

# Quantitative Risk Communication: Explaining the Data

Copyright © 1994 by Peter M. Sandman

---

---

## I. Motivation

- A. Reduce outrage
- B. Share power
- C. Find out what people want to know

## II. Simplification

- A. Simplify language
- B. Simplify graphics
- C. Simplify content

## III. Orientation

- A. Tell people where you are and where you're going
- B. Use risk comparisons -- carefully
- C. Don't tell more than you know:
  - 1. Explaining uncertainty
  - 2. The right attitude

---

---

For more about my take on this issue, see:

- Agency Communication, Community Outrage, and Perception of Risk: Three Simulation Experiments (1993) -- [www.psandman.com/articles/simulate.htm](http://www.psandman.com/articles/simulate.htm)
- Quantitative Risk Communication: Explaining the Data (1994) -- [www.psandman.com/videos.htm#video2](http://www.psandman.com/videos.htm#video2)

---

---

Peter M. Sandman, Ph.D.

59 Ridgeview Road  
Princeton NJ 08540-7601

Email: [peter@psandman.com](mailto:peter@psandman.com)  
Web: [www.psandman.com](http://www.psandman.com)

Phone: 1-609-683-4073  
Fax: 1-609-683-0566

Consulting, Training, and Research in Risk Communication