

Extracted from “General Project Guidelines”

#### 2.4.1 Cultural or Popular culture sources

**(1) Popular Culture:** the ideas about the risk that circulate within the domain of popular, mass or everyday culture. This circulation of ideas proceeds through the “mass media”. That is, it is transmitted to the masses, or to virtually everyone, in forms that are accessible to the masses (print, video, speech) and via technologies that can be accessed at a mass level (e.g. television, computers, radio, phones). The organizational transmitters of information via the “mass media” include broadcast companies, corporations and non-governmental organizations (e.g. voluntary organizations, religious organizations). Transmitters of information via the mass media also include individuals who may use the internet or other means and formats to transmit messages. The crucial element of these “popular culture” sources of information is that they are located in sites that may be designated as “lay” or non-professional or non-specialist or that are not subject to review or oversight within a professional or specialist field. Also, the information these sites produce is transmitted for and to the general public and can be accessed by anyone (and not just specialists or peers in the subject area). Yes, there are always exceptional, borderline and ambiguous cases when identifying what is a popular-culture source and what is not.

Popular-culture sources include (but are not limited to) the following categories of sources:

- 1. the mass information media:** print media (newspapers, magazines); visual media (TV, film, video); internet websites;
- 2. social media platforms:** sites on which information is posted by users for users;
- 3. private security companies and corporations:** enterprises that sell products and services to prevent or control risk;
- 4. private manufacturing companies and corporations:** e.g. reports, pamphlets, informational materials about the risks associated with a product;
- 5. insurance companies:** brochures, pamphlets and other information about risk prevention and compensation;
- 6. voluntary, citizen or lay advocacy or interest organizations:** the documentation published or statements issued by citizen organizations concerned with particular issues or questions;
- 7. folk or commonsense beliefs:** that become part of mass consumption culture (i.e. superstitions, myths, customs);

**2.4.2 Techno-Scientific sources (academic and professional):** ideas about the risk that are produced from scientific research and inquiry in the natural and social sciences.

Sources include:

- published papers in academic and scholarly scientific journals;
- reports and articles in science magazines;
- reports and studies by professional scientists for scientific purposes published by specialist organizations (think-tanks, non-governmental organizations, professional associations)

**2.4.3 Governmental sources:** ideas and information about the risk and its management that are produced by departments and agencies of a national or sub-national state or of a supra-national governmental body (e.g. OECD, NATO, UNO).

Sources:

- information produced by government departments and agencies (brochures, policy statements, program statements and advertisements, reports).

## R&K Project Part 2

### Supplement: Descriptions of the Source Categories

**Note:**

For some risks, it may be the case that only one of the two non-cultural sources (techno-scientific or governmental) is relevant. Also, the distinctions between sources in the categories are not always perfectly clear and obvious. For instance, governments produce documentation that meets scientific standards. In such cases, the decision of which category of sources applies will depend on the type of organization that publishes the documentation.