The Psychology of Risk Communication: The Importance of how we Deliver Critical Messages.

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New Zealand Psychological Society
Christchurch, New Zealand
September, 2017
General Overview

• Introduction/Background
• Core Competency
• Potential Outlets
• Case Study
• Communication Model
• Communication Tips
• Other Communication Models
Introduction/Background
Core Competency: Communication

• Knowledge
  – Communication skills
  – Techniques and processes for dissemination

• Skill
  – Communication of information about relevant psychological services
  – High standard of interviewing
  – Effective and appropriate communication
Potential Outlets

- Social Media
- Ted talks
- Online articles
- Recordings
- Face-to-face
Case Study

- Rena
- Climate Change
- Disasters
- Criminal Acts
- Psychological Effects
Elaboration Likelihood Model

- Central Processing
- Peripheral Processing
- Audience
- Preparation
Risk Communication Factors

- Preparation and planning
- Risk and Crisis Scenario Forecasting
- Crisis Response Rehearsal
- Sense of Personal Control
- Sense of Accountability
- General Health and Safety Practices
Communication Tips

- Active Listening
- Empathy
- Genuineness
- Paraphrasing
- Questioning
- Ethical Communication
Other Communication Theories

- Social Judgement Theory
- Narrative Transportation Theory
- Inoculation Theory
References


Green, M. C., & Brock, T. C. (2002). In the mind’s eye: Transportation-imagery model of narrative persuasion. In M. C. Green, J. J. Strange, & T. C. Brock (Eds.), Narrative impact: Social and cognitive foundations (pp. 315–341). Mahwah, NJ: Lawrence Erlbaum.

Thank You

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