



Hurricane Hazard Prediction and Communication in the Modern Information Environment

Rebecca E. Morss

National Center for Atmospheric Research

Hurricane forecasts have improved significantly during the last few decades, but accurately predicting where and when a hurricane will make landfall remains challenging. It is even more challenging to predict the high wind and flooding hazards and associated impacts that different people will experience, especially with enough advance warning for people at risk to evacuate safely. This presentation will focus on research to help address these challenges by understanding and improving hurricane prediction and risk communication from an integrated perspective. I will discuss how weather forecast information is translated into decisions and societal outcomes, illustrated using example findings from recent research. I will also present a new paradigm for conceptualizing how weather-related information, interpretations, and decisions evolve dynamically as hazardous weather approaches and arrives. Finally, I will discuss research to understand this complex dynamical system and to utilize the findings to enhance weather research, prediction, and risk communication in the modern information environment.

Thursday, 4 October 2018, 3:30 PM

Refreshments 3:15 PM!

NCAR-Foothills Laboratory
3450 Mitchell Lane

Bldg. 2, Main Auditorium, Room 1022

This seminar will be webcast live at:
<http://ucarconnect.ucar.edu/live>

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