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<b>Title of the paper:</b>			
Lost in Interpretation – Communicating Risk to the Public			

Communicating radiation incidents and emergencies to the public always has been challenging. No other type of emergency is related to such disproportional risk perception, so little public knowledge about the subject matter and so many contradicting expert analyses when it comes to public communications.

The rise of social media and citizen journalism resulted in a dramatic acceleration of global communications and widespread misinformation. News does not break on television anymore but on Twitter, Facebook & Co. As a consequence, professional communicators not only have to take initiative considerably faster than in the past and deal with rumours. Their message has to be brief and on the point and is sometimes limited to just some 140 characters, the maximum length of a Tweet.

More than ever it is essential to timely communicate in plain language and to clearly tell what needs to be done to be safe and to remain safe. Otherwise, the public will be lost in interpretation.