

THF Unit 6 Seminar 3: Developing a Cyber Security Risk Communication Strategy

To prepare for the seminar, ensure you have:

- *Reviewed all the lecturecasts in this module.*
- *Read the articles provided in the reading list for this unit.*
- *Read the article by Wong-Parodi and Bruine de Bruin (2017) titled "Informing public perceptions about climate change: A 'mental models' approach".*

Then reflect on:

- *The methods employed in this article.*

Maxims (4):

1. *Quality*
2. *Quantity*
3. *Relation*
4. *Manner*
5. *Proven effectiveness added for larger audiences (needs to be tested)*

Mental Models (4 Step Approach):

1. *Normative research*
2. *Descriptive research*
3. *Prescriptive research*
4. *Evaluation research*

- *Are the methods transferable?*

To an extent- difficulties with disagreeing interpretations can lead to public mistrust

Terminology is difficult- less likely to an audience may seem less extreme which is not always the case. Can lead to audience interpreting information differently or inaccurately.

Quantity can be if understanding limited channel capacity

Relation can be if not politicising or raising contentious terminology eg. Preparing for extreme weather rather than climate change. (Wong-Parodi and Bruine de Bruin, 2017)

Manner needs to be easy to read without losing the accuracy and considering the intellect of the audience.

Social rewards rather than financial gains more appealing

Evaluative approaches help communications to be targeted to specific behaviour

Surveys and interviews support understanding audiences beliefs and attitudes which would mean presenting information would be more relevant to the audience.

Incorporate readability levels and test the designed resources to see if they are fit for purpose.

Systematic approach

- *How can the methods be adapted to suit our context?*

Systematic approach so can be adapted.

Designing an effective environment for team

Following to produce literature for board members or non experts

References:

Wong-Parodi, G. & Bruine De Bruin, W. 2017. Informing Public Perceptions About Climate Change: A 'Mental Models' Approach. *Science and Engineering Ethics*, 23.