

**City University of Hong Kong
Course Syllabus**

**offered by Department of Social and Behavioural Sciences
with effect from Semester A 2017/18**

Part I Course Overview

Course Title: Social Risk Analysis

Course Code: SS4584

Course Duration: One Semester

Credit Units: 3

Level: B4

Arts and Humanities

Proposed Area:
(for GE courses only)

Study of Societies, Social and Business Organisations

Science and Technology

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) SS2029 Basic Sociology or its equivalent

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

This course aims to equip students with the theoretical knowledge and professional skills to understand the complexity of the ‘social experiences of risk’ in the contemporary world and to devise appropriate risk management strategies to manage the risks.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs [#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Describe major theoretical approaches to risk perception;	30%	✓	✓	
2.	Use different approaches to risk perception to analyze the perception of specific risks;	30%	✓	✓	
3.	Evaluate the implications of different theoretical approaches of risk perception to risk policy practice, risk communication and risk management; and	20%		✓	✓
4.	Devise appropriate risk management strategies to a specific risk.	20%			✓
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
TLA1: Lecture	Major theories and concepts of risk assessment and management are introduced and explained. Implications on risk management practice will also be demonstrated and discussed.	✓	✓	✓	✓	
TLA2: Project Presentation	This involves the application of professional research skills for analyzing specific risks in the local context. The students have to work in a small group, identifying a risk, and to study the formation of the risk perception, or criticizing and devising appropriate risk management strategies.			✓	✓	
TLA3:Field Observation	Students are provided with chance to learn and apply knowledge in guided field observation. Students will have to visit selected sites, and observe the risk incidents and how people manage the risk. With an observation guideline, students have to apply appropriate theoretical perspectives to explain the risk perception and risk management as observed.			✓	✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.				Weighting*	Remarks
	1	2	3	4		
Continuous Assessment: 100%						
AT1: Individual Term Paper		✓	✓		30%	
AT2: Group Project	✓	✓	✓	✓	30%	
AT3: Quiz	✓	✓			40%	
Examination: 0 % (duration: _____, if applicable)						
					100%	

* The weightings should add up to 100%.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Group Project	This assignment assesses students' competence in integrating theories and research skills to analyze a specific social risk in the local context. Students work in small groups of 6 to 7, identify a topic on either one risk perception or risk management, and present their findings in class at the end of the semester.	Demonstrate excellent understand of the theories, and integration of these in to the issues analyzed. Present the findings in a highly organized and systematic manner. Provide critical and evidence-based risk management strategies.	Demonstrate good understand of the theories, and integration of these in to the issues analyzed. Present the findings in an organized and systematic manner. Provide relevant and evidence-based risk management strategies.	Demonstrate adequate understand of the theories, and integration of these in to the issues analyzed. Able to present the findings in a comprehensible manner. Provide some relevant and evidence-based risk management strategies.	Demonstrate limited understand of the theories, and integration of these in to the issues analyzed. Presentation of the findings is disorganized. Provide limited and not evidence-based risk management strategies.	Demonstrate very limited and incorrect understand of the theories, and cannot integrate these in to the issues analyzed. Presentation of the findings is disorganized, incoherent or even contradicting. Provide inappropriate and not evidence-based risk management strategies.
2. Individual Term Paper	In this assignment, students are required to apply their knowledge of (1) different content areas in risk perception, and (2) basic design principles of social scientific research to analyze and criticize a project presented by their classmates.	Able to apply relevant approaches and perspectives to analyse the risks observed; demonstrate excellent understanding of the theories in explaining risk perceptions; provide excellent explanation on risk management strategies.	Able to apply relevant approaches and perspectives to analyse the risks observed; demonstrate good understanding of the theories; provide good explanation on risk management strategies.	Able to apply a limited number of relevant approaches and perspectives to analyse the risks observed; demonstrate an adequate understanding of the theories; provide limited explanation on risk management strategies.	Apply limited and sometimes irrelevant approaches and perspectives to analyse the risks observed; demonstrate a limited understanding of the theories; provide very few and occasionally inappropriate explanations on risk management strategies.	Unable to apply any relevant approaches and perspectives to analyse the risks observed; demonstrate poor understanding of the theories; provide none or wrong explanation on risk management strategies.

3. Quiz	This assesses students' knowledge of theories and concepts related to risk analysis assessment and management. This 2-hour quiz will compose of SHORT question only.	Demonstrate excellent understanding of the subject matters.	Demonstrate good understanding of the subject matters, though missing some of the points.	Demonstrate adequate understanding of the core of the subject matters.	Demonstrate limited understanding of the subject matter and can only recall limited content.	Clear indication of wrong understanding of the subject matter and faults in the answers.
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Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Objectivist and constructivist view of risk; risk perception: heuristics and biases, cultural theory, the psychometric model, social amplification of risk framework (SARF), social network contagion theory, social trust, personality, lay versus expert judgments, media and stigma; risk versus vulnerability analysis; terrorism; risk society and new social risks, social policy and risk management.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	Emotions and risk perception Sinaceur et al. (2005). Emotional and deliberative reactions to a public crisis: Mad Cow Disease in France. <i>Psychological Science</i> , 16(3), 247-254. Sjöberg, L. (2000). Factors in risk perception. <i>Risk Analysis</i> , 20(1), 1-11.
2.	The Psychometric Paradigm Lai, J. C. L., Tao, J. (2003). Perception of environmental hazards in Hong Kong Chinese. <i>Risk Analysis: An International Journal</i> , 23, 669-684. Lai, J. C. L., & Tao, J. (2006). Perception of environmental risks among the Chinese people. <i>International Journal of Environmental, Cultural, Economic and Social Sustainability</i> , 1(5), 125-138.
3.	Optimistic bias and risk perception Dillard, A. J., et al. (2009). The dark of optimism: Unrealistic optimism about alcohol predicts subsequent negative event experience. <i>Personality and Social Psychology Bulletin</i> , 35, 1540-1550. Weinstein, N. (1987). Unrealistic optimism about susceptibility to health problems: Conclusions from a community-wide sample. <i>Journal of Behavioral Medicine</i> , 10, 481-500.
4.	Trust and risk perception Siegrist et al. (2000). Salient value similarity, social trust, and risk/benefit perception. <i>Risk Analysis</i> , 20, 353-362.
5.	Cultural theory and risk perception Steg, L., & Sievers, I. (2000). Cultural theory and individual perceptions of environmental risks. <i>Environment and Behavior</i> , 32(2) 250-269.
6.	Worldviews, values and environmental attitudes Dunlap et al. (2000). Measuring endorsement of the New Ecological Paradigm: A revised NEP scale. <i>Journal of Social Issues</i> , 56(3) 425-442. Schultz, P. W., & Zelezny, L. (1999). Values as predictors of environmental attitudes: Evidence for consistency across 14 countries. <i>Journal of Environmental Psychology</i> , 19, 255-265.
7.	Arnoldi, J. (2009). <i>Risk: An introduction</i> . Cambridge: Polity.
8.	Zinn, J. O. (Ed.). (2008). <i>Social theories of risk and uncertainty</i> . Oxford: Blackwell.

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

Other References	
On Risk Perception and Risk Theories:	
1.	Adams, J. (1995). <i>Risk</i> . London: UCK Press.
2.	Beck, U. (1992). <i>Risk society: Towards a new modernity</i> . London: Sage.
3.	Beck, U., & Beck-Gernsheim, E. (2002). <i>Individualization</i> . London: Sage
4.	Denney, D. (2005). <i>Risk and society</i> . London: SAGE.

5.	Douglas, M. (1992). <i>Risk and blame: Essays in cultural theory</i> . London: Routledge.
6.	Lupton, D. (Ed.). (1999). <i>Risk and sociocultural theory: New directions and perspectives</i> . Cambridge: Cambridge University Press.
7.	O'Malley, P. (2004). <i>Risk, uncertainty and government</i> . London: Glass House.
8.	Powell, J., L., & Wahidin, A. (Eds.). (2009). <i>Risk and social welfare</i> . New York: Nova Science.
9.	Pidgeon, N., Kasperson, R. E., & Slovic, P. (2003). <i>The social amplification of risk</i> . Cambridge: Cambridge University Press.
10.	Renn, O., & Rohrman, B. (2000). <i>Cross-cultural risk perception: A survey of empirical studies</i> . Boston: Kluwer.
11.	Ropeik, D., & Gray, G. (2002). <i>Risk: A practical guide for deciding what's really safe and what's dangerous in the world around you</i> . Boston: Houghton Mifflin.
12.	Slovic, P. (2000). <i>The perception of risk</i> . London: Earthscan Publications [BF637.R57 S57 2000]
13.	Taylor-Gooby, P., & Zinn, J. O. (Eds.). (2006). <i>Risk in social science</i> . Oxford: Oxford University Press.
On Managing Risk	
1.	Ale, B. J. M. (2009). <i>Risk: An introduction – the concepts of risk, danger and chance</i> . London: Routledge.
2.	Chan, R. K. H., Takahashi, M., & Wang, L. L. R. (Eds.). (2010). <i>Risk and public policy in East Asia</i> . Farnham: Ashgate.
3.	Drennan, L. T. (2007). <i>Risk and crisis management in the public sector</i> . London: Routledge.
4.	Edwards, R., & Glover, J. (Eds.). (2001). <i>Risk and citizenship: Key issues in welfare</i> . London: Routledge.
5.	Hillson, D. (2007). <i>Understanding and managing risk attitude</i> . Aldershot: Gower.
6.	Hilton, N. Z., Harris, G. T., & Rice, M. E. (2010). <i>Risk assessment for domestically violent men: Tools for criminal justice, offender intervention, and victim services</i> . Washington, DC: American Psychological Association.
7.	Hood, C., & Jones, D. K. C. (Eds.). (1996). <i>Accident and design: Contemporary debates in risk management</i> . London: UCL Press.
8.	Kemshall, H., & Pritchard, J. (Eds.). (1996). <i>Good practice in risk assessment and risk management</i> . London; Bristol, Pa.: Jessica Kingsley Publishers.
9.	Kemshall, H., & Pritchard, J. (Eds.). (1996). <i>Good practice in risk assessment and risk management 2: Protection, rights and responsibilities</i> . London; Bristol, Pa.: Jessica Kingsley Publishers.
10.	Löfstedt, R. (2005). <i>Risk management in post-trust societies</i> . Houndmills: Palgrave Macmillan.
11.	Ong, M. (Ed.). (2006). <i>Risk management: A modern perspective</i> . Amsterdam: Elsevier Academic Press.
12.	Renn, O. (2008). <i>Risk governance: Coping with uncertainty in a complex world</i> . London: Sterling.
13.	Titterton, M. (2005). <i>Risk and risk taking in health and social welfare</i> . London: Jessica Kingsley.
14.	Webb, S. A. (2006). <i>Social work in a risk society: Social and political perspectives</i> . Basingstoke: Palgrave Macmillan.
15.	曾永康 著 (2008). <i>學生活動風險評估與管理</i> . 香港 : 香港課外活動主任協會.