

## Societal Impacts

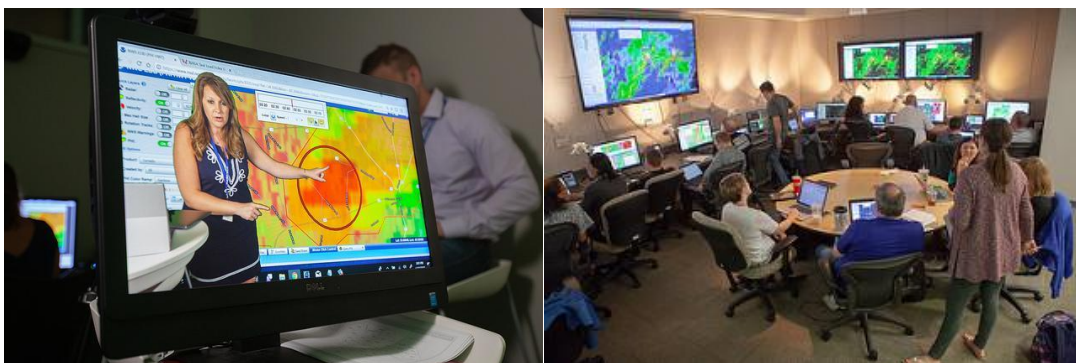
**The societal impacts group conducts social, behavioral and economic science research:**

- To strengthen the connection between meteorological advances and improved societal outcomes
- To improve the communication of severe weather information among members of the Weather Enterprise
- To increase the usefulness and useability of weather information among various segments of the public

This work involves the entire weather communication system and includes work with forecasters, emergency managers, broadcasters, and the U.S. publics.

**Core group projects include:**

- **Communicating Forecast Uncertainty:** This work includes end-user studies in NOAA's Hazardous Weather Testbed, experiments with weather forecasters, and surveys and experiments with representative samples of the U.S. publics. In addition, an innovative new collaboration has been launched with IBM-Watson to expand data collection to include real-time broadcast data.
- **Economic valuation of tornado warning improvements:** This project will derive value based on expected lives saved from among vulnerable populations, and time savings for businesses.
- **Educating and Mentoring the Next Generation of Scientists:** The group collaborates across NWC units, the OU campus, and other entities across the country to cultivate next-generation interdisciplinary research capabilities.



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