



Application status and Improvement of Meteorological Information in the Korean Peninsula : Focus on Extreme Heat Watch Warning

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The extreme heat watch warning system constructed as part of the climate change adaptation policy was implemented in the summer of 2008, but active response actions failed to be taken due the low level of awareness among citizens. Therefore, a survey investigation targeting citizens residing in Busan and the Gyeongsangnam-do province was conducted for the purpose of analyzing the level of awareness regarding the extreme heat watch warnings issued by the Korea Meteorological Administration and identifying the media through which information is acquired, to serve as the basis for presenting improvement measures which may enhance the level of utilization of meteorological information and the degree of user satisfaction.

According to the results of this research, the level of awareness regarding the extreme heat watch warning system in terms of percentile remained at 59.8%, which was not very high. Although the criterion of statistical significance was not fulfilled in the categories of gender or occupation, significant differences did exist among age groups. The main medium through which citizens acquired information regarding extreme heat watch warnings was the television, which was followed in order by the internet, acquaintances, SMS, radio, newspapers, the 131 weather hotline, and other media. TV was the informational medium most frequently selected across all occupations and age groups, and the degree of dependency on TV rose with the increase in the age of the respondents. The internet was found to be a medium preferred by all age groups excluding the group between ages 50 and 60, and among students and professionals. The level of utilization of the extreme heat watch warnings was somewhat high (67.2%), and female students were found to utilize the information to a higher degree than male students. The statistics on the level of satisfaction regarding the meteorological information (65.4%) revealed that most respondents were satisfied. Housewives and those employed in professional careers exhibited greater satisfaction than students, and the level of satisfaction was higher the older the age group, leading to the conclusion that the level of awareness and level of interest regarding these special weather reports have an impact on the level of satisfaction experienced toward the special weather reports.