## HANDBOOK OF RISK AND CRISIS COMMUNICATION

Edited by

Robert L. Heath

H. Dan O'Hair



## **Contents**

Co	ntributors	ix
Inti	roduction	хi
SE	CTION I. EXPLORING THE REACH OF CRISIS AND RISK COMMUNICATION	1
1	The Significance of Crisis and Risk Communication ROBERT L. HEATH AND H. DAN O'HAIR	5
2	Historical Trends of Risk and Crisis Communication MICHAEL J. PALENCHAR	31
3	Cultural Theory and Risk JAMES TANSEY AND STEVE RAYNER	53
4	Risk Communication: Insights and Requirements for Designing Successful Communication Programs on Health and Environmental Hazards ORTWIN RENN	80
5	Conceptualizing Crisis Communication W. TIMOTHY COOMBS	99
6	The Precautionary Principle and Risk Communication STEVE MAGUIRE AND JAYE ELLIS	119
SE	CTION II. KEY CONSTRUCTS OF CRISIS AND RISK COMMUNICATION,	139
7	Strategies for Overcoming Challenges to Effective Risk Communication VINCENT T. COVELLO	143
8	Risk Communication Education for Local Emergency Managers: Using the CAUSE Model for Research, Education, and Outreach Katherine E. Rowan, Carl H. Botan, Gary L. Kreps, Sergei Samoilenko, and Karen Farnsworth	168
9	Risk and Social Dramaturgy INGAR PALMLUND	192

10	Myths and Maxims of Risk and Crisis Communication PETER A. ANDERSEN AND BRIAN H. SPITZBERG	205
l <b>1</b>	The Ecological Perspective and Other Ways to (Re)Consider Cultural Factors in Risk Communication LINDA ALDOORY	227
12	Science Literacy and Risk Analysis: Relationship to the Postmodernist Critique, Conservative Christian Activists, and Professional Obfuscators MICHAEL RYAN	247
13	Influence Theories: Rhetorical, Persuasion, and Informational JEFFREY K. SPRINGSTON, ELIZABETH JOHNSON AVERY, AND LYNNE M. SALLOT	268
14	Raising the Alarm and Calming Fears: Perceived Threat and Efficacy During Risk and Crisis ANTHONY J. ROBERTO, CATHERINE E. GOODALL, AND KIM WITTE	285
15	Post-Crisis Communication and Renewal: Understanding the Potential for Positive Outcomes in Crisis Communication ROBERT R. ULMER, TIMOTHY L. SELLNOW, AND MATTHEW W. SEEGER	302
16	Risk Communication by Organizations: The Back Story CARON CHESS AND BRANDEN JOHNSON	323
17	Ethical Responsibility and Guidelines for Managing Issues of Risk and Risk Communication SHANNON A. BOWEN	343
18	Linking Public Participation and Decision Making through Risk Communication Katherine A. McComas, Joseph Arvai, and John C. Besley	364
19	Warming Warnings: Global Challenges of Risk and Crisis Communication David McKie and Christopher Galloway	386
20	Risk, Crisis, and Mediated Communication KURT NEUWIRTH	398
21	Crises and Risk in Cyberspace KIRK HALLAHAN	412
22	Virtual Risk: The Role of New Media in Violent and Nonviolent Ideological Groups Matthew T. Allen, Amanda D. Angie, Josh L. Davis, Cristina L. Byrne, H. Dan O'Hair, Shane Connelly, and Michael D. Mumford	446
23	Community Building through Risk Communication Infrastructures ROBERT L. HEATH, MICHAEL J. PALENCHAR, AND H. DAN O'HAIR	471

SECTION III. CONTEXTS OF CRISIS AND RISK COMMUNICATION		
24	Crisis and Emergency Risk Communication in Health Contexts: Applying the CDC Model to Pandemic Influenza MATTHEW W. SEEGER, BARBARA REYNOLDS, AND TIMOTHY L. SELLNOW	493
25	How People Think about Cancer: A Mental Models Approach JULIE S. DOWNS, WÄNDI BRUINE DE BRUIN, BARUCH FISCHHOFF, BRADFORD HESSE, AND ED MAIBACH	507
26	Killing and Other Campus Violence: Restorative Enrichment of Risk and Crisis Communication CINDI ATKINSON, COURTNEY VAUGHN, AND JAMI VANCAMP	525
27	Denial, Differentiation, and Apology: On the Use of Apologia in Crisis Management Keith Michael Hearit and Kasie Mitchell Roberson	542
28	Risk Communication and Biotechnology: A Discourse Perspective SHIRLEY LEITCH AND JUDY MOTION	560
29	Precautionary Principle and Biotechnology: Regulators Are from Mars and Activists Are from Venus STEPHANIE PROUTHEAU AND ROBERT L. HEATH	576
30	Environmental Risk Communication: Responding to Challenges of Complexity and Uncertainty TARLA RAI PETERSON AND JESSICA LEIGH THOMPSON	591
31	Knowing Terror: On the Epistemology and Rhetoric of Risk Kevin J. Ayotte, Daniel Rex Bernard and H. Dan O'Hair	607
32	Magnifying Risk and Crisis: The Influence of Communication Technology on Contemporary Global Terrorism MICHAEL D. BRUCE AND H. DAN O'HAIR	629
33	Opportunity Knocks: Putting Communication Research into the Travel and Tourism Risk and Crisis Literature LYNNE M. SALLOT, ELIZABETH JOHNSON AVERY, AND JEFFREY K. SPRINGSTON	654
	Index	667