

But when we are saying that, that much of casualty happened people are more likely to believe the information, ready to accept that this is risky. Importance of message is also very important, okay. Who is sending these informations to them and how important it is?

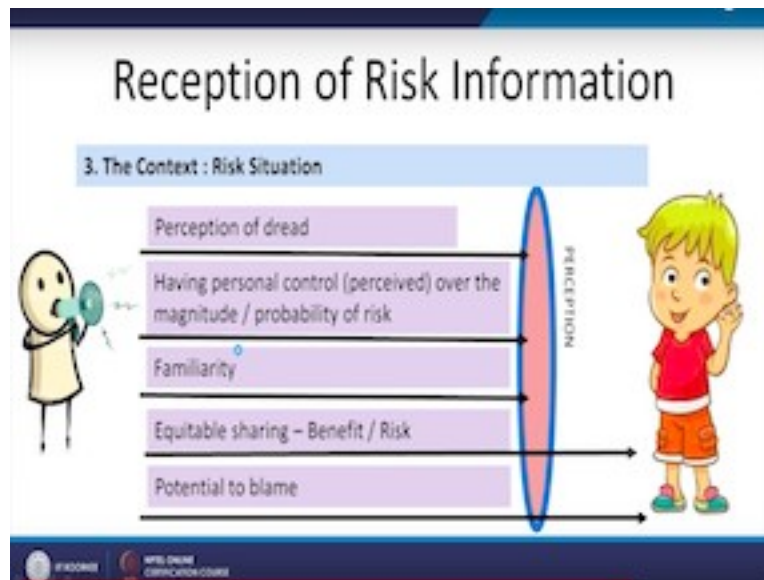
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Another one the catastrophic potentials, how people consider the catastrophic potentials in order to judge the risk. When we are saying high probability, low consequence of disasters like you can say the drought compared to low probability high consequences like the 2011 Japan earthquake and Tsunami. Which one you think people considered more risky, accept as risk. So, drought which is high probability, this means happening almost every year or very frequently.

I have at have low consequences, people consider that as low risk but when this is low probability, may be happening in 100 years but high consequences people consider that as more risky. This is what the scientific studies are saying.

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Also, the context, the risk situation, the perception of dread having personal control, that I can control the risk over the magnitude and probability, so how it will happen or what extended to happen, I have some control or not. This is one variable, another variable is the familiarity, if I have experienced that one or if I am experiencing that and disasters and equitable sharing that who is benefit and who is a risk.

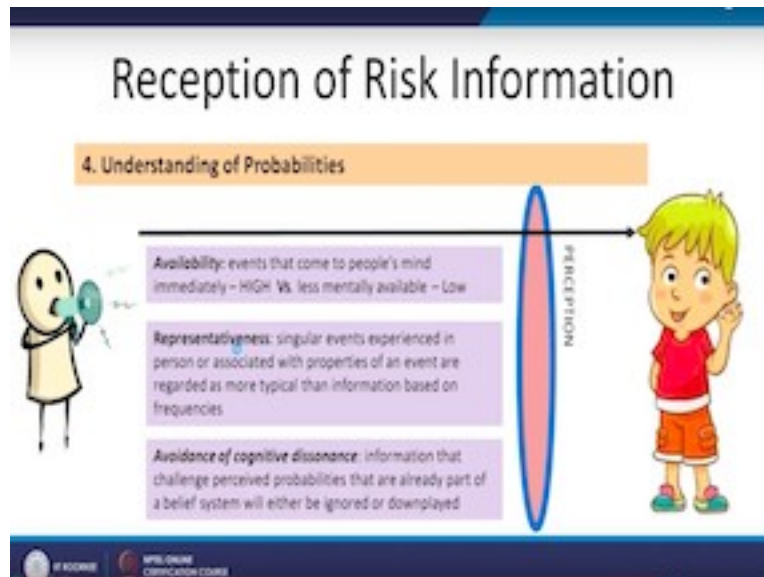
So this kind of questions like you were running a nuclear power plant but that may cause you were running from that but that may cause someone's, increase someone's risk. So, which one people will believe? So, also the potential to blame someone that this risk is happening, this flood is happening because of the municipal authority, so people are deeply believing that if it is considered to be dread people don't believe it.

Having personal control, that they can control the risk they have some kind of capacity if they perceived this way, then they don't consider this is a high risk. Familiarity, when people are experiencing this in a regular basis they don't believe or accept the risk. But when they are seeing, think that he is at risk because someone is benefitting out of it, he thinks this is more risky.

And when it is more easy to blame the reason that why this risk is happening, risk is taking place, disaster is taking place is because of someone's responsibility people consider this as more

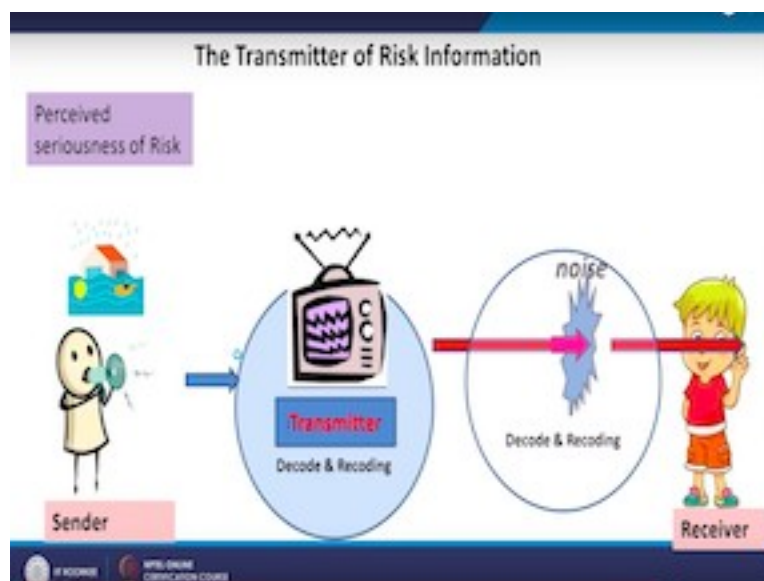
higher risk and believe the cause of risk okay, is it unfair, equity, profit of others. So, these all factors also increases can make it people acceptable to the existence of the risk and understanding the probabilities.

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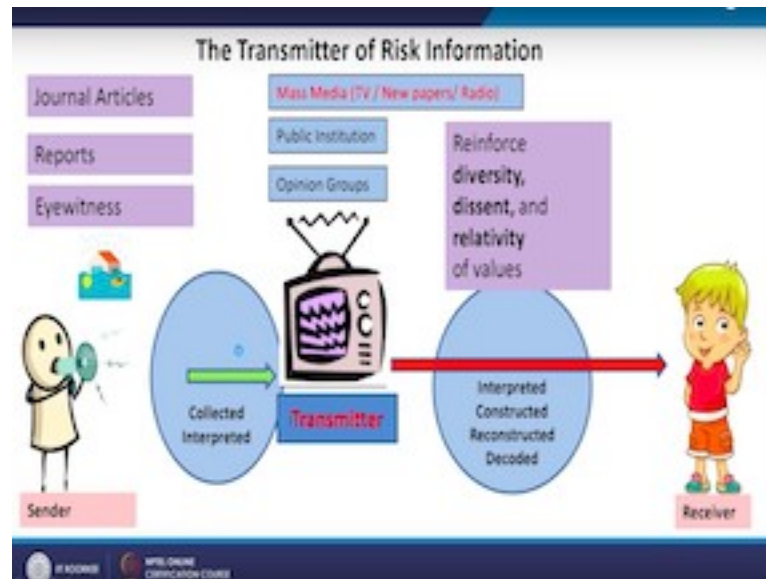
Okay, alike availability, events that come to people's mind immediately they can imagine it okay, high and less mentally available or representativeness, singular events that they experience not exactly the same.

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But similar kind of and these are considered to be more risky by the people. Now, the transmitter of risk information, that how the sender is that the transmitter is collecting the informations from the senders and the perceived seriousness of the risk okay.

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Now, this mass media public institutions and opinion groups and they are collecting data from the senders through journal articles from report, eyewitness okay and they are collecting and then they are passing it to the receivers. So in this process, they are collecting and interpreting and then when they are passing it to the people they are also interpreting, constructing, reconstructing and decoding and then they are sending it to the people.

So, they are actually transmitter play a very critical role in deciding, reinforcing and amplifying the value of the risk.

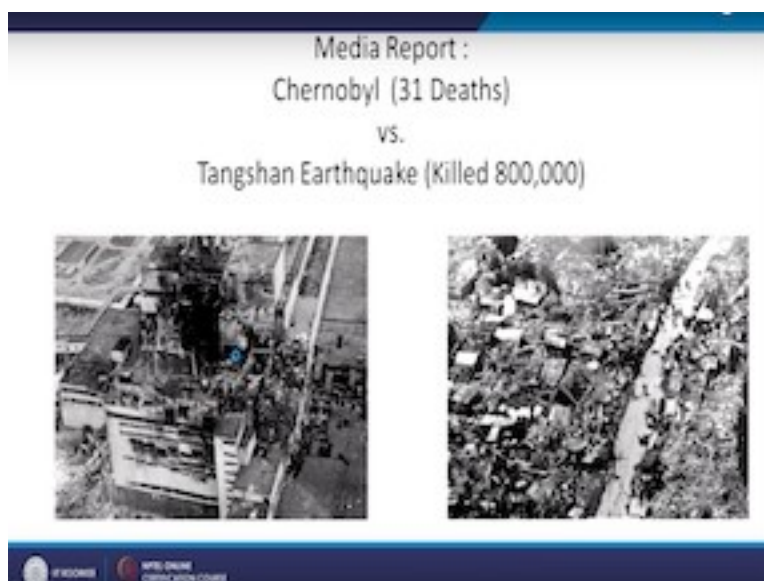
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Like, all disasters are not reported by the mass media, the nature and magnitude of the original hazards are only minor interest for most of the transmitter, most of the mass media. Do you think, that volume of news that depends on number of victims? No! Number of victims and volume of news that they have no correlations. Neither, it is on expected number of fatalities, okay.

The focus is generally for the mass media transmitter on the hazards that are relatively serious and relatively rare.

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For example, a very good example like Chernobyl okay, that killed only 31 deaths and Tangshan earthquake at the same time and same year killed 800,000 people but compared to Chernobyl the media coverage of Tangshan earthquake is nothing, was nothing.

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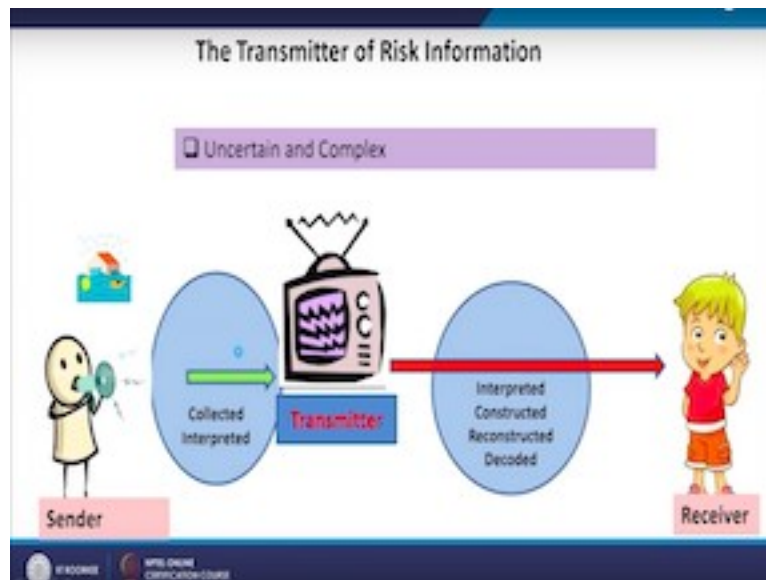


So, factors that determine transmitter attractiveness to pass report risk informations or risk news is, if it is technologically induced hazard then compared to natural hazards they will report more possibility to blame someone that it is this risk, people are at risk because of someone then they are more interested, cultural distance from the place of occurrence people never experience this one.

The disaster is happening in an very different cultural settings in it faraway place or if there is a drama and conflict exclusiveness of coverage, very unique report where no one reported before or politically hot issues which is going on right now. And also, prestige of informations. Like, it was collected from very secret sources but with a lot of rigorous process then the transmitter particularly the mass media they are interested.

And when there is a conflict among different parties or stakeholders they are also very interested to transmit that news.

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So, senders, they are getting information from senders interpreting and then they are reinterpreting and sending it to the people. And so, uncertain and complex process this one so, that we need to understand this simple source map source and message and receivers model how what are the challenge and barriers are there. So thank you very much.