

RiskFactor: PerceptionNation

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Introduction

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



Methods

Research: Combed public databases and many different sources for statistical data

Surveys: Polled the Austin area online and publicly

- Deployed Qualtrics survey to various local networks via RiskFactor.info
- Conducted survey on the streets of Austin using the CareToTell iPad application

Informal meetings/correspondence: Interviewed recognized leaders in the fields of data, psychology, and application development

App Prototyping: Designed a prototype of the application

Focus Groups: Hosted two sessions to test the beta version of the application and gather constructive feedback

Results

Web-based application currently in development, tentatively called PerceptionNation™:

- 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



Focus Group Feedback

Extremely positive initial feedback has confirmed assumptions that this is a marketable consumer application with significant potential for a number of future uses upon further development and refinement.



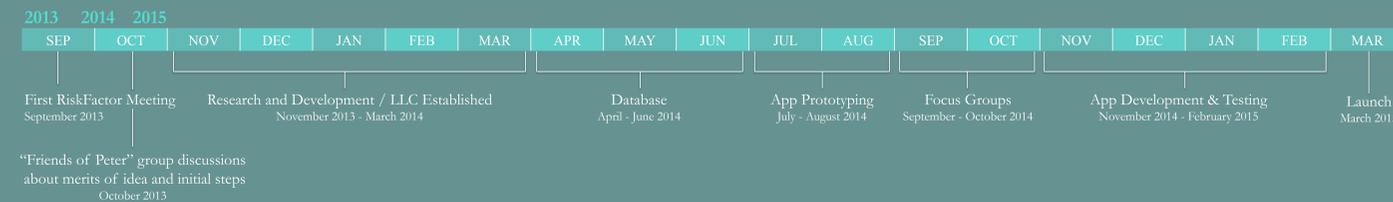
•Example category shown: Ethical (one of five categories based on the DOSPERT scale—Ethical, Financial, Health & Safety, Recreational, Social—each with its own Question and Statistic of the Day)

•Designed to allow users to selectively “play” whichever categories they prefer on their own time

•Users can view prior Questions/Statistics of the day in Archives

•Users can download and play the app for free and under complete anonymity; 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 interacting with/“competing” with other users

Timeline of Events



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 statistics in 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. No one is asking the right questions about risk (or presenting risk statistics in the right way): There is an untapped market in risk perception polling and results analysis and “perceived-vs.-actual risk” related news delivery.

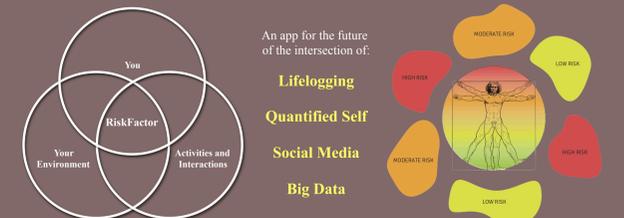
3. Onboarding and Retention: People have an increasingly strong desire to compare themselves to others and see how they stack up against the rest of society. People also like to share information they find interesting. Thus, a gamified, competitive trivia, social media, mobile application/platform presents the greatest opportunity to engage the largest portion of the population.

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 assessment?

$$\text{You} + \text{Your Environment} + \text{Activities/Interactions} = \text{RiskFactor}$$



Literature cited

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