Introduction
Developing a means of measuring and improving risk awareness to narrow the gap between social misconceptions and reality.

Results
Web-based application currently in development, tentatively called PerceptioNation™.
- Designed as a personal and social news outlet for the 21st century
- Personalized statistical “trivia” polling and poll results analysis and sharing
- Raises awareness about misconceptions and cognitive biases in risk assessment and decision making
- Example category shown: Editorial five-judges on the viral videos in the DSSORT scale—Ethical, Financial, Emotional, Safety, and Social—results in one Question and one Aura of the Day (Q&D AOD)
- Designed to allow users to selectively “play” whichever categories they prefer on their own time
- Users can take prior Questions/Statistics of the day in Archives
- Users can select (and play) the Q&D AOD for free and also complete more features; however, if they so choose, they can also create a profile and set preferences to create a more personalized, richer experience by tracking results over time and measuring “gaps” comparing with other users

Timeline of Events
Jan | Mar | May | Jul | Sep | Nov | Jan | Mar | May | Jul | Sep | Nov
First RiskFactor Meeting | Second RiskFactor Meeting | Research and Development | Launch and Beta Testing
August | December

Focus Group Feedback
Extensive positive initial feedback has confirmed expectations that this is a malleable consumer application with significant potential for a number of future uses upon further development and refinement.

Conclusions
1. Society’s love/hate relationship with news and statistics: There is a significant portion of the population that does not trust traditional news outlets—especially when it comes to the manipulation of emotions to the media—to the extent that some people will rely on non-traditional means of getting information from what they consider more trustworthy or informative sources.
2. People have an increasingly strong desire to compare themselves to others and see how they stack up against the rest of society. People also like to share information they desire to compare themselves to others and see how they stack up against the rest of society. People also like to share information they consider more trustworthy or informative sources.
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Further Information/Next Steps
Taking it to the next level…
What if there was a social media application that could provide personalized, practical, probabilistic risk measurement?

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