

**Science - Language and Communication Science; Researchers from Illinois State University Describe Findings in Language and Communication Science (Planned Risk Information Avoidance: a Proposed Theoretical Model)**

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2019 NOV 29 (NewsRx) -- By a News Reporter-Staff News Editor at Science Letter -- Data detailed on Science - Language and Communication Science have been presented. According to news reporting originating in Normal, Illinois, by NewsRx journalists, research stated, "Risk information avoidance is widespread, and happens in contexts ranging from the personal to civic spheres. Disciplines from communication to psychology have been exploring the avoidance phenomena for decades, yet we lack a unifying theoretical model to understand it."

Financial support for this research came from Industrial Associates of the Center for Integrated Seismicity Research at the Bureau of Economic Geology, The University of Texas at Austin.

The news reporters obtained a quote from the research from Illinois State University, "To develop such a model, we start with the planned risk information-seeking model (PRISM) and explore its tenets, and related research, as they apply to information avoidance. We end with a theoretically sound planned risk information avoidance (PRIA) model and accompanying propositions in three over-arching areas: cognitive, affective and socio-cultural."

According to the news reporters, the research concluded: "This model shows promise in advancing our collective understanding of the PRIA phenomenon."

For more information on this research see: Planned Risk Information Avoidance: a Proposed Theoretical Model. Communication Theory, 2019;29(3):360-382. Communication Theory can be contacted at: Oxford Univ Press Inc, Journals Dept, 2001 Evans Rd, Cary, NC 27513, USA. (Wiley-Blackwell - [www.wiley.com/](http://www.wiley.com/); Communication Theory - [onlinelibrary.wiley.com/journal/10.1111/\(ISSN\)1468-2885](http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1468-2885))

Our news correspondents report that additional information may be obtained by contacting M.B. Deline, Illinois State University, School of Communication, Normal, IL 61790, United States.

Keywords for this news article include: Normal, Illinois, United States, North and Central America, Language and Communication Science, Science, Illinois State University.

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