**Understanding Risk and Uncertainty: Translating Risk Perception and Communication into Public Engagement**

Asiyah Kassim

Universiti Teknologi MARA

[asiyahkassim3@gmail.com](mailto:asiyahkassim3@gmail.com)

**ABSTRACT**

There are many controversies involve differing views about the meaning of risk and uncertainty and their acceptance and distribution across society. In this regard the manifestations of uncertainty and risk can emerge in various forms. The history of work in risk perception and communication shows that such manifestation can indeed be anchored in technical aspect of probability and consequence. However, at times they also accommodate culture, values, context and politics. Accordingly, at a research level one of the key questions has been to identify the different frames of reference for viewing risk and uncertainty and how they are realized. Hence, drawing from various risk theories, this paper explores various interpretative approaches on risk and uncertainty and seek to bridge the conceptual and value differences which divide groups and individuals. This leads to an emphasis on dialogic processes involving affected ‘publics’ and communities through public engagement and exploring the implications of such processes for policy formation. This paper concludes that such moves are both innovative, rightfully interdisciplinary must be embraced in our attempts to chart the increasingly complex and uncertain relationship between society, environment, technology, and the future.

Keywords: Risk, Uncertainty, Risk Perception, Risk Communication, Public Engagement