Continuing Education Questions


1. Consumers make conclusions about risk based on:
   a. how much they dread the risk and how much they perceive the risk to be unknown.
   b. how much media coverage the risk receives and how likely the risk is to happen to them
   c. how novel the risk is and what groups are vulnerable to the risk.
   d. all of the above.

2. Whenever possible, communicators should avoid contradictory messages by placing new research into the context of the overall body of science.
   a. True
   b. False

3. Which risks will get the most attention by the public and the media?
   a. High dread, high in unknown factors
   b. High dread, low in unknown factors
   c. Low dread, high in unknown factors
   d. Low dread, low in unknown factors

4. There is no such thing as zero risk.
   a. True
   b. False

5. To consumers, new scientific knowledge about risk can be perceived as:
   a. changing knowledge.
   b. experts changing their minds.
   c. science contradicting itself.
   d. all of the above.

6. Consumers rely on highly technical information when perceived risk is high.
   a. True
   b. False

7. The benefits of eating many types of seafood outweigh the risk, but some pregnant women believe they shouldn’t eat any fish at all during their pregnancy. This is an example of which rule of thumb?
   a. Optimism bias
   b. Omission bias
   c. Memorability bias
   d. None of the above
8. “Message mapping” provides an overall plan for taking the risk communication message to the marketplace.
   a. True
   b. False

9. This module discussed three questions that can help you achieve your risk communication goals. Which of the following questions was NOT included?
   a. What does the consumer believe about the topic?
   b. What does the consumer need to know about the topic?
   c. What would the consumer like to know about the topic?
   d. What is the consumer likely to get wrong about the topic?

10. One of the most common mistakes that risk communicators make is focusing on the severity of risk rather than presenting strategies to manage risk.
    a. True
    b. False

11. This module stresses communicating messages of “self-efficacy,” which is defined as:
    a. the perception that one has the personal capability to deal with a threat.
    b. the perception that the recommendations received from a risk communicator will work to avert the threat.
    c. the same thing as “self-esteem”.
    d. all of the above.

12. “STARC” stands for Specific, Timely, Accurate, Repeated, and Consistent.
    a. True
    b. False

13. How many times might you have to repeat a message before people adopt it?
    a. 2
    b. 3
    c. 4
    d. 5

14. Empathy and caring are assessed within the first 30 seconds of communication.
    a. True
    b. False
15. Which of the following is a trait or quality of an “expert”?
   a. Speaking with authority
   b. Having the latest information
   c. Having pertinent education/credentials
   d. All of the above