# Risk Perception and Risk Reality Survey

We all face risks in our everyday lives. Often, we do not accurately perceive the level of risk we introduce into our lives when we engage in an activity, or we believe the possibility of an event such as an earthquake introduces far more or less risk in our lives than it warrants. In this activity, you will survey friends and family to find out how they perceive various risks. You will also collaborate on the compilation and analysis of data collected by the class. The survey is on the back of this paper.

### Before Class:

Before you come to class, record the average of each row of data as instructed in the survey.

### In Class:

All students will have their averaged data placed on a spreadsheet of class data, and you will receive a copy of the spreadsheet, along with the actual risk numbers.

## Plot the data: **USE THIS FORMAT ONLY!!**

Using class data, plot the actual risk on the y-axis and the team average perceived risk on the x- axis.

Label each point on each graph with the identity of the risk it represents.

Draw a line on the graph that represents perfect correlation, that is, actual risk = perceived risk

Using RED color, circle the data points that have a high actual risk, but a low perceived risk.

Using BLUE color, circle the data points that have a low actual risk, but a high perceived risk

Write a thoughtful, insightful and logical discussion of the results of your survey and class data. Include explanations for large differences between actual and perceived risk, as well as for relatively accurate perceptions of risk.

## The Survey

Conduct the following survey 10 times. Use the text below. Do not allow the person being surveyed to see the responses of others. Do not survey anyone who has already been surveyed by an APES student (ask them first). Thank respondents for their participation.

Record the respondent's name at the top of the column. Use the last column of the survey to average the results of all respondents.

"Please rate the following risks on a one to ten scale: a ten being an activity or event which you perceive as a great risk to citizens of the United States, and a one being an activity or event which you perceive as a minor risk to citizens of the United States. A great risk would be a risk that would be likely to cause death, injury or a decreased life span to many U.S. citizens "

	I	I	I	l			l	I
natural disasters								
structure fires								
drowning								
driving an automobile								
drinking tap water								
tobacco use								
bicycling								
indoor air pollution								
outdoor air pollution								
alcohol use								
medical X-rays								
flying commercial airlines								
being overweight (10-20 lbs)								
being obese (BMI>30)								
pesticide residues on food								
AIDS								
living with a smoker								

toxic waste							
drug abuse							
living in poverty							