

Course Title/Code:	Risk: Perception, Decisions and Communication (MMPH6164)
Department:	School of Public Health
Objective:	<p>This course focuses on major risk theories which are used to understand how people make judgements and in response to risk in daily life particularly in healthcare, exploring and identifying strategies for effective risk communication.</p> <ol style="list-style-type: none"> 1. To interpret major theories or models related to risk, risk perception and risk communication; 2. To improve critical recognition of the distortions in risk perception and decision making in real world; 3. To identify key elements differentiate good and poor risk communication; 4. To apply major risk theories to develop effective risk communication strategies; 5. To enhance a risk communication skill in healthcare.
Content:	<p>Topics include:</p> <ul style="list-style-type: none"> • Perception and perceptual bias • Cognitive models: representing the world • Decision making: Rational and emotional processes • The cultural theory of risk • Risk and reflexive modernization • Risk, risk communication and trust • Risk, hazards and their reporting • Acceptability and the risk-free world • Risks and consumerism: the commercial gamble • Managing risk: emerging infectious diseases, risk communication and fear
Learning outcomes:	<p>By the end of this Course, students should be able to</p> <ol style="list-style-type: none"> 1. Recognize major theoretical perspectives for understanding risk and risk perception; 2. Critical evaluate the strengths and weakness of different perspectives on risk; 3. Identify major distortions in risk perception and decision making from daily life and mass media, particularly those in healthcare; 4. Illustrate key elements for effective risk communication; 5. Apply major theories to develop and improve skills in communicating risk.
Prerequisite:	None
Duration:	3 hours/week; 30 contact hours
Assessment:	100% in-course assessment
Examination method/ duration:	30% tutorial participation; 40% reflective diary; 30% group presentation
Remarks:	Prior approval from the School of Public Health must be sought for enrolment for all students