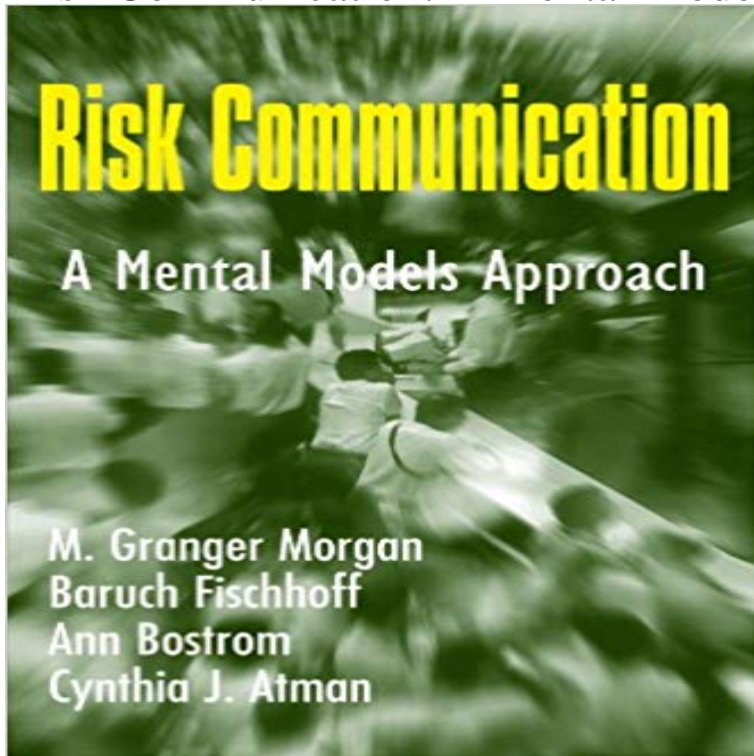


Risk Communication: A Mental Models Approach



This book explains how to develop more effective risk communications using the Carnegie Mellon mental-model approach. Such communications are designed to contain, in readily usable form, the information that people need to make informed decisions about risks to health, safety, and the environment. The approach draws together methods from the natural and social sciences, providing a framework for interdisciplinary collaboration. It is demonstrated with varied examples including electromagnetic fields, climate change, radon, and sexually transmitted diseases.

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