Risk Literacy and Visual Infrastructure:
Improving the understanding of risk, prevention,
and supporting effective behavior on campus

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Risk literacy relies on the effectiveness of how people:

1. learn and adopt new information, especially about risk

2. change their behavior according to the information learned
How well does the community understand the risks?

Has the benefits of social distancing, wearing a mask, washing hands, staying-at-home, etc. been effectively understood and adopted to lower personal risk?
2 requires change in behavior

Do people understand what’s expected of them?
Are measures required or suggested? Are measures enforced? Are there consequences? Are requirements consistent?
“Common sense” is vulnerable
Cognitive phenomenas triggered by compression

- Crowd Psychology + Collective Behavior
- Tunnel Vision
- Temporary Cognitive Paralysis
Visual infrastructure supports risk literacy in two modules:

1. path knowledge
2. environmental influence
1 path knowledge instructional intentional consistent
Design credit:
Jeff Brouwer, Assistant Vice President of Creative Services
and team at Strategic Marketing and Communications
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Photo: Jane Tyska
(Dolores Park, San Francisco)
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and team at Strategic Marketing and Communications
Inclusion

Taskforce worked with the Office of Disability Services, Jason McAlexander and Accessibility Technology Analyst, Craig Williams

Clear masks  Bluetooth Beacon
reading conventions, reading heights

Thank You.
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