Do the Power of Risk and Persuasion Equal Nothing to Lose?

Persuasion and Risk Can Be Delivered In Small packages

Do you ever wonder about the small things that make you more generous or cause you to like someone? Neuroscience shows us that many emotions and reactions that shape and frame our thoughts can happen in two hundreds of a second, that is faster than we can see or hear!

Risk and persuasion influence our values and dictate how decisions are made. We need to know whether our decisions are based on reason, persuasion or the urgency for answers in difficult times. Professor Risk shares in the video below how conflicts between risk, desire and need influence even our every day choices.

Good Information Delivers Power to Choose Risk Wisdom

Professor Risk shows us how knowing the research gives us power to make the choices that matter. It helps us find out about how much those useless things we are told to do “For our own good” really matter. For example we have all heard
useless medical advice like a 96-year-old smoker being told to stop smoking for longevity but we often know little about risks like getting run over on a bike compared to getting in a car crash.

**What’s Risk Got To Do With It?**

**What Does Risk and Chance Have to Do With Living**

Can understanding risk help you have more fun and not less? Can Professor Risk persuade you to do the maths in pictures...This is your life! After the video you may want to try some of the [life calculators and risk measure animations](#) to see how life could measure up for you!

**Are We Making the Choices or are We Being Persuaded?**

Risk and persuasion can be used to influence us for or against many things in life including health choices and science. The next video will show you the small ways persuasion alters our choices and changes our minds.

**How Can We Find Truth in Health Care Information**

Sense about Science has release a new and free publication about Risk and Persuasion in health care, They urge you to count the cost because you may just have something to lose! I have excerpted some of the content below
I’ve got nothing to lose by trying it

Patients warn other patients about the dangers of untested cures on the web

Bombarded with unsubstantiated claims for ‘pioneering cancer treatments’, new diets and unfounded stem cell cures, patients have been left ‘chasing false hope’, exposed to crippling financial and emotional costs and risked serious harm to their health.

On 16th September 2013 they published a guide, *I’ve got nothing to lose by trying it*, in collaboration with medical charities and Sense About Science, to help people weigh up claims about ‘miracle cures’ on the web and in advertising.

The guide shares things people can do – from getting involved in clinical trials to finding good evidence based information – and explains the questions people can ask about evidence to help tell the beneficial from the bogus and hold these claims at bay.

Get involved in research by joining CRISP where citizen collaborators find evidence, prioritize and plan research together

It is great to hear your comments and questions!