



Assessing the communication of weather warnings

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How are warnings disseminated to the receivers? The research project WEXICOM of Hans-Ertel-Centre for Weather Research of DWD will tackle this question, applying both meteorology and social sciences. The aim is to optimize and adapt weather warnings to stakeholders' needs. Focusing on Berlin we bring together weather services and users of weather warnings to improve warning products.

We assemble a catalogue to gain an overview of existing warning products for actors of society in storm loss mitigation. This catalogue compares products by content, media employed, time of provision and target group.

To evaluate the usability of warning products for professional and non-professional actors we develop a category system. The categories are based on frequently applied guidelines for web usability (Krug 2005, Nielsen&Loranger 2008) and web credibility (Fogg 2002). Utilising the category system we assess warnings provided publicly via websites or smartphone applications and a warning product by DWD available exclusively for relief forces (FEWIS).

To uncover origins of problems that may arise for non- professional users when searching for weather information on websites and apps, we conduct a scenario based user test. This is intended to help to understand how products are applied, what information is enquired, how weather warnings affect decision making, how information on uncertainty are utilized and if participants understand and find relevant information.

We inspect TV and Radio broadcasts of weather warnings, asses their effect on the audience and quantify the reach of broadcasted warnings for specific events. Therefore we analyse whether the content of the broadcast is understood and how it affects behavior and planned activities.

Literature

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