



MMPH6164 Risk: Perception, Decisions and Communication (Summer Semester)

Coordinator: Dr J Liao/ Prof R Fielding

Course Description:

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.

Prerequisite: None

Term 3 (Wednesday)

Tutors/TAs: Ms Cecilia Tam/ Miss Ripple Yuan

Contact person: Miss Ripple Yuan

Date	Time	Lecture Topic	Lecturer	Venue
17 May 2023	6:30 – 9:30 pm	1. Theorizing risk	Dr J Liao	3SR-LT1
24 May 2023	6:30 – 9:30 pm	2. Cognitive models: representing the world	Dr J Liao	3SR-LT1
31 May 2023	6:30 – 9:30 pm	3. Decision making: Rational and emotional processes	Dr J Liao	3SR-LT1
07 June 2023	6:30 – 9:30 pm	4. Risks and consumerism: the commercial gamble	Prof R Fielding	3SR-LT1
14 June 2023	6:30 – 9:30 pm	5. Mental Models Approach to risk communication	Dr J Liao	3SR-LT1
21 June 2023	6:30 – 9:30 pm	6. Risk, response to risk and trust	Dr J Liao	3SR-LT1
28 June 2023	6:30 – 9:30 pm	7. Presentation 1: Identifying gaps between the expert model and lay models of risk	Dr J Liao	3SR-LT1
05 July 2023	6:30 – 9:30 pm	8. Risk response and communication: communicable versus noncommunicable health risk	Dr J Liao	TBC
12 July 2023	6:30 – 9:30 pm	9. Vaccination decision making, vaccine hesitancy, and risk communication	Dr J Liao	TBC
19 July 2023	6:30 – 9:30 pm	10. Presentation 2: Improving risk communication	Dr J Liao	TBC

Course Assessment:

Continuous assessment:
In-class Discussion: 20%
Reflective diary: 40%
Group presentation: 40%

Recommended Textbooks:

1. Bennett P, Calnan K. *Risk communication and public health*. Oxford. OUP. 2010.
2. Lupton D. *Risk*. London; New York: Routledge 2013.

3SR-LT1: Lecture Theatre 1, 1/F, HKUMed Academic Building, 3 Sassoon Road, HK

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