Communication as a tool for integrating meteorology and social science

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Weather and Climate Education Summit
Communicating Weather Risk Conference
Interdisciplinary Grant Collaborations
Why can't people understand each other?

Why aren't people following directions?
Communication as a discipline

Anthropology
Psychology
Sociology
Communication areas

Interpersonal
Group
Health
Risk
Organizational
Media
Communication

Signs
  Spoken
  Written
  Non-Verbal

Messages
  What is said (information)

Meanings
  What is meant
Constraints and Enablers

Social Languages
Epistomology (perspectives)
Culture (organizational and national)
Gender
Position
Personality
Objectives (personal and organizational)
Assessing Communication Effectiveness

Message Source:

Behavior (Observation)
Interviews
Surveys

Message Recipient:

Behavior (Observation)
Interviews
Surveys
What works?

Creating Shared* Understanding
Necessitates a shared social framework
Constraints and Enablers

Social Languages
Epistemology (perspectives)
Culture (organizational and national)
Gender
Position
Personality
Objectives (personal and organizational)
Current Research

Science and Professional Teams