

Section 4 — Follow-up Activities

Following activities can be worthwhile for any students who have viewed the film and discussed the preview activity and film questions. However, the depth of each activity depends on the classroom discussion. Students who have been exposed to the ideas outlined in the Teacher's Notes (Section 5) will appreciate the complications much better. This will lead to better discussion following presentation of the results of the activity.

A) A practical study of risk perceptions

The authors of this study originally gave this survey to one hundred and twenty Americans in one city: 30 Col-

lege students, 40 members of the League of Women Voters, 25 business and professional people active in a community affairs club, and 15 experts on risk assessment in a wide variety of different specialties.

The question asked was: "Consider the risk of dying across U.S. society as a whole as a consequence of this activity or technology". Respondents were told to study the items individually, and were reminded that someone might die at any one of several stages in a technological process. The respondents were then to rank their answers from most risky to least risky. (See two columns on right side of Table 3)

Table 3 A survey of risk perceptions

Activities or technologies	Your perception of actual risk (ranking)	Ranking based on annual fatalities or best technical estimate*	Experts ranking	Others surveyed
Alcoholic beverages				
Bicycles				
Commercial aviation				
Electric power (non-nuclear)				
Fire fighting				
Private aviation <i>private aviation</i>				
Handguns				
Home appliances				
Hunting				
Large construction				
Motorcycles				
Motor vehicles				
Mountain climbing				
Nuclear power				
Police work				
Railroads				
Smoking				
Surgery				
Swimming				
X-rays				

Risk/Benefit Analysis

The solution to pollution is dilution

Water skiing on Forty Mile Lake.

Tree Farming in New Zealand

Citizens fertilizing lawns in the city

Planned Obsolescence for consumer goods

Flushing unused medicine down the toilet.

Being a Consumer.

Using land fill sites

Wearing "Trendy" clothing

Using make-up, perfume, cologne, deodorant.