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Response to Extreme Heat: Psychological Perspectives

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Information deficit model:
“Inaction comes from ignorance.”

**Risk
estimation**



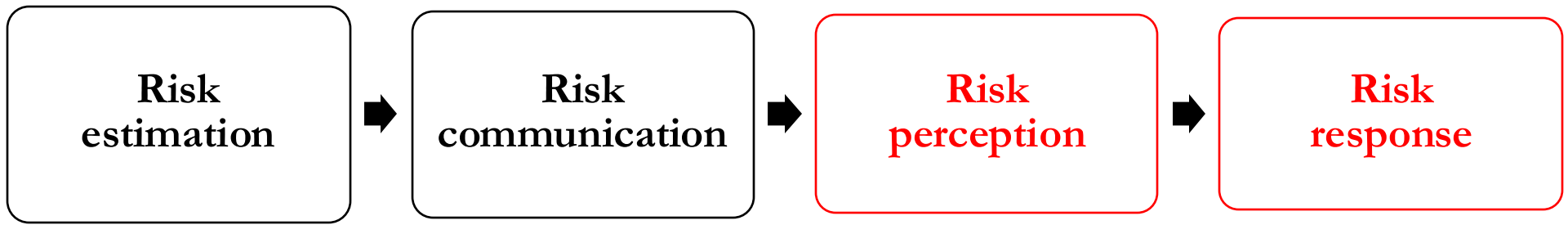
**Risk
communication**

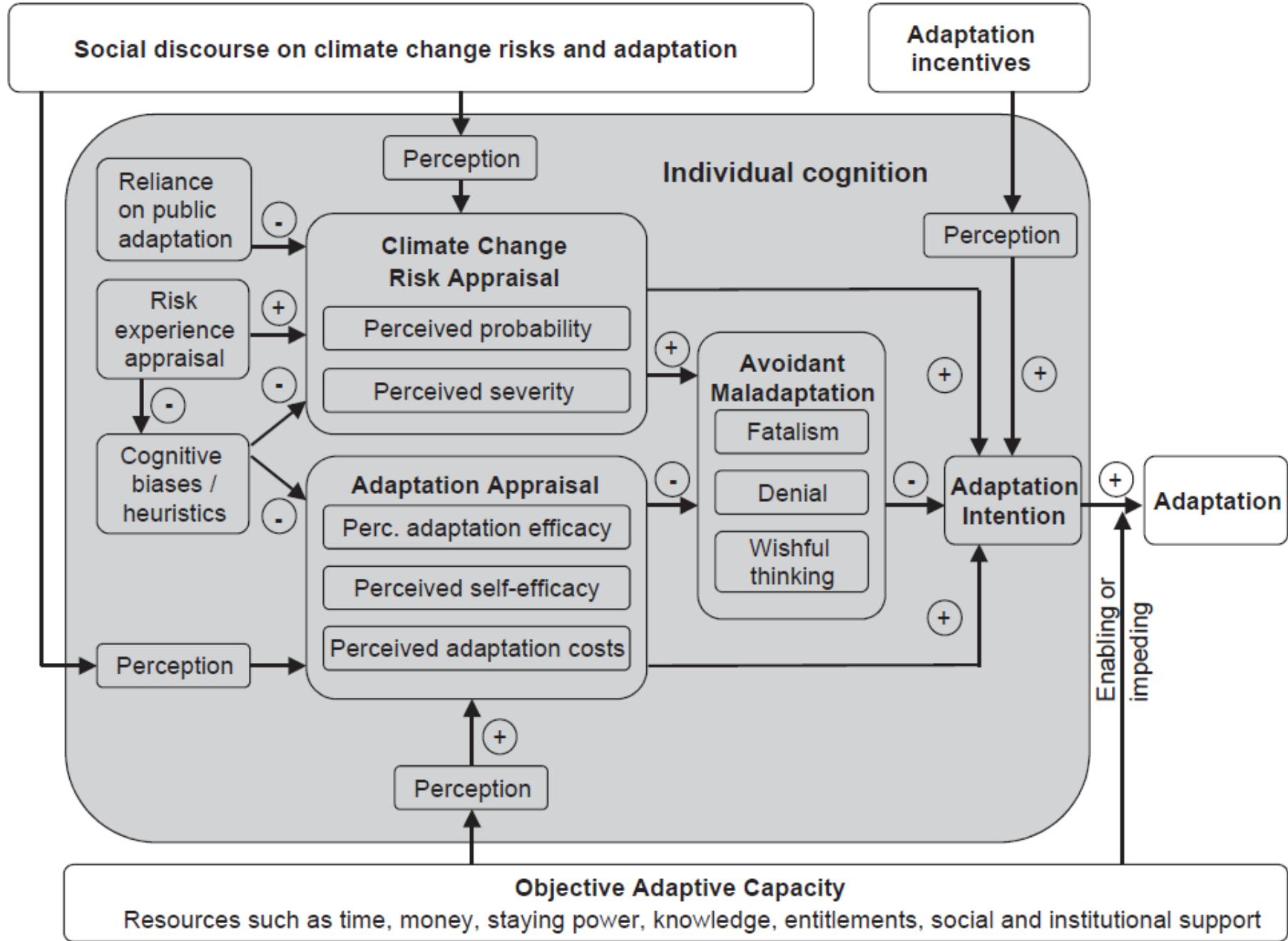


**Risk
perception**



**Risk
response**





Grothmann, T., & Patt, A. (2005). Adaptive capacity and human cognition: the process of individual adaptation to climate change. *Global environmental change*, 15(3), 199-213.

#1. Not everyone perceives heat-related risks
the same way.

#2. People may exhibit cognitive biases when assessing risk.

#3. “Life as usual” can be a reasoned decision based on appraisals of different options and one’s adaptive capacity.

#4. Risk perception and risk response are socially constructed.