Health Risk Perception, Optimistic Bias, and Personal Satisfaction

Richard Bränström, PhD; Yvonne Brandberg, PhD

Objectives: To examine change in risk perception and optimistic bias concerning behavior-linked health threats and environmental health threats between adolescence and young adulthood and how these factors related to personal satisfaction. *Methods*: In 1996 and 2002, 1624 adolescents responded to a mailed questionnaire. *Results*: Adolescents showed strong positive optimistic bias concerning behaviorlinked risks, and this optimistic bias increased with age. Increase in optimistic bias over time predicted increase in personal satisfaction. *Conclusions*: The capacity to process and perceive potential threats in a positive manner might be a valuable human ability positively influencing personal satisfaction and well-being.

Key words: optimistic bias, risk perception, health-related behaviors, personal satisfaction, adolescents

Am J Health Behav. 2010;34(2):197-205