

# **Recent Developments in Risk Communication**

Joel Rasmussen, PhD, Media & Communication Studies

Swedish Society for Risk Sciences, KTH, 28 April 2017

# A changing communications landscape



# A changing communications landscape



"Old" media  
during the  
Three Mile  
Island Accident  
1979

# A changing communications landscape



"New" media during  
The Fukushima  
Accident 2011



# Communication management across issues



# A changing communications landscape

Active audiences

The speed of information

The potential reach of information

Few-to-many communications

Many-to-many communications

The control of information

Routines for listening

Implementation of strategies & tools

Current research needs



# A changing communications landscape



# A changing communications landscape

Active audiences

Netizen – citizen of the internet  
(Hauben & Hauben, 1997)

Produser – the merging role of media producer and user  
(Bruns, 2007)

Prosumer – the merging role of media producers and  
consumers (Toffler, 1980)



# The speed of information



# The speed of information

Quick information – signals relevance, high involvement,  
and builds trust

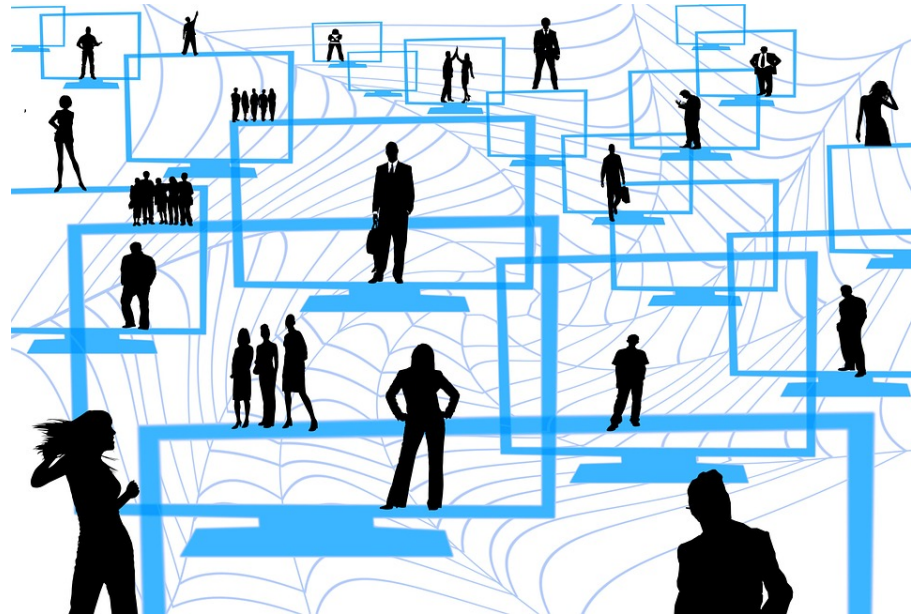
Incomplete, inaccurate or misleading information –  
negative responses

High risk / high reward endeavour

# The potential reach of information



# Few-to-many & many-to-many communications





# The control of information



# Routines for listening



# Implement strategies & tools



# Implement strategies & tools

Audit of known weaknesses and potential risk/crisis areas

Audiences and target groups

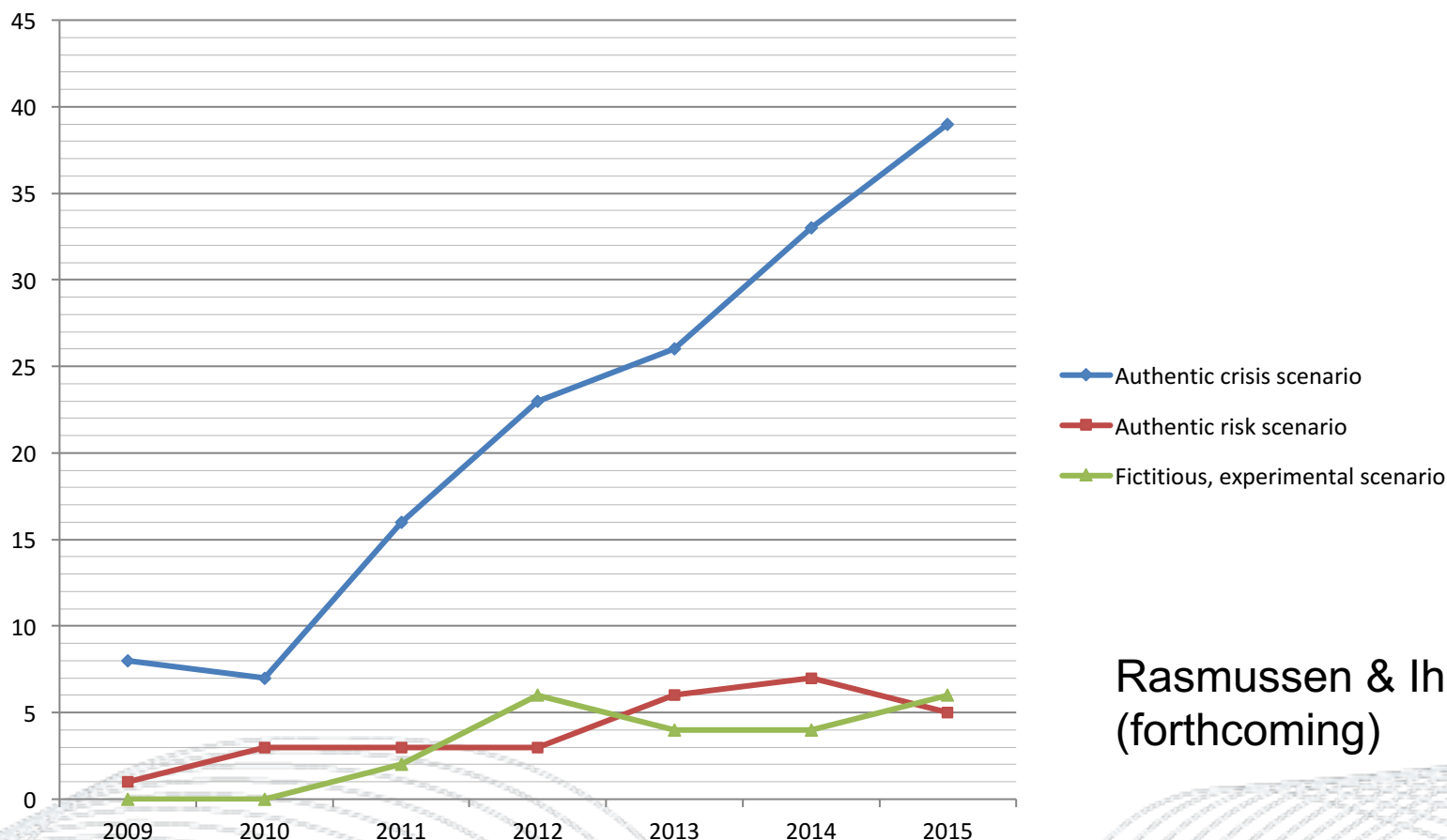
Issues monitoring team

Process for issues monitoring

Routine for allocation of responsibility and action

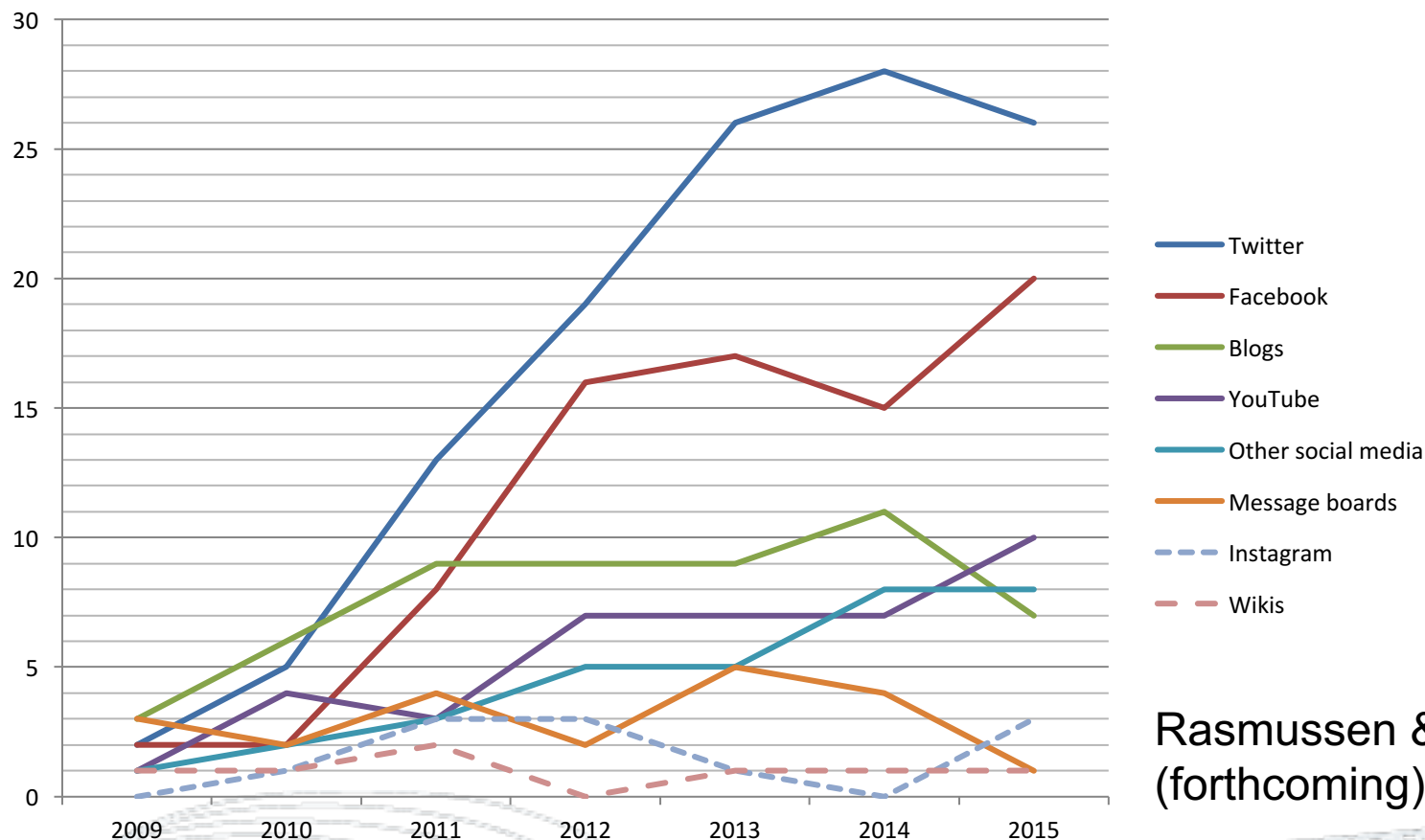


## Currents research needs: more research is needed on risk scenarios



Rasmussen & Ihlen  
(forthcoming)

## Currents research needs: more research is needed on new and less established media



Rasmussen & Ihlen  
(forthcoming)

## Currents research needs: discussion and solutions promoting equal information access

Issues of social media access	Journal articles	
	N=200	%
High accessibility	51	25.5
Digital divide	9	4.5
Varying access	7	3.5
Disability and social media	4	2
No mentioning of the issues	129	64.5

Rasmussen & Ihlen  
(forthcoming)

# Summary

Active audiences

The speed of information

The potential reach of information

Few-to-many communications

Many-to-many communications

The control of information

Routines for listening

Strategies & tools

Current research needs