The professor begins by comparing epidemiology and anthropology, specifically with respect to the concept of risk. She uses animated dramatization, humor, narratives, and examples to discuss the use of epidemiological information and personal agendas, the social construction of risk, and the use of language to discuss risk. The class includes an extensive narrative (15 minutes) on the Inuit culture clash with the Canadian government over childbirth and health care, as an example of epidemiological and anthropological articulation of risk. The professor then transitions to humorous, sarcastic examples of U.S. consumer warning labels, which leads to a class discussion. After the 45-minute lecture, students complete a survey ranking their perceptions of the relative risk of 20 activities and discuss results and ask questions afterward. After class is dismissed, there is some small talk and several students stay to ask questions, make an appointment, or thank the professor. The lecture is highly planned, well delivered, and very entertaining.