

Contents

Preface to *Handbooks of Communication Science* series — V

Timothy L. Sellnow and Deanna D. Sellnow

1 Introduction: Unique Challenges and Opportunities in Communicating Risk and Safety — 1

Section 1: Fundamental Principles and Perspectives When Communicating Risk and Safety

Michael J. Palenchar

2 Communicating Safety and Risk: Advancement of a Field in Constant Uncertainty — 13

Raleigh Goodwin and Ellen Peters

3 Communicating with Numbers: Challenges and Potential Solutions — 33

Patrice M. Buzzanell

4 Translating Data into Intelligible Risk and Safety Guidelines — 57

Mary Worley, Sarah Smith-Frigerio, and J. Brian Houston

5 Disaster Fatigue, Communication, and Resilience: Insights from Natural Hazards, Human-Caused Disasters, and Public Health Crises — 77

Deborah D. Sellnow-Richmond and Marta N. Lukacovic

6 The COVID-19 Pandemic as Exemplar of the Chaos of Mega-Crises — 97

Section 2: Rhetorical Considerations When Communicating Risk and Safety

Jeanne M. Pursuit

7 Rhetorical Sensitivity and Crisis and Risk Communication: Extension of a Theory — 111

Yuanhang Lu and Yi-Hui Christine Huang

8 Emotions in Risk and Crisis Communication: An Individual and Networked Perspective — 123

Ronald C. Arnett

9 Narratives in Collision: Crisis and Pragmatic Dialogic Learning — 143

Michael L. Kent and Maureen Taylor

10 Applying Dialogic Theory to Risk and Problem Solving — 159

Chelsea Woods

11 Embracing Dialogue While Cultivating Convergence: Organizational Challenges in Responsibly Communicating Risk — 179

L. Paul Strait, Joel Lemuel, Laura Alberti, and Steven J. Venette

12 The Function of Stasis in Risk and Safety Controversies — 197

Section 3: Ethical Dilemmas When Communicating Risk and Safety

Janie M. H. Fritz

13 Risk Communication: A Communication Ethics Perspective — 219

Kathryn E. Anthony, L. Paul Strait, Elizabeth L. Petrun Sayers, Laura Alberti, Jessica R. Beckham, Colin G. Cameron, and Emma G. Cox

14 The Ethic of First and Second Things in Communicating Risk and Safety — 237

Matthew Seeger

15 Ethical Obligations in Communicating Risk and Safety: Standards of Dialogue, Uncertainty, Change, and Truthfulness — 255

Section 4: Cultural Imperatives When Communicating Risk and Safety

Mohan J. Dutta

16 Culture-centered Approach to Risk Communication — 269

Angella Napakol, Ann Mugunga, and Ann Miller

17 “All Knowledge Is Local”: The PEN-3 Model as a Guide to Overcoming Western/European Bias in Risk Communication about Global Health Concerns in East Africa — 285

Joel Iverson and Danielle Farley

18 Communities of Practice Approach to Safety Communication — 301

Section 5: Instructional Perspectives and Compliance-Gaining When Communicating Risk and Safety

Bengt Johansson and Gabriella Sandstig

19 Instruction as Self-Protection — 321

Hamilton Bean, Mika Shimizu, and Ana Maria Cruz

**20 Mobile Instructional Communication for Public Safety and Community
Resilience — 339**

Marc D. David, Olivier Champagne-Poirier, and Marie-Eve Carignan

**21 From Risks to Crisis Society: The Drivers of the Public Health
Communication Paradigm Shift — 359**

Juan Andres Rincón González

**22 Earthquake Risk Communication of Individual Protective Actions for Big
Earthquakes: A Situational Choreography Model Based on Social
Communication Engineering — 379**

Section 6: Media and Technological Considerations When Communicating Risk and Safety

Xinxia Dong, Robert J. Griffin, Janet Yang, and Sharon Dunwoody

23 Risk Information Seeking and Processing Model — 413

Santosh Vijaykumar, Yan Jin, and Aravind Sesagiri Raamkumar

**24 Understanding Contemporary Infodemics through the Risk Amplification
through Media Spread (RAMS) Model — 453**

Corina Buzoianu and Monica Bîră

**25 Spotting Risks: How to Integrate Social Media Listening to a Framework
of Assessing Risks — 473**

Morgan Getchell

26 Emergent Organizations and Post-Disaster Risk: Volunteerism in the Digital Age — 493

Andreas Schwarz and Tatjana Faj

27 Communicating and Perceiving Risks of Artificial Intelligence as an Emerging Technology — 503

Section 7: Future Considerations: Untangling Issues of (Mis) Trust When Communicating Risk and Safety

Amisha Mehta, Ellen Tyquin, and Lisa Bradley

28 The Role of Trust and Distrust in Risk and Safety Communication — 529

Audra Diers-Lawson

29 It's Complicated . . . : Exploring Vaccination Attitudes and the Vaccination *Infodemic* in the UK throughout the COVID-19 Pandemic — 551

Albena Björck, Carlo Pugnetti, and Carlos Casián

30 Communicating to Mitigate Behavioral Cyber Risks: The Case of Employee Vulnerability — 585

Feifei Chen, Qiwei Wu, and Nan Yu

31 Building or Unbuilding Trust? A Reflection on Governments, News Media, and Businesses' Communication during the COVID-19 Pandemic — 607

Contributors — 627

Index — 637