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Nota di contenuto	Cover; Contents; Preface; 1 - Risk Communication, Culture, and Ethnicity; 2 - Theoretical Bases of Risk Communication; 3 - Disaster Warnings as Risk Communication; 4 - Hazard Awareness as Risk Communication; 5 - Approaches to Influencing Hazard Adjustment Adoption; References; Index
Sommario/riassunto	The authors explore the nature of natural hazards (earthquakes, floods, etc.) and technological dangers (hazardous waste, nuclear power plants, etc.), develop a model for understanding people's reaction to risk messages (Do they evacuate when the weather dictates as much? Do they protest the impending construction of a nuclear power plant?), and demonstrate how effective strategies for disseminating risk messages can be devised.