



<b>MMPH6164 Risk: perception, decisions and communication</b>	
<b>Course Coordinator:</b>	Dr J Liao
<b>Course Description:</b>	Risk is inevitable in life, yet the ability to accurately judge risk and the decisions made thereafter are usually quite skewed by psychological, social and contextual factors, so much so that serious errors can occur in decision making. In healthcare, the ability to accurately assess risk and the psychological strategies that people adopt to avoid the threat that risk presents means that health hazards are often completely misrepresented both to ones self and to others. Health professionals also have the task of communicating health risk information to the community as well as individuals. How can information be presented in such a way as to effectively communicate the true nature of a hazard without distorting or falling into the trap of being ignored? This course looks in detail at the area of risk perceptions, the distortions of decisions by psychological and other factors and the communication of risk, all core skills for public health professionals.
<b>Venue:</b>	TBC

**Prerequisite:** None

**Term 3 (Wednesday)**

**Tutors/TAs: Cecilia Tam/ Ripple Yuan/Clara Chen**  
**Contact person: Clara Chen**

<b>Date</b>	<b>Time</b>	<b>Lecture Topic</b>	<b>Lecturer</b>	<b>Venue</b>
08 May 2024	6:30 – 9:30 pm	1. Theorizing risk	Dr J Liao	TBC
22 May 2024	6:30 – 9:30 pm	2. Cognitive models: representing the world	Dr J Liao	TBC
29 May 2024	6:30 – 9:30 pm	3. Decision making: Rational and emotional processes	Dr J Liao	TBC
05 June 2024	6:30 – 9:30 pm	4. Mental Models Approach to risk communication	Dr J Liao	TBC
12 June 2024	6:30 – 9:30 pm	5. Risk, response to risk and trust	Dr J Liao	TBC
19 June 2024	6:30 – 9:30 pm	6. Risk communication: risk statistics and uncertainty	Dr J Liao	TBC
26 June 2024	6:30 – 9:30 pm	7. Presentation 1: Identifying gaps between the expert model and lay models of risk	Dr J Liao	TBC
03 July 2024	6:30 – 9:30 pm	8. Risk response and communication: communicable versus noncommunicable health risk	Dr J Liao	TBC
10 July 2024	6:30 – 9:30 pm	9. Vaccination decision making, vaccine hesitancy, and risk communication	Dr J Liao	TBC
17 July 2024	6:30 – 9:30 pm	10. Presentation 2: Improving risk communication	Dr J Liao	TBC



**HKU  
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**Course** Continuous assessment:  
**Assessment:** In-class Discussion: 20%  
Reflective diary: 50%  
Group presentation: 30%

**Recommended  
Textbooks:**

1. Bennett P, Calnan K. *Risk communication and public health*. Oxford. OUP. 2010.
2. Lupton D. *Risk*. London; New York: Routledge 2013.  
(The third version published in 2023 is now available)

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