

Risk perception of mobile EMF and citizen movement in Japan

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This presentation

- Increasing risk perception of EMF
- Results of empirical studies about protest movements
- Content analyses of daily press
- Link between risk perception and information through the communications media

Empirical studies of EMF protest in Japan (2004-5)



- The nature of local protests
- Motivations?
- Demands?
- Science? Information sources

- Shikoku, Kyushu and Tokyo
- 40 interviews

Why?

- Fears and anger
 - Health hazards
 - Spoil the beauty/amenity
 - Risks of collapse
 - Responses of the Ministry of the General Affairs and the mobile industry
- Court cases



Demands

- Improved siting
- The precautionary principle



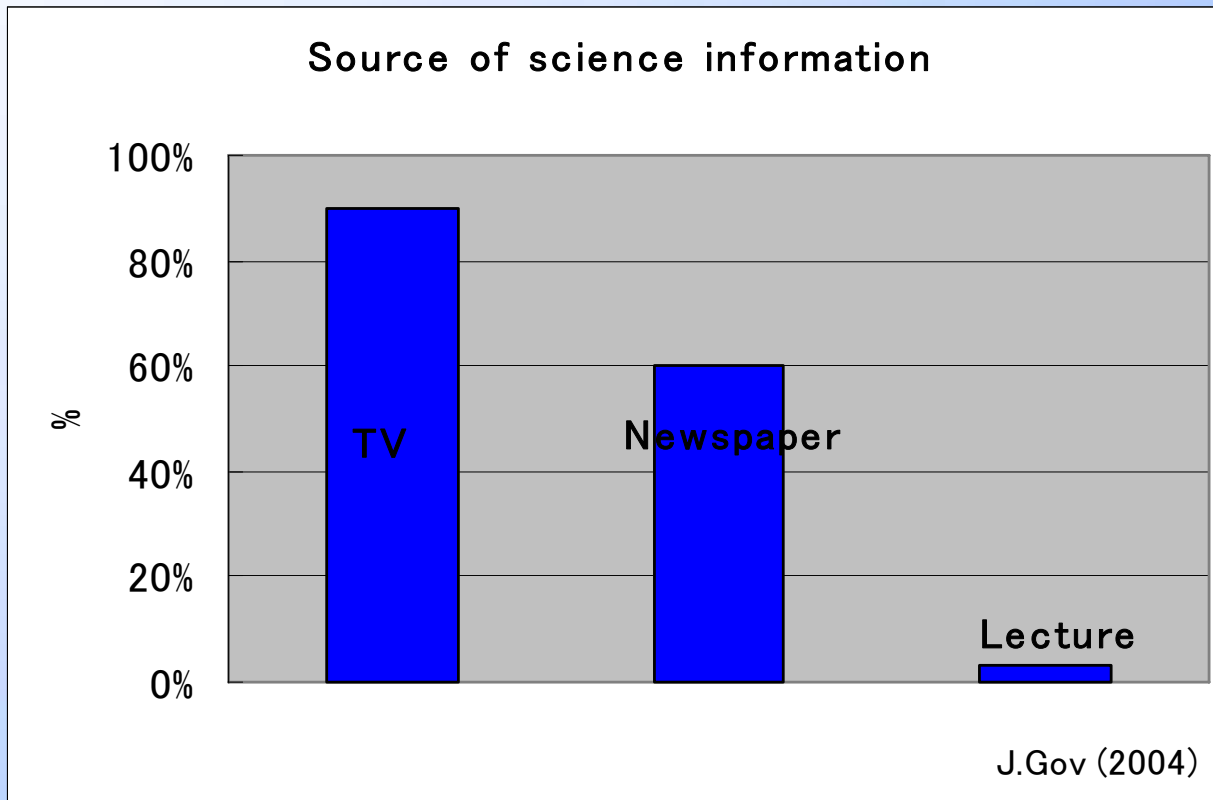
Information sources

1. The Internet

- Nation-wide EMF/ELF citizens' networks
- Newsletters, citizen scientists

2. The mass media

The mass media and risk amplification



Discussion about sciences and technologies

- **Choices of science application**
- **Improved science education**
- **Prevent deceptive science reporting**
- **Active engagement of the government and industry**

Summary of this presentation

- Increasing awareness of EMF
- Limited scientific information available
- More efforts for science communication about EMF

End of presentation