

The UF Water Institute Smallwood Distinguished Scholar Seminar Series presents...



Dan Kahan

Elizabeth K. Dollard Professor of Law at Yale Law School

“The Cultural Cognition of Risk: Theory, Evidence, and Implications”

The cultural cognition of risk refers to the tendency of persons to conform their beliefs about putatively dangerous activities to their cultural evaluations of those activities. This lecture will examine the basic theory behind cultural cognition, experimental and other empirical evidence of its influence on perceptions of environmental and technological risks, and the implications of it for risk communication and policymaking.

Date: October 8, 2009

Time: 3:00 - 5:00 PM

Where: 209 Emerson Alumni Hall

Sponsored by: University of Florida Water Institute

Co-Sponsored by: Fredric C. Levin College of Law
Department of Sociology and Criminology
& Law

UF | **Water Institute**
UNIVERSITY of FLORIDA
570 Weil Hall
PO Box 116601
Gainesville, FL 32611-6601
352-392-5893
<http://waterinstitute.ufl.edu>