

The Social Amplification of Risk

Socially Manufacturing Risk

A MODULE AS PART OF THE SOCIAL PSYCHOLOGY OF RISK DIPLOMA

WORKSHOP: 25,26 JULY 2019

VENUE: FLYING ANGEL CLUB

FREEMANTLE

[HTTPS://FLYINGANGEL.ORG.AU/](https://flyingangel.org.au/)

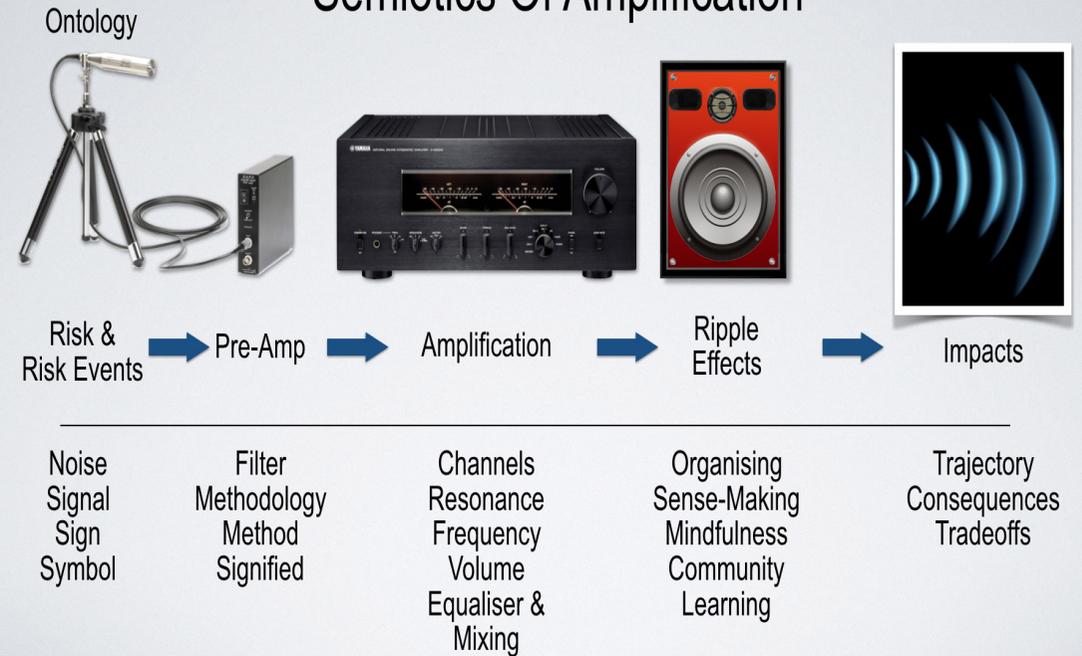
8.30AM-4.30PM DAILY

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CONTACT

Dr ROB LONG: rob@humandimensions.com

Semiotics Of Amplification



THE CENTRE FOR LEADERSHIP AND LEARNING IN RISK



Introduction

Nothing in risk is neutral, all risk is understood, manufactured or created socially, politically and culturally. There are many 'lenses' that affect the way we perceive risk that can amplify or attenuate how we 'tackle' risk. This workshop explores and discovers these lenses and how risk is manufactured and amplified through them.

We have observed the amplification of risk recently with the: Y2K crisis, AIDS, responses to terrorism, the vaccination debate, Children and risk, road safety (target zero), rail suicide, cell phones and cancer, climate change, Ebola and countless other examples risk distortion and 'noise'. We look back in hindsight at some of these issues and observe much distortion and 'noise'.

So much what what is amplified is the result of a complex (even wicked) mix of interconnected social-psychological structures including: the media, social media, conspiracy mentalities, propaganda, political advantage, a climate of fear, the marketing of security and safety, stigma and attribution, the legal and insurance industries, immature journalism, poor education, conservatism and a general lack of societal critical thinking.

Risk is also amplified and attenuated in Workspace, Headspace and Groupspace.



Figure 1. Layers of Risk

Overview

The Workshop is based on the SARF (Social Amplification and Risk Framework) model as proposed by: Pidgeon, N., Kasperson, R., and Slovic, P., (eds) (2003) 'The Social Amplification of Risk'. Cambridge, London. The model explains graphically how risk and events are amplified through 'channels' which lead to 'ripple effects' and finally to 'impacts'. This is represented in 'Figure 1. SARF'. Figure 2 represents the semiotics of SARF.

The amplification of trivial risk and the attenuation of high risk in the safety industry is evidence that risk amplification is neither understood nor managed by that industry. The workshop demonstrates that much of what the risk industry mandates as essential bureaucracy and semiotics has no connection to the management of risk. Indeed, most processes undertaken by the industry demonstrate a lack of due diligence in tackling risk.

What is often espoused as a 'risk assessment' is at best 'window dressing' and cannot demonstrate that critical risks are being managed.

The Workshop has a critical focus on the skills of observing, risk listening and critical thinking.



Figure 2. Risk Listening

Presenters/Facilitators



Dr Robert Long
Executive Director
Human Dymensions

Rob is an accomplished author, presenter and educator. He is the founder of the discipline of The Social Psychology of Risk and is applies this Body of Knowledge to the risk, safety and security industries. Rob's work and pioneering perspective is highly sought after by organisations that seek to do more than just maintain compliance with systems. The work of Dr Long and Human Dymensions is delivered globally with a new office opened in Linz Austria in 2016. Rob has worked in building and construction, transport and logistics, risk and safety, education and training, community services, public service and corrections sectors. He has published five highly successful books on the social psychology of risk and publishes extensively on the Internet. Rob lives in Canberra and enjoys his spare time with grandchildren.



Gabrielle Carlton
Director
Resilyence

Gabrielle is the Director of Resilyence Pty Ltd and specialises in the social psychology of organizational holistic ergonomics. She has extensive experience across mining, construction, energy generation and distribution, government, rail and local councils.

Gabrielle delivers unique training in resilience that advocates a 'social dialectic' in forward movement that is not based on the individualist notion of 'bouncing back'. She supports this program with Culture and Organisational Modelling in Risk (COMIR). COMIR is a diagnostic that helps organisations and groups better manage adversity and risk holistically.

Gabrielle holds a number of qualifications in Psychology, Social Psychology of Risk (Post Grad Diploma), Risk Management, NPL and Training.

FIGURE 1
SOCIAL AMPLIFICATION AND ATTENUATION OF RISK

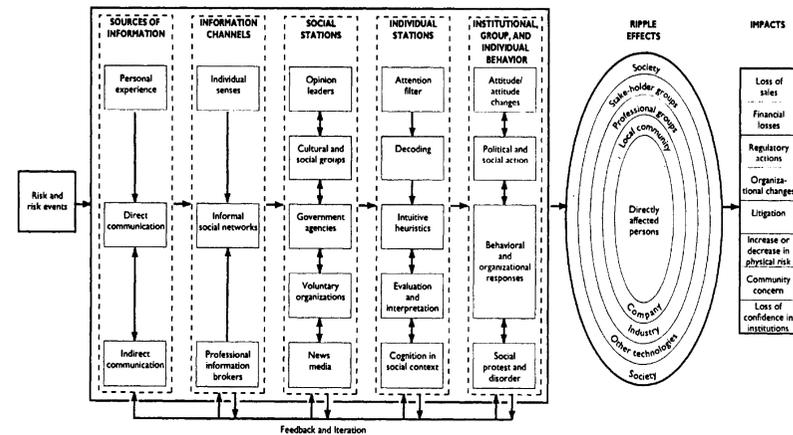


Figure 3. The SARF Model

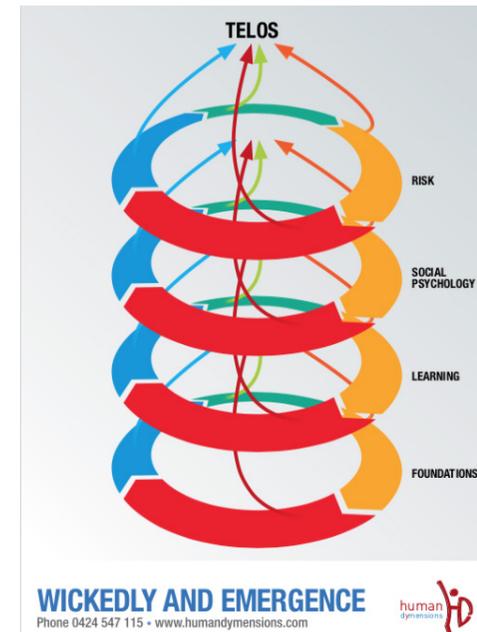


Figure 4. The Nature of Emergence

Expected Outcomes

By the conclusion of the unit participants will:

- Understand the amplification metaphor and key elements of sound.
- Understand risk amplification 'channels', the collective unconscious and risk layers.
- Study the SARF model.
- Analyse agents of amplification: government, media, social media, journalism and risk industries.
- Explore case studies in the attenuation and amplification of risk.
- Investigate the semiotics of fear, the 'feeling' of risk and images of risk.
- Review causal loop mapping as a model for understanding interconnectedness.
- Critique the semiotics of risk tools and ineffectiveness.
- Develop skills in sifting and deconstructing evidence.
- Understanding the dynamics of propaganda and cultural transmission.
- Understanding the dynamics of 'myth making', anxiety, fear and mis-information.
- Analysing the trivialisation of risk and amplifying the trivial.
- Investigating cultures of toxicity and hubris.
- Skill development in:
 - Semiotic observation
 - Risk listening
 - Visual and spacial literacy
 - Communicating to the unconscious
 - Critical Thinking



Format

The nature of the program is premised on the importance of discovery in learning. Therefore, the program includes discovery learning in the format and experiential learning strategy of the program. The program has a variety of input including: experiential learning, case studies, interactive activities, lecture, in-class practice, walks, micro-training exercises and reflections.

Deliverables

As part of the Amplification Program participants receive the following tools to assist with the development of event investigation skills, these are:

1. Training manual
2. Program thumb drive
3. Practical Tools
 - Temperament Listening Tool
 - Risk Maturity Matrix Tool
 - Conversation iCue Tool
 - Dialogue Dos and Don'ts Tool
 - Workspace, Headspace, Groupspace Tool
 - iThink Clock Tool
 - HD Quadrant Mapping Matrix
 - Culture Cloud Tool
 - Your Talk Matters Tool
 - Visual and Spacial Literacy Tool
 - CVF Tool
 - Learning Styles Tool
 - Open Question iCue Tool
 - Wicked problems Tool
 - Goal Setting Tools

Program Structure

Day 1

Session	Focus/Activity	Outcome/Tool
1	<ul style="list-style-type: none"> Introduction – Looking at the world through the lens of social psychology New perspectives on self, worldview and others Social Psychology of Risk Map Review One Brain Three Minds, Layers of Risk, Culture Cloud 	<ul style="list-style-type: none"> New perspectives on self, worldview and others What is Social Psychology and Psychosocial Perspectives about. Handouts. 1B3M, WS HS GS, Culture Cloud Tools
2	<ul style="list-style-type: none"> Introducing SARF SARF Model Wickedity of the model 	<ul style="list-style-type: none"> Emergence Tool Complex adaptive systems tool
3	<ul style="list-style-type: none"> Mapping SPoR to the model 	<ul style="list-style-type: none"> Workshop exercises
Break		
4	<ul style="list-style-type: none"> Merchants of Doubt 	<ul style="list-style-type: none"> Video The mechanics and dynamics of confusion The critical dynamics of deception Pre-amplification The manufacture of anxiety and fear

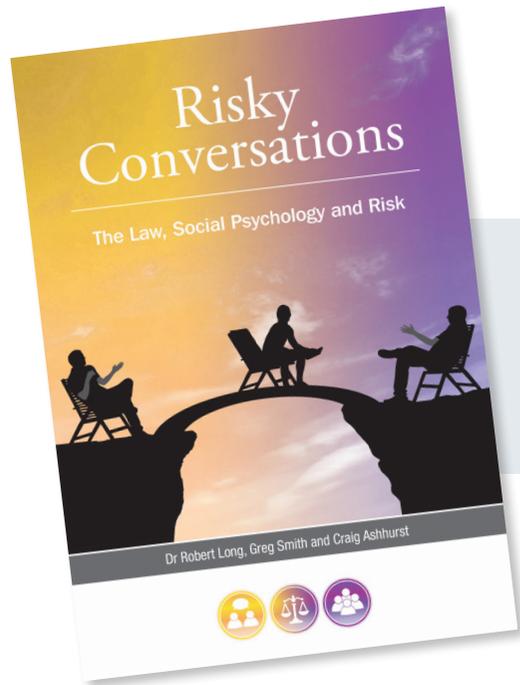
Session	Focus/Activity	Outcome/Tool
5	<ul style="list-style-type: none"> Debrief The power of psychic numbing 	<ul style="list-style-type: none"> How is risk attenuated and amplified by doubt? What of hard science? Empiracle evidence? The nature of faith when evidence doesn't matter?
Break		
6	<ul style="list-style-type: none"> Understanding Conspiracy Understanding Propaganda Case study of the Nazis The theatre of propaganda and the seduction of spin The language and discourse of 'difference' 	<ul style="list-style-type: none"> Perspective – neither counselor nor detective Critical thinking clock - iThink Work of Ellul Consensually validating orthodox grammar
7	<ul style="list-style-type: none"> Biases, heuristics and filters in Workshop observation understanding perception and exercises worldview. So what is Real Risk? 	<ul style="list-style-type: none"> Workshop observation exercises
8	Close and review	

Program Structure

Day 2

Session	Focus/Activity	Outcome
1	<ul style="list-style-type: none"> Review of day one The nature of evidence in a post text world - historiography skills Why semiotics matters 	<ul style="list-style-type: none"> Semiotic basics How semiotics works on the unconscious as pre-amplification Signs and symbols of risk?
2	<ul style="list-style-type: none"> Understanding paradigms and worldviews Recognising worldviews and bias Critical questions, where is the power? 	<ul style="list-style-type: none"> Interpreting filters and scripts that limit investigation – culture and climate Understanding assumptions and limitations
3	<ul style="list-style-type: none"> Transactional Analysis Open questions, effective questioning skills Disclosure and confidentiality Telling you what you want to hear 	<ul style="list-style-type: none"> Temperament tool Perception tool practice Open Question iCue Your Talk Matters Tool Dialogue Dos and Don'ts Tool
Break		

Session	Focus/Activity	Outcome
4	<ul style="list-style-type: none"> Debrief Case studies - Y2K, Anti-vaxxers, fear of play, risk aversion narratives Introduction top media and social media dynamics The pooling of ignorance Media appetite and the news cycle Safety and risk - No place for mavericks or mavens 	<ul style="list-style-type: none"> Skill development in critical thinking Kasperson, Keen, Kovach and Rosensteel, Sunstein,
5	<ul style="list-style-type: none"> Psychology of Goals 	<ul style="list-style-type: none"> Psychology of Goals Tools
6	<ul style="list-style-type: none"> Trade-offs and by-products Understanding competing values Understanding the ethics and politics of amplification and attenuation 	<ul style="list-style-type: none"> The shifting of risk and the nature of calculative thinking Projecting stigma and taboo in accepting symbolic myths in risk
Break		
7	<ul style="list-style-type: none"> Risk amplification as a wicked problem 	<ul style="list-style-type: none"> Strategy formation and hidden methodologies
8	<ul style="list-style-type: none"> The nature of emergence 	<ul style="list-style-type: none"> Emergence Tool
9	<ul style="list-style-type: none"> Close and Implementation 	



Participants will be provided with a copy of the latest book "*Risky Conversations*"

All participants will receive a Certificate from the Centre for Leadership and Learning in Risk for the workshop.



Cost & Bookings

Cost: \$1350.00

BOOK AND PAY HERE