



Going Rogue: Social Sciencing (v.) Social Science (n.) for Weather and Climate Applications



This is risky ...

What kind of social science help do you need?

Where would you like social science researchers to dig in?

#AskASocialScientist



Improvements

Based on your personal work experiences, what improvements do you need with respect to external facing products, services, and messages?

In your decision environment (especially operational meteorologists or climatologists), what gaps do you see in current NOAA products that need to be addressed?



Data Gaps and Uses

With current data, how does probabilistic/uncertainty communication change based on time scales?

How effectively can you convey uncertainty with current data?

What decisions can you NOT make because the data aren't there?



Audiences

How do you conduct audience analysis of your products?

- What strategies do you use to match products to audiences?
- If you do receive feedback, how are you attaining that feedback?



Evaluation and Impact

What have you always wanted to know about your users, audiences, or publics?

When you issue a product or service, what do you wish you knew next about its use?



Thank You!

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