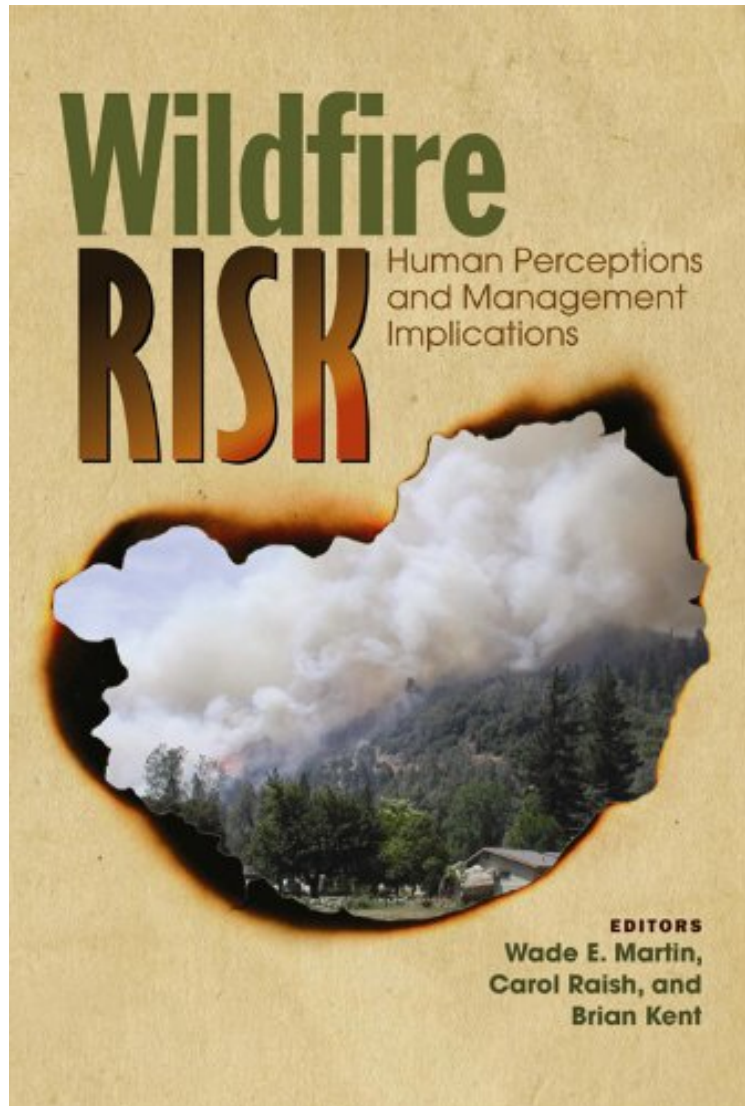


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Wildfire Risk: Human Perceptions and Management Implications (Rff Press)

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From Brand: Routledge : Wildfire Risk: Human Perceptions and Management Implications (Rff Press) before purchasing it in order to gage whether or not it would be worth my time, and all praised Wildfire Risk: Human Perceptions and Management Implications (Rff Press):

The continuing encroachment of human settlements into fire-prone areas and extreme fire seasons in recent years

make it urgent that we better understand both the physical and human dimensions of managing the risk from wildfire. *Wildfire Risk* follows from our awareness that increasing public knowledge about wildfire hazard does not necessarily lead to appropriate risk reduction behavior. Drawing heavily upon health and risk communication, and risk modeling, the authors advance our understanding of how individuals and communities respond to wildfire hazard. They present results of original research on the social, economic, and psychological factors in responses to risk, discuss how outreach and education can influence behavior, and consider differences among ethnic/racial groups and between genders with regard to values, views, and attitudes about wildfire risk. They explore the role of public participation in risk assessment and mitigation, as well as in planning for evacuation and recovery after fire. *Wildfire Risk* concludes with a dedicated section on risk-modeling, with perspectives from decision sciences, geography, operations research, psychology, experimental economics, and other social sciences.

'The authors advance our understanding of risk analysis by digging deeper into notions of vulnerability, issue framing, and tradeoff decisionmaking about the benefits of risk reduction. This book will have important policy and budgetary implications for how we approach wildfire risk response.' Sam Burns, Fort Lewis College 'Fills important gaps in our knowledge about social and economic dimensions of wildfire risk. It provides a crash course in the social science methods available to learn about individual and community perception and response to wildfire risk.' John Loomis, Colorado State University 'Provides both practical perspectives and scholarly contributions...A valuable resource for anyone involved in wildfire management, including land planners, resource managers, fire protection personnel, policymakers, researchers, and students.' Bonita McFarlane, Canadian Forest Service 'An excellent overview of research about the social, cultural, and economic dimensions of wildfire and their implications for public and private management of the wildland-urban interface and its risks.' Tony Prato, University of Missouri "The authors have considerably advanced our understanding of risk analysis by digging deeper into notions of vulnerability, issue framing, and tradeoff decision making about the benefits of risk reduction. This book will have important policy and budgetary implications for how we approach wildfire risk response." -- Sam Burns, Fort Lewis College

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