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Cultural filters; Kakadu National Park: an example; Who wants to

monetize risk?; 7 Roas Safety 1: Seat Belts; The UK seat belt law; Three

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Sommario/riassunto

Risk compensation postulates that everyone has a 'risk thermostat' and that safety measures that do not affect the setting of the thermostat will be circumvented by behavior that re-establishes the level of risk with which people were originally comfortable. It explains why, for example, motorists drive faster after a bend in the road is straightened. Cultural theory explains risk-taking behavior by the operation of cultural filters. It postulates that behavior is governed by the probable costs and benefits of alternative courses of action which are perceived through filters formed from all the previous incidents and associations in the risk-taker's life. 'Risk' should be of interest to many readers throughout the social sciences and in the world of industry, business, engineering, finance and public administration, since it deals with a fundamental part of human behavior that has enormous financial and economic implications.