

# A Study of contributing factors influencing Risk Perception and Its' address The Case of Malta

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Abstract

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**Purpose:** This research was carried out with the aim of discovering the influencing factors of risk perception, how Maltese individuals define risk, how they behave towards risk and how the findings differ with the following demographics which include age, gender, marital status, education level and region in Malta. The respondents who participated in this present study represent the Maltese scenario.

**Methodology and Findings:** The author carried out interviews and the questionnaires were distributed across different social media platforms. From the questionnaire, 466 responses were gathered and 6 interviews were carried out with the aim of answering the research questions. The interview and questionnaire was divided into four parts. The first section is designed to gather demographic information from the participants. The second section included risk definition statements, the third section included risk behaviours statements and the fourth section included statements on risk perception experiences. A five point Likert Scale was provided and participants were required to answer from 'Strongly Agree' to 'Strongly Disagree'. Participants also had the option to elaborate more in the open-ended questions provided. Thematic analyses was carried out to analyse the interviews and the open-ended questions, whilst the questionnaire responses were analysed through IBM SPSS. The results from the interviews and questionnaire indicate that Maltese individuals would evaluate the risk before making a decision and view risk as both a loss and opportunity. The influencing risk perception factors consists of nine factors.

**Significance and Originality:** This study was conducted because once risk perception is understood then the government as an entity, businesses and even individuals will find it is easier to understand how to address methods of risk to the public. This way it is easier to know how to approach risk, how to educate, how to communicate risk and to make effective decision making when it comes to risk. Therefore, the Perception of Risk Model (PRM) was created to assess people's perception of risk.

**Keywords:** Risk, Risk Behaviour, Risk Perception, Malta, Influencing Factors