Individual differences in the effectiveness of the participatory risk-communication method
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Abstract
Risk communication is the interactive process of exchanging information and opinions on risk among stakeholders, and is a component of risk analysis ensuring food safety. This study examined individual differences in the effectiveness of the participatory risk communication method concerning food additives. The five individual differences which may influence the participatory method, measured at baseline, were trust in the government, perception of governmental procedural fairness, high expectation to participate in policy discussions, prior risk perception of food additives, and attitude. The results showed that most participants reported the enhanced understanding of food additives and more interest in food safety after the participatory risk communication. The tendency was higher for those who have a greater expectation to participate in political discussions. We also found that those with low trust in the government tended to have a lower understanding of food additives. The results confirmed that the participatory risk communication method is more effective and suitable for public meetings where it is assumed that gathered those have a high expectation to participate in political discussions, and also suggested that the importance of establishing trust in advance.

Keywords: リスクコミュニケーション, 食品添加物, 信頼感, 食品安全
risk communication, food additives, trust, food safety

I 緒言
社会における様々なリスクを管理する上で、リスクコミュニケーションの発想や技術の普及が重要視されている1)。リスクコミュニケーションとは、リスクに関する個人・集団・機関の間での情報や意見を交換する相互作用過程であり2), 食品分野の安全性を確保するためのリスクアナリシスにおいても重要な構成要素として位置づけられている3)。これまでリスクコミュニケーションを支援する手法は数多く開発されてきたが4, 5), それでもなお、対話集会や説明会のような場で、参加者の議論への参加と対話を成立させることは難しいという課題を抱えていた。そうした背景のもと、対話集会や説明会のような場面での対話をファシリテーターの熟練度に依存することなく支援するツールとして、参加型リスクコミュニケーション