over 3818 words are characterized by this connotation and they are often referred to frescos, painted scenes or the history of Pompeii.

It follows that the perception of risk is low, since all the emotions considered prevalently positive can confirm the absence of perceived risk, while the negative ones can be considered as a demonstration of the fear of some adverse events. In fact, we know that the intensity and the value of the perceived risk are strongly correlated to the affective aspects. Starting from sensory stimuli, through emotions, one is led to the perception of security as feeling-need. It is possible to reach the total absence of risk perception when the meaning of the lived experience is in perfect harmony with the existential expectation of the person. So, if an individual who visits a place can ascertain the presence of adequate security measures, he/she perceives a condition of absolute risk-freeness.

Moreover, the examination of the obtained results allows to state that there is a very broad sharing of emotions, that is a not quite common result, and to state the existence of a general average emotion, confirming Pompeii archaeological park to be a very strong catalysing environment.

5. CONCLUSIONS

A method for the assessment of risk perception within the Pompeii Archaeological Park has been presented, giving emphasis to the emotional components, by means of the semantic analysis of the textual contents present in Twitter. It represents a useful tool since it allows to have constantly feedbacks about risk perception and when future activities aimed at increasing effective or perceived security is done, so that it is possible to know the effect on the perceived risk and security.

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