

Contingent pattern of risk behavior and its determination

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The article reveals the contingent pattern of risk behavior: the outcome of risk situation is ambivalent; it can be either positive or negative. There is a possibility of not only the probable but also the opposite event in the risk. Benefit and damage in the risk are closely connected as contingents. Risk is inevitable when developing new facilities, new kinds of labor activity, new technology, applying new pharmaceuticals and methods of treatment, new sports and entertainment, when carrying out economic reforms, diplomatic and military activities. Risk is a fee for progress, and social development would be impossible without risk. The external determinants of risk behavior are expectations and norms formed by family environment, mass media, social groups and the type of culture. The personality attributes conditioning justified risk include the high level of ambitions (conspicuous endeavors to achieve success), ability to analyze the risk situation, making provision for success and measures aimed at minimizing the possible damage, desire for leadership and self-esteem, ability to influence other people, pursuance of fresh experiences and thrill, weakened self-preservation instinct, hyperactivity, initiative, prudent courage, self-belief.

Keywords: risk, contingents, risk functions in society, social determination of risk behavior, personal causality of risk

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