

Risk Communicator Style Scale

Instructions: Below are several descriptions examining the way your primary care physician may educate you about health risks. Use the following scale to rate the degree to which each statement applies to the way your primary care physician explains risk(s):

| | | | | |
|-------------------|----------|---------|-------|----------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

- _____ 1. The risk communicator(s) used statistics during her or his presentation about the risk.
- _____ 2. The risk communicator(s) was concerned with my perception of the risks involved.
- _____ 3. The risk communicator(s) did not use statistical information while discussing the risk.
- _____ 4. The risk communicator(s) tried to understand our concerns about risks.
- _____ 5. The risk communicator(s) used statistics to communicate risks.
- _____ 6. The risk communicator(s) wanted me to feel satisfactorily informed about the risks involved.
- _____ 7. The risk communicator(s) presented the risks scientifically.
- _____ 8. The risk communicator(s) did not listen to my point of view about the risks involved.
- _____ 9. The risk communicator(s) presented a scientific analysis of the risk.
- _____ 10. The risk communicator(s) cared about my perceptions of the risks involved.
- _____ 11. The risk communicator(s) did not present the risks scientifically.
- _____ 12. The risks communicator(s) did not care if I was informed or not.
- _____ 13. The risk communicator(s) used statistical information while discussing the risk.
- _____ 14. The risk communicator(s) did not care about my perceptions of the risks involved.
- _____ 15. The risk communicator(s) used mathematical information to explain the risk.
- _____ 16. The risk communicator(s) did not care about our concerns about the risks involved.
- _____ 17. The risk communicator(s) did not discuss the risk using scientific information.
- _____ 18. The risk communicator(s) listened to my point of view about the risks involved.
- _____ 19. The risk communicator(s) did not use statistics during her or his presentation about the risk.
- _____ 20. The risk communicator did not want me to participate in the decision-making process.

SCORING: To compute your scores follow the instructions below:

1. **Technical Risk Communication**
 - Step One: Add scores for items 1, 5, 7, 9, 13, & 15.
 - Step Two: Add scores for items 3, 11, 17, & 19.
 - Step Three: Add 24 to Step 1.
 - Step Four: Subtract the score for Step two from the score for Step Three.
2. **Democratic Risk Communication**
 - Step One: Add scores for items 2, 4, 6, 10, & 18.
 - Step Two: Add scores for items 8, 12, 14, 16, & 20.
 - Step Three: Add 30 to Step 1.
 - Step Four: Subtract the score for Step two from the score for Step Three.

Interpreting Your Score.

Scores for both the technical and democratic factor of the Risk Communicator Style Scale should be between 10 and 50. For the **technical factor**, individuals with scores above 25 perceived the risk communicator as using a high amount of science and statistics, and individuals with scores below 25 perceived the risk communicator as using little science and statistics. For the **democratic factor**, individuals with scores above 39 perceived the risk communicator as seeking their input and was concerned about their perceptions of the risk, and individuals with scores below 39 perceived the risk communicator as not seeking input or being concerned about their perceptions of the risk.

- NOTE – The mean for perceived knowledge tends to be fairly high.

Source:

Wrench, J. S. (in press). Development and validity testing of the Risk Communicator Style Scale. Human Communication.

Wrench, J. S. (2002). *The development and validity testing of the Risk Communicator Style Scale and the Risk Knowledge Index*. Unpublished Dissertation. Morgantown, WV: West Virginia University.

| | - Technical | + Technical |
|--------------|---------------|----------------|
| - Democratic | Risk Avoiders | Risk Assessors |
| + Democratic | Risk Feelers | Risk Educators |