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Cognitive Structure of the Environmental Risk : From a Survey in Shizuoka Prefecture

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This paper attempts to clarify structure of the environmental risk recognition by using a joint survey data with Chunichi Shimbunsha for citizens of Shizuoka.

About the recognition of the environmental risk, an investigation has been mainly performed conventionally in a sociopsychological field. Most of such studies used the question that set the supposed situation about the risk. However, ironically, the nuclear plant accident in Fukushima enables that we investigate the real risk recognition about nuclear power plant and the radiation. Therefore, in this joint survey, we asked how citizens of Shizuoka really recognized about such risk.

From analysis of survey data, the following things become clear. At first, cognitive tendencies such as optimism bias and zero risk search are uncommon in the real risk situation. And, there is close correlation between stratum identification and risk recognition of the radiation. Further, trust for other person is related to those two variables. The person who think to belong low strata has a low trust for other person, and, is indifferent to, or sought zero risk about food polluted by radioactivity. This result submits reconsideration for the theory of risk society that Ulrich Beck advocated.