

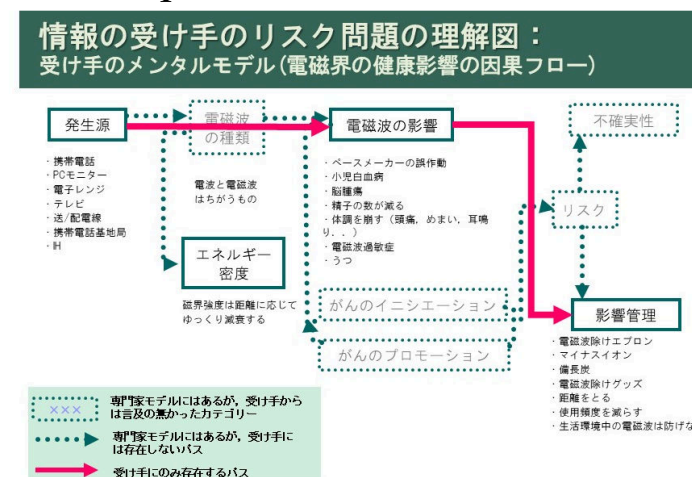
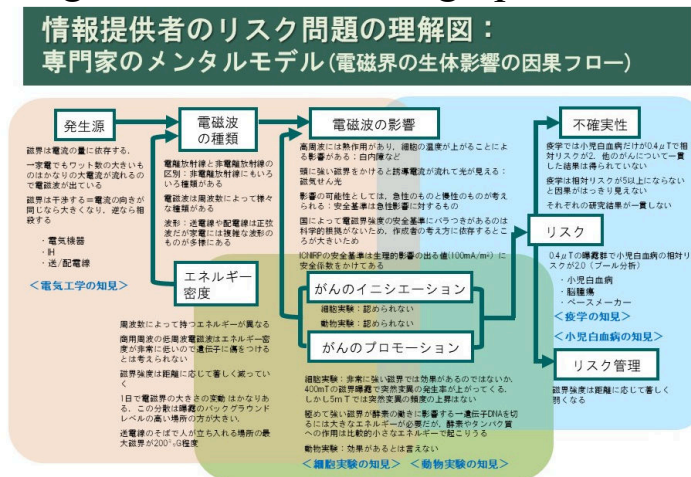
Theme: Study of risk communication to communicate and collaborate among stakeholders on the risk issues

Purpose:

- (1) Clarifying the factors that make communication between experts and non-experts difficult.
- (2) Demonstrating the trust building process in interaction situations with information asymmetry

Achievement:

- (1) Differences between experts and non-experts in the determinants of risk perception
- (2) Visualization of differences in mental models of risk issues between information providers and receivers using a mental model approach
- (3) Generation of a cycle of mutual distrust due to information asymmetry and risk aversion
- (4) Signaling effect of monitoring option on the information providers



Mental models of health risks of electromagnetic fields (Left: information provider, right: information receiver)