



## *Understanding tornado risk perceptions and responses for improving tornado risk communication*

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Despite tremendous advances in meteorological observations, knowledge, and forecasts, people still experience significant harm to life, property, and well-being due to tornadoes. Reducing these negative effects in part requires better understanding what people think and do – and why – when tornadoes threaten. This presentation will discuss research efforts to investigate the different ways that people perceive tornado risks and respond to them, along with the factors that influence these processes. Particular attention will be given to the influence of probabilistic tornado warning information, which is being actively researched and characterized by the meteorological research community in order to convey more nuanced chances of exposure than current tornado warnings convey. Understanding how people interpret and use such risk information—as situated in the real-world context of their lives, including their past experiences, beliefs, and barriers—is essential for improving tornado risk communication and risk mitigation efforts.

**Thursday, 15 October 2020, 3:30 pm**

*For Zoom information, please contact  
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*Seminar will also be live webcast  
<https://operations.ucar.edu/live-mmm>*

*Recorded seminar link can be viewed here:  
<https://www.mmm.ucar.edu/events/seminars>*