

## Strategies for Addressing the Problems of Subjectivity and Uncertainty in Quality Risk Management Exercises Part II: Risk Communication and Perception Issues

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This set of papers focuses on some of the other factors that may give rise to subjectivity and uncertainty during quality risk management work. These include potential adverse influences of what are known as human heuristics (2) and issues relating to risk communication and perception, which are -addressed in this paper. As discussed in part one of this paper (2), many -existing quality risk management tools do not formally deal with the problems of subjectivity and uncertainty that can arise during quality risk management exercises. In this regard, most tools do not provide any...

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