



Enhancing hazard outcomes: Insights from research on vulnerability and risk communication in the context of hurricanes

Heather Lazrus

Mesoscale and Microscale Meteorology Laboratory, NCAR

Coupling advances in meteorological science with research on how people understand, experience, and respond to weather hazards can enhance hazard outcomes, particularly among those who are most vulnerable to extreme weather impacts. This presentation will share results of research conducted with people affected by hurricanes and will demonstrate novel approaches to interdisciplinary research that produces knowledge for and with society. Analysis of focus group conversations held with specific populations in communities affected by Superstorm Sandy (2012), Hurricane Matthew (2016), Hurricane Irma (2017), and Hurricane Harvey (2017) reveal how risk communication helps mediate societal vulnerability to hurricanes by influencing the information that people receive, their perceptions of approaching hurricane risks, and their behavioral responses. Related work analyzing Twitter data from Sandy shows that digital communication of informal weather risk information over social media builds capacity among people who may be especially at risk from hazardous weather. Together, these datasets demonstrate how meteorological information and risk communication before and during an extreme weather event play important roles in hazard outcomes. This presentation will also share why research that is co-constructed with people who have extensive experience or knowledge of local extreme events contributes to meteorological justice – the idea that relevant and effective meteorological science and risk communication systems are necessary, if not sufficient, dimension of addressing inequities in the potential for harm that some people experience disproportionately when extreme weather threatens.

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*For Zoom information, please contact
Nancy Sue Kerner nskerner@ucar.edu*

*Seminar will also be live webcast
<https://operations.ucar.edu/live-mmm>*