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| 1. Record Nr. | UNINA9910170967203321 |
| Autore | Adams John <1938-> |
| Titolo | Risk // John Adams |
| Pubbl/distr/stampa | London [England] ; [Bristol, PA], : UCL Press, 1995 |
| ISBN | 1-135-37115-6 1-280-40665-8 0-203-49896-8 |
| Edizione | [1st ed.] |
| Descrizione fisica | 1 online resource (241 pages) |
| Disciplina | 302/.12 |
| Soggetti | Risk - Sociological aspects Risk management - Social aspects Risk-taking (Psychology) |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references (p. 217-223) and index. |
| Nota di contenuto | 1 Risk: an Introduction; 2 Risk and the Royal Society; "Actual risk": what is it?; Can risk be measured?; Exposure; The response to risk: risk compensation; Homo prudens and free will; Risk: an interactive phenomenon; Problems of measurement; Varieties or uncertainty; 3 Patterns in Uncertainty; The world's largest industry; Patterns in uncertainty; Myths of human nature; Divergent perspectives on environmental threats: an example of the cultural construction of risk; The four rationalities as contending paradigms The cultural construction of pollution Adding cultural filters to the risk thermostat; Groping in the dark; The Sydney Smith dilemma; 4 Error, Chance and culture; The conventional wisdom; Enter Homo aleatorius; Balancing behaviour; Types of error; Acceptability of risk; The efficacy of intervention; The importance of context; Scale, and voluntary versus involuntary risk; Error, chance and culture; 5 Measuring Risk; Not enough accidental deaths; What gets recorded?; Regression-to-mean and accident migration; Cultural filtering; Noise and bias; Off the road; Near misses; 6 Monetizing Risk Some problems Contingent valuation; Death: the ultimate challenge; Cultural filters; Kakadu National Park: an example; Who wants to monetize risk?; 7 Roas Safety 1: Seat Belts; The UK seat belt law; Three |

postscripts; Cultural theory; Cultural filters; Introspection; 8 Road safety 2: More Filtering; Safe roads and dangerous countries; Safer vehicles?; Safer roads?; Safer road users?; A speculation; Bicycle helmets; The reaction; Motorcycle helmets; Alcohol and ignorance; The spike; Unsupportable claims; 9 A Large Risk: The Greenhouse Effect; Alternative futures; The debate; Arguing in the dark
Vogon economics and the hyperspatial bypass Tomorrow the world; An introspective postscript; 10 The Risk Society; Beck and cultural theory; Beck versus Wildavsky; Prescriptions; Professional disaster; The unimportance of being right; To avoid suffocation, keep away from children; Can better science resolve the debate?; 11 Can we Manage Risk Better?; Wishful thinking; Abstractions and the fallacy of misplaced concreteness; Complicating the theory - a little bit; The mad officials; So, can we manage risk better?; The advice of others; How to manage risk; References; Index

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.
