



How Risky Is It, Really?: Why Our Fears Don't Always Match the Facts

By David Ropeik

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Do you worry more about radiation from nuclear power or from the sun?

Are you more afraid of getting cancer than heart disease?

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International risk expert David Ropeik takes an in-depth look at our perceptions of risk and explains the hidden factors that make us unnecessarily afraid of relatively small threats and not afraid enough of some really big ones. This read is a comprehensive, accessible, and entertaining mixture of what's been discovered about how and why we fear—too much or too little. It brings into focus the danger of The Perception Gap: when our fears don't match the facts, and we make choices that create additional risks.

This book will not decide for you what is really risky and what isn't. That's up to you. *HOW RISKY IS IT, REALLY?* will tell you how you make those decisions. Understanding how we perceive risk is the first step toward making wiser and healthier choices for ourselves as individuals and for society as a whole.

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Editorial Review

About the Author

David Ropeik is an international consultant and widely sought-after public speaker on risk perception and risk communication. Ropeik is an instructor at the Harvard University Extension School's Environmental Management Program and taught risk perception and risk communication at Harvard School of Public Health (2000-2006). He was a commentator on risk for NPR Morning Edition program and has been a guest host for NPR's "The Connection." He has written articles about risk perception for *The New York Times*, *The Washington Post*, *USA Today*, *LA Times*, and *The Boston Globe*, and *Nova* among others.

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Paul Quintana:

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