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Aula Magna, Building M, Via L. Giorgieri 10, Trieste

Wändi Bruine de Bruin

Centre for Decision Research
Leeds University

**A behavioral decision research approach to
developing effective environmental and
health communications**

Members of the general public and stakeholders from industry and government face difficult decisions about environmental and health risks. Experts in environmental and health domains face the challenge of communicating about those risks to various audiences without a background in health or environmental science. Such communication efforts may fail if experts lack an understanding of their audience, what language they prefer, and what information they need or want to make more informed decisions. In this presentation, I will present a behavioral decision research approach towards developing effective communications. Examples focus on sustainability, climate change, and HIV prevention, but recommendations can be applied across multiple domains.

