
SESSION 4: Uncertainty and Society - Public perception and assessment -

Part I Classification of public perception

Chair and discussant Shin, MUNAKATA



三菱UFJリサーチ&コンサルティング

Aim of this session

“In order to delineate the structure of risks associated with climate change (including uncertainties and trade-offs) and present society with a set of risk options for decision making”

(Emori, ICA-RUS report 2013 “Preface”)

- Decision making on Climate change, as one of the Risk trade off problems.
- Personal risk perceptions have already reflected societal values **implicitly**.
- How public could be segmented ? What is the key factor to enhance deliberations among people whose value systems are different?

Searching for a pathway to good risk governance of diversified society

Introduction of the presenter

Edward Maibach

Director

Professor

Department of Communication
George Mason University



Bio:

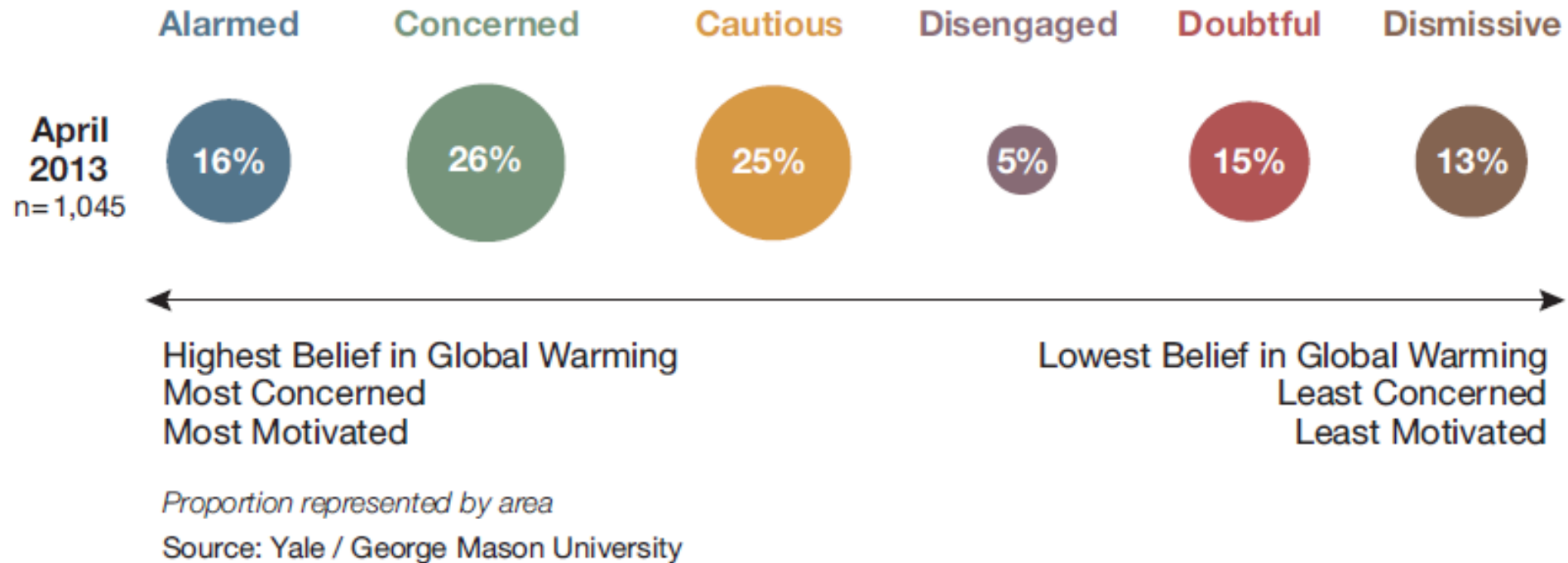
Dr. Maibach joined the George Mason University faculty in 2007 to create [**the Center for Climate Change Communication**](#). Trained in public health and communication, he has extensive experience as an academic researcher and as a communication and social marketing practitioner in government, business, and the non-profit sector. His research focuses on the broad question of how public engagement in climate change can be expanded and enhanced.

Discussion 1: Understand, or believe



- Issue of public understanding of science or scientific literacy are not focused in Six Americas.
- What kind of risk governance model should be employed ? Is the aim of education to make “Alarmed” or “Concerned” larger ?

Discussion 2: Linearity of belief and motivation



- When they believe, will they become motivated?
- Efficacy (Isn't there any "Pessimistic believer?")
- Priority (We cannot call him "doubtful" when he put higher priority on other issues.)

Discussion 3: “Think Globally” works ?



- United Nation’s “Local Agenda 21” insist “Think globally, act globally.”
- This time-space framing is really special and make the global warming problem non-comparable one.