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

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Part I Classification of public perception

Presentation

“Public is not a single societal group.”

- First half of this session was on **audience segmentation** research and outreach experience in the U.S. Prof. Edward Maibach has administered nation-wide questionnaire survey and interviews since 2008.
- He showed that public can be **classified into 6 segmentation**, named “Alarmed”, “Concerned”, “Cautious”, “Disengaged”, “Doubtful” and “Dismissive”.
- And he characterized each classifications in terms of possibility of further engagement. Though both **“Alarmed” and “Dismissive” is hard to change** because they employ *the slow analytic system* when they process risk information, **the other classifications have chance to progress** because they employ *the fast experiential system*.
- At the end of the presentation, he showed **the example of education activity and its strategy**.

Part I Classification of public perception

Discussion

- Dr Tsukahara questioned whether the **“Dismissive” can be involved in inclusive manner**. Prof. Maibach answered that **most effective way is not to stimulate** them because they often develop negative campaigns.
- Dr Emori questioned the **time scale employed by each classification**. Prof. Maibach answered that though only “Doubtful” people typically show **the long time scale (grand-grand-children or so) because of advanced age**.
- Dr Munakata questioned **the aim of the education** activity. Prof. Maibach answered that **make “Alarmed” people larger** is very important because only the segmentation take actions to mitigate the global warming.
- Dr Masuda **concerned that too much focusing on local event** for the sake of outreaching gives incorrect impression of the problem. Prof. Maibach admitted it and explained even “alarmed” shows **very limited capacity to understand the correct mechanism**.

Part II Uncertainty assessment and assumption hunting

Presentation

“Uncertainty is not only the matter of quantity, but also the quality.”

- The latter half of this session was on **method of uncertainty assessment**. Prof. Jeroen van der Sluijs presented NUSAP method and its applications to two model cases: IMAGE/TIMER B1 case and model chain case.
- His presentation explains how to conduct **pedigree analysis**. First, individual experts rate pedigree scores, then, the average of the scores is calculated.
- He also introduced the examples for **identifying assumptions of models**.

Part II Uncertainty assessment and assumption hunting

Discussions

- As discussants, first, Dr. Yamanouchi asked practical questions to develop **learning materials for students**. For examples, required or expected backgrounds of students, procedures of NUSAP exercise in detail, and applications of this exercise to different issues.
- Second, Prof. Tsukahara concerned that **NUSAP can be used in technocratic approach**, and stressed the importance of **strengthening the affinity for deliberative democracy**.
- From the floor, many interesting questions were raised: **the role of model-simulations to enhance the people's understandings**, ways to handling expert bias, **balance between decision support-tool and assessment**, implications to **responsibilities of scientists**, characteristics of **Japanese context**, and method to encourage public debate.