

Page 217

1 MS. ROSENBERG: Objection to the
2 form.

3 A. I don't think I've testified to
4 that or written about that particularly. I was
5 more concerned with what was available.

6 Q. You disagree with that?

7 A. That people differ? No, I just
8 wondered whether I testified to it. No. I
9 think people do differ in their attitudes
10 towards risk.

11 Q. Did you agree with me that as a
12 general proposal, tradesmen and workers differ
13 in a way from, let's say, scientists, that they
14 need a conditioning before they will take
15 warnings and risks to heart?

16 A. That's too general a proposition
17 for me to agree or disagree. And it really
18 isn't something that is at the center of my
19 research, which was the difference in risk
20 aversion. That's in the area of uptake which I
21 didn't do much in this particular research
22 enterprise. I researched what was available
23 publicly.

24 Q. Let me read you your testimony.

25 A. Testimony or deposition?

Page 219

1 generally, that's what I was finding difficulty
2 with your question. And if there is evidence
3 that people underestimate risks and
4 overestimate capacities to protect.

5 Q. Okay.

6 A. So for example, automobile
7 traffic, driving, for instance, most people
8 think they're better than average drivers and
9 that can't be true.

10 Q. Most people cannot be better than
11 average?

12 A. That's right.

13 Q. Workers have a tendency generally
14 to underestimate--

15 A. People I think is the phrase I
16 used.

17 Q. But you made a distinction
18 between people and scientist, didn't you?

19 A. I say there is good knowledge
20 that people do not like to dwell on risks.
21 That's the phrase I use. That there are some
22 barriers to that on dwelling on risk more
23 generally. As a consequence of that, people
24 whose job it is to investigate risks have a
25 different likelihood of dwelling on them.

Page 218

1 Q. Trial testimony. This is on page
2 3919 of your 101102 West Virginia trial
3 testimony. "And once asbestos was something
4 paid attention to in the national government, I
5 would think workers, not all, but workers would
6 have both have had the opportunity to hear
7 about it, not say read, but hear and would have
8 every reason to pay attention to it except for
9 one thing, which is that there is good
10 knowledge available that people do not like to
11 dwell on risks, that there may be some barriers
12 to that which are worth talking about and
13 that's why scientist would talk about it more
14 than day-to-day workers."

15 Do you agree with that statement
16 today?

17 A. If I can understand it, I think
18 I'd agree with that statement.

19 Q. I will let you read it. It's
20 your testimony.

21 A. It doesn't mean that it's not
22 complicated. The reason I'm having trouble
23 here is that this is a claim about most people
24 not likely to talk about risks. That there is
25 barriers to actually appreciating risk. More

Page 220

1 Q. Your opinion, after reviewing the
2 media, newspapers, television, magazines, trade
3 journals, everything you looked at and your
4 research assistant looked at ten months, do you
5 feel like the media in general did a good job
6 in the late 1960's of getting the word out to
7 the common man that asbestos was dangerous?

8 A. If we leave exactly what a good
9 job, an extensive job of attending to the
10 dangers of asbestos, but not in every respect
11 and more in the 1970's than in the 1960's. I'm
12 particular I guess struck by the degree to
13 which newspapers all over the country picked up
14 articles by the AP and The New York Times. And
15 to that extent, articles were disseminated.
16 That's one and then the second one, the extent
17 to which television programs were available and
18 were quite alarmist about asbestos, but you
19 can't leap from network television which is a
20 large media in terms of range. You can't leap
21 from that and I can't leap from that to who
22 knew exactly what. We don't have studies of
23 that kind.

24 So it's availability in the mass
25 media in a regular way growing particularly in