

Professor Dr. Hans Mathias Kepplinger
Seminar: Reporting on Risks – Risks and Chances

The Seminar will consist of four parts:

First day

1. Professor Dr. Kepplinger: Introduction
 - Lecture with discussion -
2. Types and causes of media coverage on risks
 - Discussion based on empirical studies -

Second day

3. Effects of media coverage
 - Discussion based on empirical studies -
4. Dissertations: Work in progress
 - Presentations (15 minutes) of candidates
 - Discussion based on presentations -

All participants should have read the following articles:

Perception and Behaviour

Lichtenstein, Sarah; Slovic, Paul; Fischhoff, Baruch; Layman, Mark;
 Combs, Barbara (1978)
 Judged Frequency of Lethal Events.

Journal of Experimental Psychology: Human Learning and Memory 4, 551-578

Tversky, Amos, Kahneman, Daniel (1986)
 Rational Choice and the Framing of Decisions.

Journal of Business 59, 251-278

- See especially pp. 251-262 -

Media Coverage

Singer, Eleanor; Endreny, Phillis (1987)
 Reporting Hazards: Their Benefits and Costs.

Journal of Communication 37 (3) 10-26

Sandman, Peter M. (1994)
 Mass Media and Environmental Risk: Seven Principles.
Risk: Health, Safety & Environment 213, 251-260

Kepplinger, Hans Mathias (1994)

Historical Notes on German Press Coverage of Technology.
Risk: Health, Safety & Environment 213, 213-221

Kepplinger, Hans Mathias, Ehmig, Simone Christine (1995)
Press Coverage of Genetic Engineering in Germany: Facts, Faults and Causes.
H.-J. Rehm, G. Reed (eds): *Biotechnology. Vol XII*. Second Edition: Weinheim, New
York, Basel, Tokyo 1995, 495-504

Peters, Hans Peter (1995)
The interaction of journalists and scientific experts: co-operation and conflicts
between two professional cultures.
Media, Culture & Society 17, 31-48

Effects of Media Coverage

Combs, Barbara; Slovic, Paul (1979)
Newspaper Coverage of Causes of Death.
Journalism Quarterly 56, 837-849

Zillmann, Dolf; Gan, Su-Lin (1996)
Effects of Threatening Image in News Programs on the Perception of Risks to Others
and Self.
Medienpsychologie 8, 288-305