

Public Response to Threat: Cross-Disciplinary Contributions and Collaboration

Agenda

Monday August 10

3-4pm Reception at Phoenix Inn (meeting room just off main lobby)

4-6pm

Welcoming Remarks at Phoenix Inn:

Opening Presentations:

The Psychology of Risk-Paul Slovic (Decision Research)

Research Needs Regarding Public Warnings and Social Media-Dennis Mileti (START, CU)

Resilience and Preparedness for Strategic Terrorism-Ben Sheppard (Institute for Alternative Futures)

Risk Assessment for Scenarios-Paul Whitney (Pacific Northwest National Lab)

6:30-8:30pm

Dinner (continued discussion) at *McMenamins: North Bank*

Tuesday August 11

7:30-8:00am Light breakfast at Phoenix Inn

8:30-9:00am

Opening Presentation (Chiles Business Center, U of Oregon):

Public Response: Causes, Consequences & Mitigation-Bill Burns (Decision Research, CREATE)

9:00-10:40am

Presentations:

Numeracy in Risk Perception-Ellen Peters (Decision Research)

Risk Perception: Driving Factors-Heather Rosoff (CREATE, USC)

Using System Dynamics to Model Risk Perception and Communication in Response to Threat-Oleg Pavlov (WPI) and Alan Brothers (Pacific Northwest National Lab)

Modeling the Role of Theory of Mind in Social Interaction and Influence-Stacy Marsella (Institute for Creative Technologies, USC)

10:40-11:00am

Networking

11:00-12:00pm

Panel and Group Simulation Exercise: *The City of Los Angeles experiences a terrorist inspired biothreat* (we'll use a scenario CREATE researchers have developed concerning a genetically modified flu strain). The group will breakup into five teams to adopt the risk perspective of either a recent U.S. arrival, health care worker, member of the clergy, business owner or government employee. The focus will be on understanding how different publics are likely to respond, how perceptions and risk-related behaviors may emerge amidst a crisis, and how risk perception research is likely to be relevant.

12:00-1:00pm

Lunch at University of Oregon (continuing conversation of panel discussion)

1:00-2:40pm

Presentations:

Cultural Cognition and Risk Communication-Dan Kahan (Cultural Cognition Project, Yale)

Opportunities and Confounding Issues in Risk and Crisis Communication-Tim Sellnow (FCFPD, UKY) and Robert Ulmer (UALR)

Emotion, Cognition and Risk Communication-Monique Turner (START,UMD)

An Exploratory Risk Perception Study of Attitudes Toward Homeland Security Systems-Tom Sanquist (Pacific Northwest National Lab)

2:40-3:00pm

Networking

3:00-4:15pm

Panel and Group Simulation Exercise: *The City of Los Angeles experiences a dirty bomb attack in its downtown financial district.* The entire group will think about the nature and timing of risk messages targeted at different populations and implemented by different actors (e.g. mayor, fire chief, governor). As before panel members will offer observations and comments. The focus will be on articulating what we know and need to know to recommend effective risk messaging for our urban centers.

4:15-4:30pm Networking

4:30-5:15pm **Summary Presentation and Discussion:**

Future Directions and Collaboration

6:30-8:30pm Dinner (continued discussion) at the *Boulevard Grill*

Wednesday August 12

Morning Workshop participants head home