

*Effects of Danger Exemplification
on Risk Perception and Protective Behavior*

Dolf Zillmann

University of Alabama

A Model of Exemplar Effects on Risk Assessment

Definition

Exemplars are concrete incidents, presented pictorially or linguistically via any perceptual modality, within given domains of danger and associated risk.

A Model of Exemplar Effects on Risk Assessment

Premises

Exemplars of dangerous incidents force attention and are committed to memory with minimal cognitive elaboration, if any.

Exemplars of dangerous incidents that evoke appreciable emotional reactions are committed to long-term emotional memory.

A Model of Exemplar Effects on Risk Assessment

Implications/Expectations

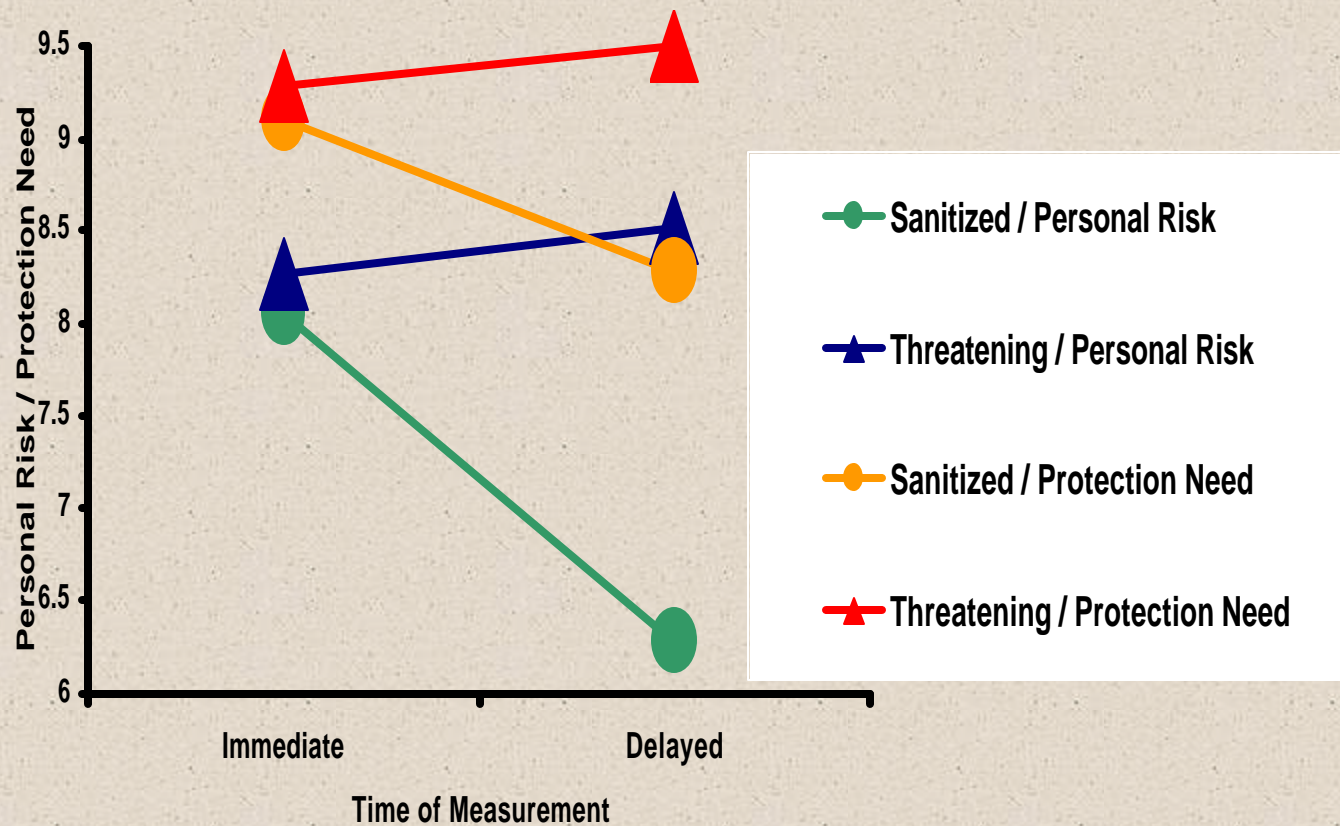
Upon the actual or contemplated encounter of dangerous situations, related incidents, whether directly experienced or known through mediation, impose themselves from memory and influence both risk assessments and apprehensions about the danger.

A Model of Exemplar Effects on Risk Assessment

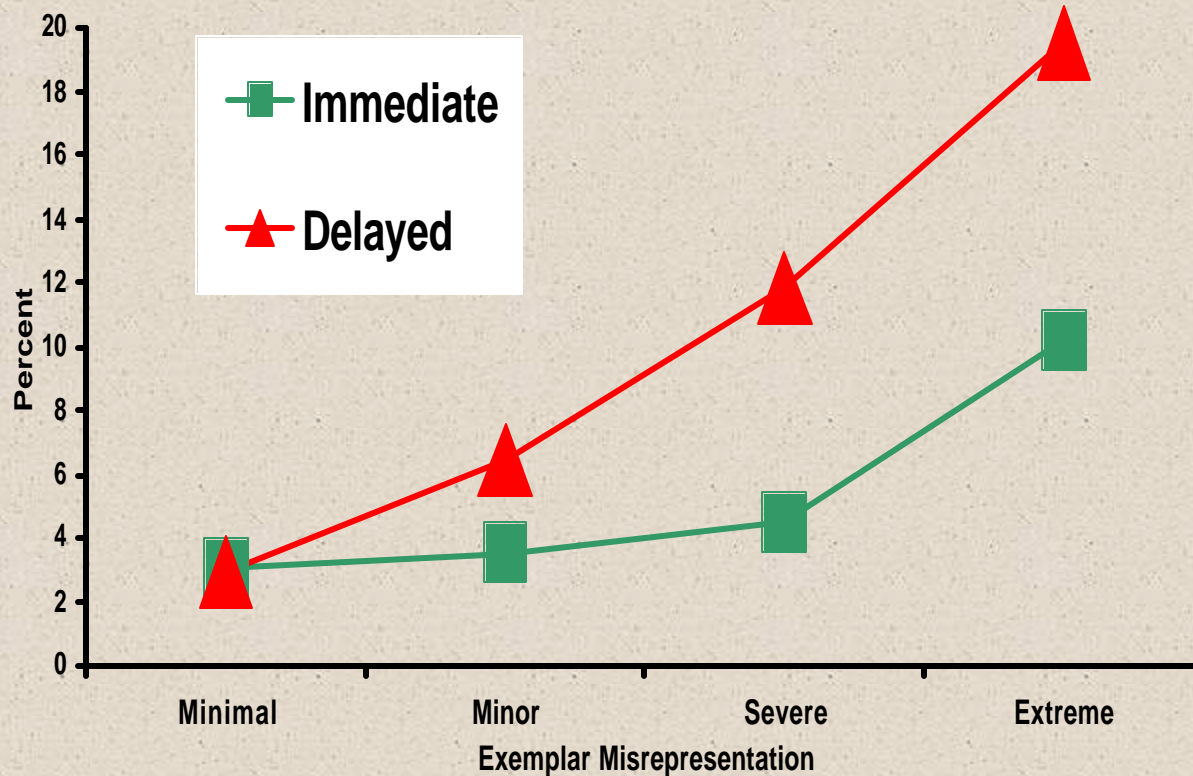
Because of their superior accessibility, exemplars exert disproportional influence on risk assessments and tend to dominate the influence of more abstract, although usually more reliable, information about risks and dangers.

Because exemplars, especially emotion-evoking exemplars, retain for extended periods of time their capacity to impose themselves from memory when risk assessments are to be rendered, their relative influence increases with the passage of time.

Image Effects of Television News



Estimates of Carjacking Fatalities



Impact of Emotional Upheaval in Television News

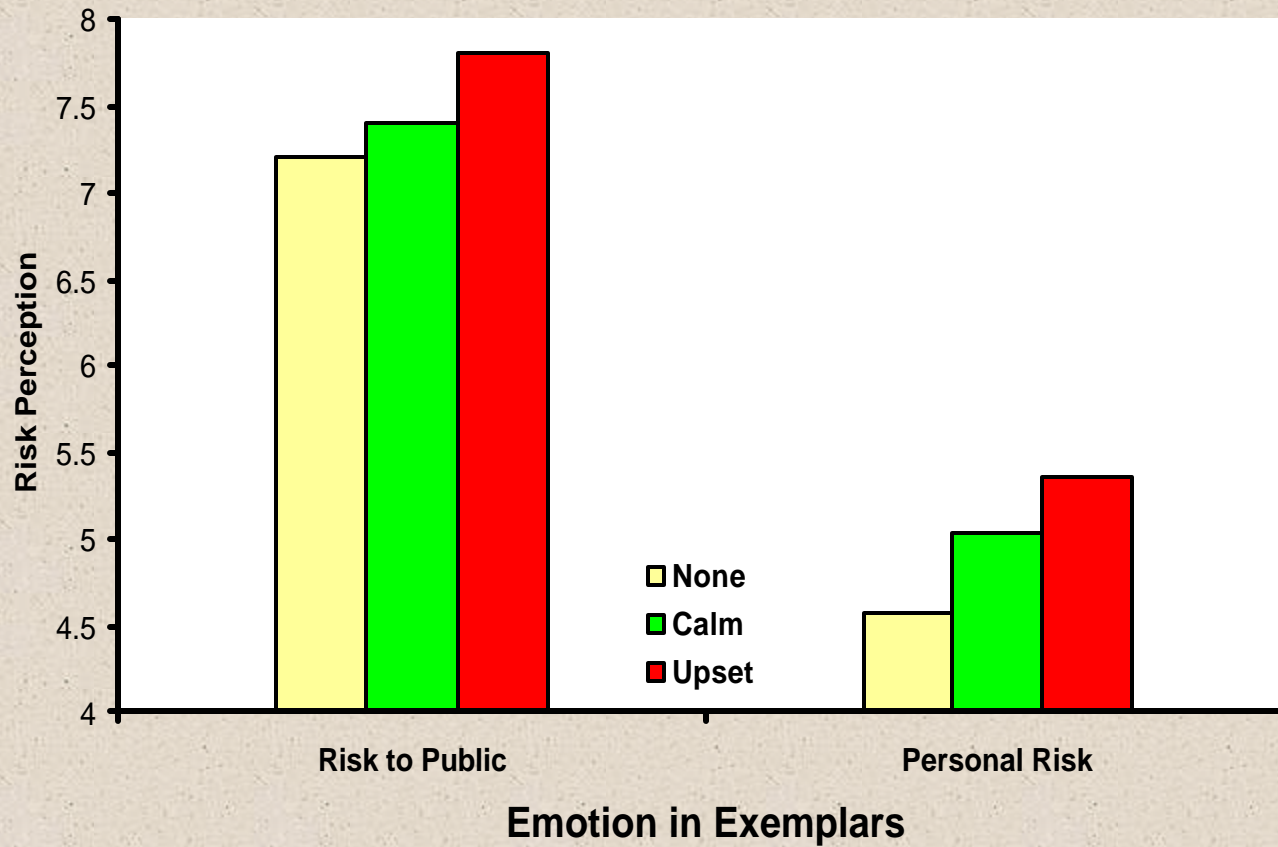
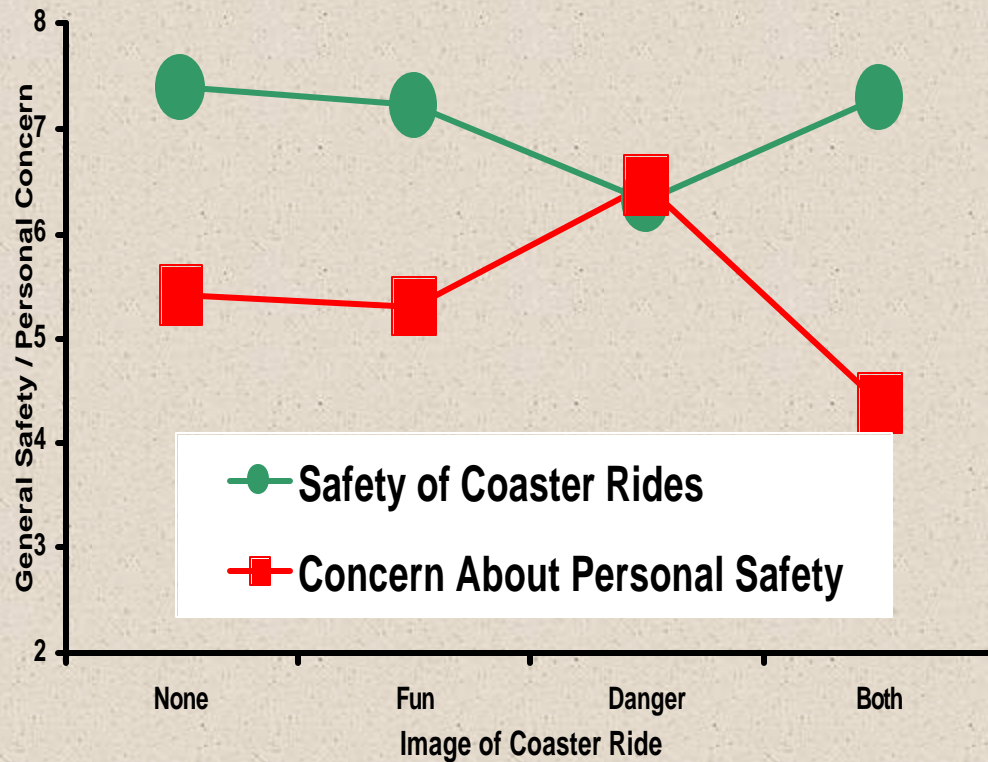


Image Effects of Print News



Effects of Incidental Imagery

