

Review of: "PERSPECTIVE: Improving Measurement of Public Objective Knowledge About Hazards"

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This is an interesting “communication” or “letter to editorial” typed paper. The author focuses on objective knowledge (OK) and discuss the importance of OK and how to measure it. It is very informative. However, OK is important in hazard management, but it often is not the critical piece of the puzzle. Ajzen I. indicated that knowledge affects the behavior through attitude, but knowledge itself does not directly affect behavior. That's why OK is not a construct of most behavioural model, e.g., theory of planned behavior, value-belief-norm theory, the Health Belief Model, etc. Second, it is difficult, if not possible, to measure OK using a few questions in a questionnaire. Two requirements for a reliable measurement of OK are: 1/ you have a large pool (i.e., collection) of good questions; 2/ the respondents take an hour to answer your questions. Think about the following case, TOFEL and IELTS are considered good test for English level of a person. They have a large pool of questions, also the test lasts for a couple of hours. Is it possible for you to test a person's English level by just asking him/her a few questions?