

PYtest/18/en

An essential part of socio-scientific risk research at the BfR is the development of effective risk communication strategies. Here, the outcomes of scientific risk characterisations are merged with the information needs of relevant target groups from science, economics, politics, public institutions, (consumer) associations, the media, NGOs and consumers. Comparison of individual risk perceptions with results coming from scientific risk assessments and descriptions of scientific uncertainty are prerequisites for conducting subsequent participatory risk communication measures.

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