

The psychometric model is cognitive in its conception and flavor--risks are indeed perceived .8 according to this tradition, which coined the very term "risk perception." Here, risk perception is a function of properties of the hazards. Even if many more properties than real risk are considered in the model, a stimulus-response kind of thinking is still behind it. Cultural Theory, on the other hand, is very different. Here, risk perception is a reflection of the social context an individual finds him- or herself in. The reason why this approach fails is probably that the social context is construed in a very abstract, farfetched manner, and that social context per se by no means is the sole determinant of risk perception, if it has any influence at all, which remains to be seen. If attitude is a crucial factor in risk perception, and the present results suggest this, then "perception" is largely an expression of specific values (not general; see Section VI).

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