Lecture 2 Perception

Risk principles

> (1) The **perception** that something could happen
> (2) The likelihood of something happening
> (3) The consequences if it happens

1. Perception

- Process by which we **become aware of objects** and events in the external world
- "Making sense"
- Many people ignore the fact that all of use to view the world from our very own vantage points. Usually we spend more energy defending our own position than understanding others.

Sense	Perception
Passively receive information	Active process: interpretation, categorization, prioritization - Created by: shared human history, private and personal history -the biases, memories, and assumptions - What we already believe to be true about the world →categorize

2. Sensory perception

- Occurs in organisms capable of performing neurophysiological processing of the stimuli in their environment
- Covers the processes of "the sense": hearing, vision, taste, smell…
- Involves detection of the stimulus 刺激 (chemical, mechanical, electrical, light & temperature) →Subsequent recognition and characterization

- It may seem like your sense passively perceive the world as it is, but that is not the case. The world cannot tell us what is important, why things happen, and what to do. The brain is what takes that information and makes it useful to us
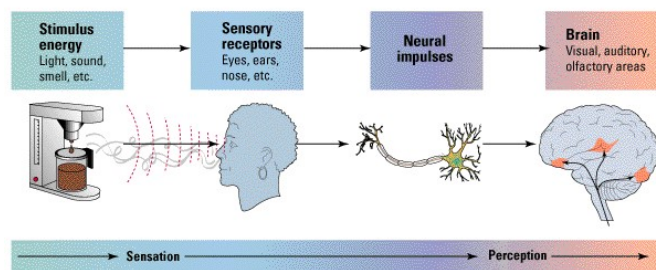
Stage 1: Selection	Stage 2: Organization	Stage 3: Interpretation/ Comprehension	Stage 4: Retention and Memory
A. Interest *(reading, football, movies, music)* B. Need *(lectures, traffic lights)* C. Aesthetics *(noise, movement, color)* D. Biology *(sensation seeking, ADHD, circadian rhythms)*	-Eliminate the chaos 混亂 of life -Help make sense of the world →Simplify and reduce our world -**Classification**: put our "selected" data in cognitive "folders"	-Evaluate the data in our folders - Large files (more complete and accurate) - Smaller files (simplistic and underdeveloped) Our comfort Zone - Not comfortable with	-Don't retain all we select **Factors that influence long-term memory** A. Regency of time B. Frequency of use C. Importance D. Emotional connection E. Weirdness/ Uniqueness

		new/ small folders - Like our old, big folders; avoid our small, underdeveloped folders	
	a. Binary Opposition (all things in pairs) *E,g, Male/female, short/tall, white/black, good/bad* b. Already formed social categories *E.g. 101 students, UK basketball players, Italians* c. Organized by similarities *E.g. size, color, space, smell, function*		

3. Harmonize 協調 Perception

- Modern risk manager:

    Instance acknowledge the "perceptive diversity" of the organization

    *Not a thing to be concerned about, but must be acknowledged

- Intellectual/ perceptive diversity →affect production in the knowledge economy

    → Needs to develop language and concept tools to address this issue:

    ➢ Establish common definition of what risk is to the organization; establishment of risk tolerance; risk appetite guidelines

    ➢ →Develop appropriate risk behaviors (risk sociology)

- Understanding perceptive diversity is **critical** in developing risk communication strategies and architecture

4. Changing risk perceptions

Most human will not change their behavior, beliefs of habits ←unless motivated/ compelling reason to do so -Ingrained beliefs and behaviors

4.1 Risk perception change program

(1) Perception mapping	
(2) Risk perception workshop	-Align perceptions -Introspective, and focus on how we assess risk, why we choose to behave in ways to do, how we can influence each other's risk decision making
(3) Risk goal setting	- Focus on changing risk response patterns, risk based decision making processes - Once participants accept the goals that they had identified as their own

	personal behavioral goals, they become more conscious of their decision making and risk behavior
(4) Risk Behavior Analysis	-Identifies the underlying motivations, triggers →individual group behavior →business operations -Converting behavior into desired behavior -Feed back into the organizations risk perception and goal setting activities
(5) Risk Communication	-Target cognitive, emotional and motivational levels →when inform people of relevant risks in the workplace -Creditable -If they are expert, trustworthy, altruistic, open and likeable →the information they provide will be more likely to be accepted