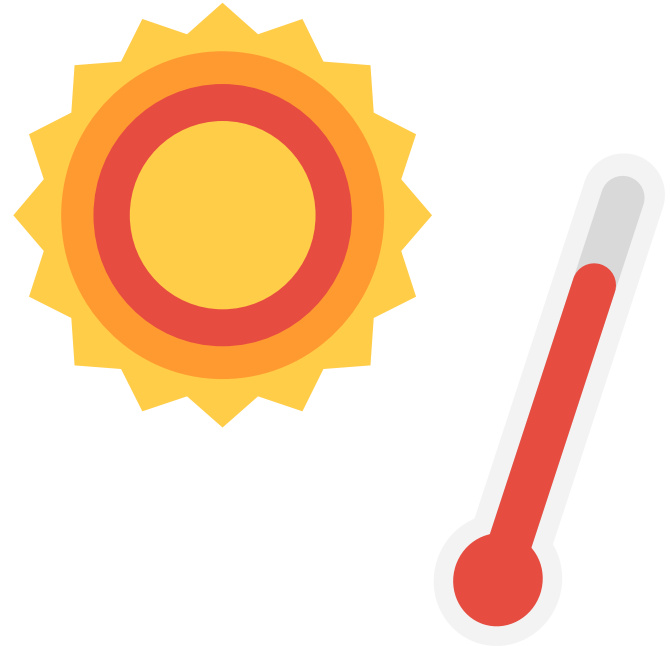


Understanding the Public's Interpretation of Extreme Heat Information

Michele (Micki) Olson, Jeannette Sutton, and Sav Olivas



Study Overview

Objective: To gain insight into how the public understands NWS heat products and information

 NWS New York NY 
@NWSNewYorkNY

The Heat Advisory has been expanded to include southwest Suffolk County. #NYwx

Heat Continues Through Wednesday Weather Forecast Office New York, NY Issued Jun 29, 2021 11:42 AM EDT



12:26 PM - Jun 29, 2021 - Twitter Web App

18 Retweets 1 Quote Tweet 36 Likes

Measuring Understanding

Objective

Correctly identifying or matching expert's definition of a term



Subjective

How well people think they know what information means



Objective Understanding Lacks Meaning



Sender

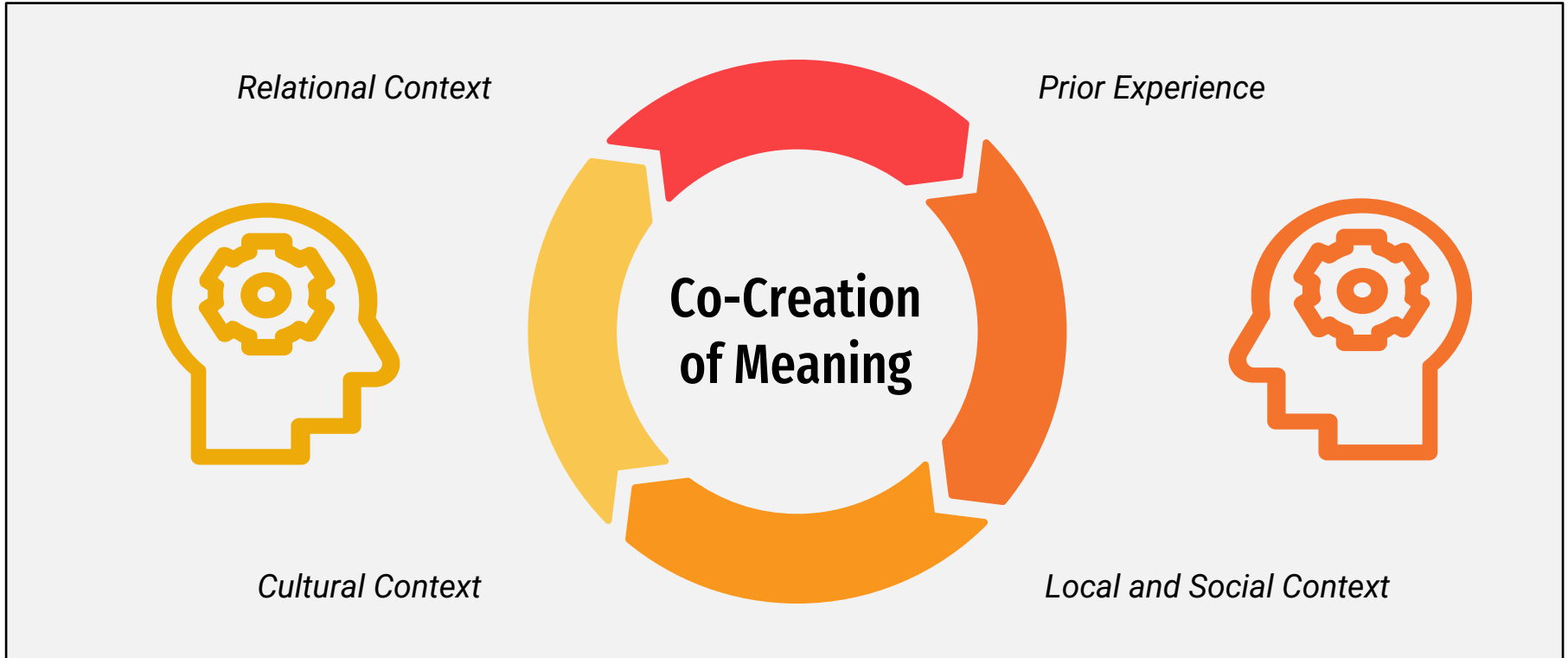


Message



Reciever

Instead, Focus on Creating Meaning Together

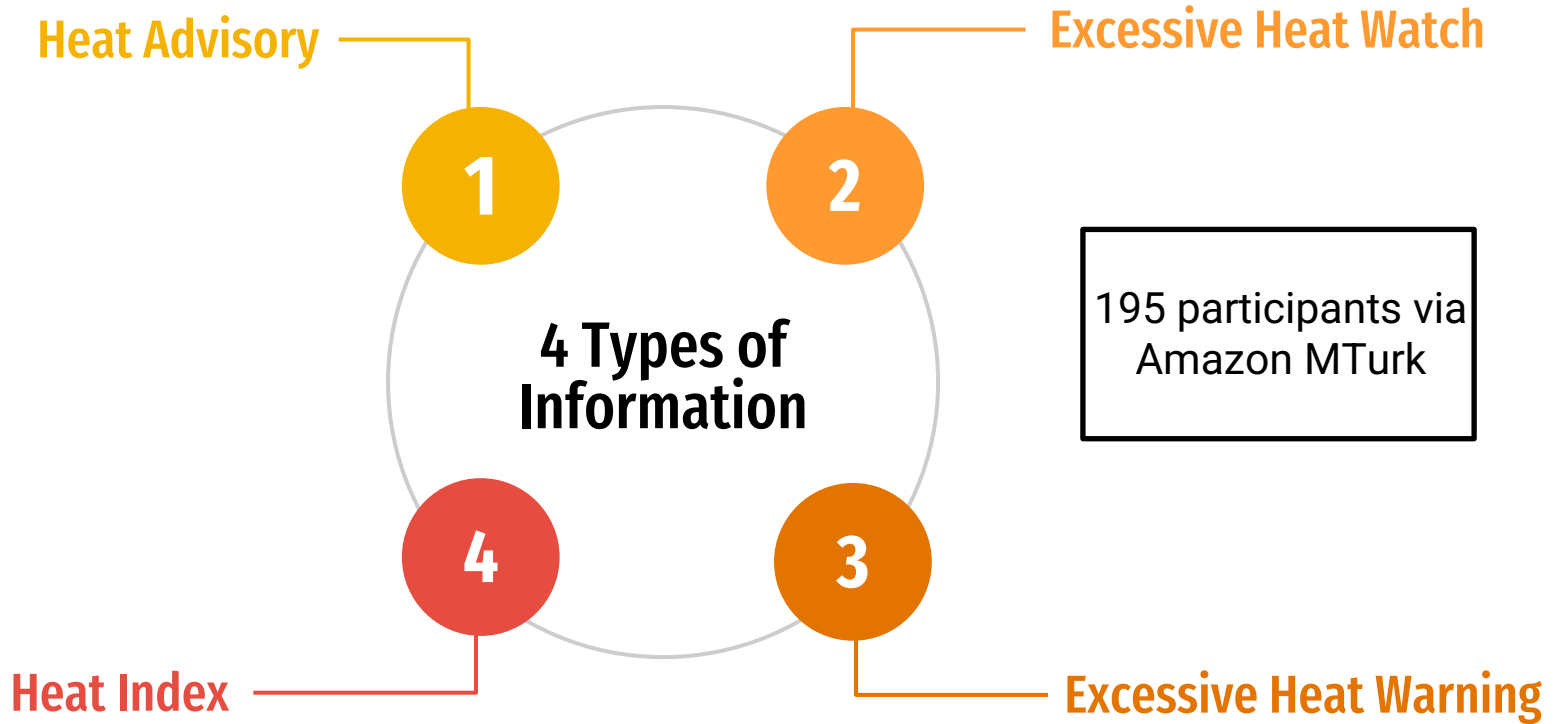


National Weather Service Heat Products

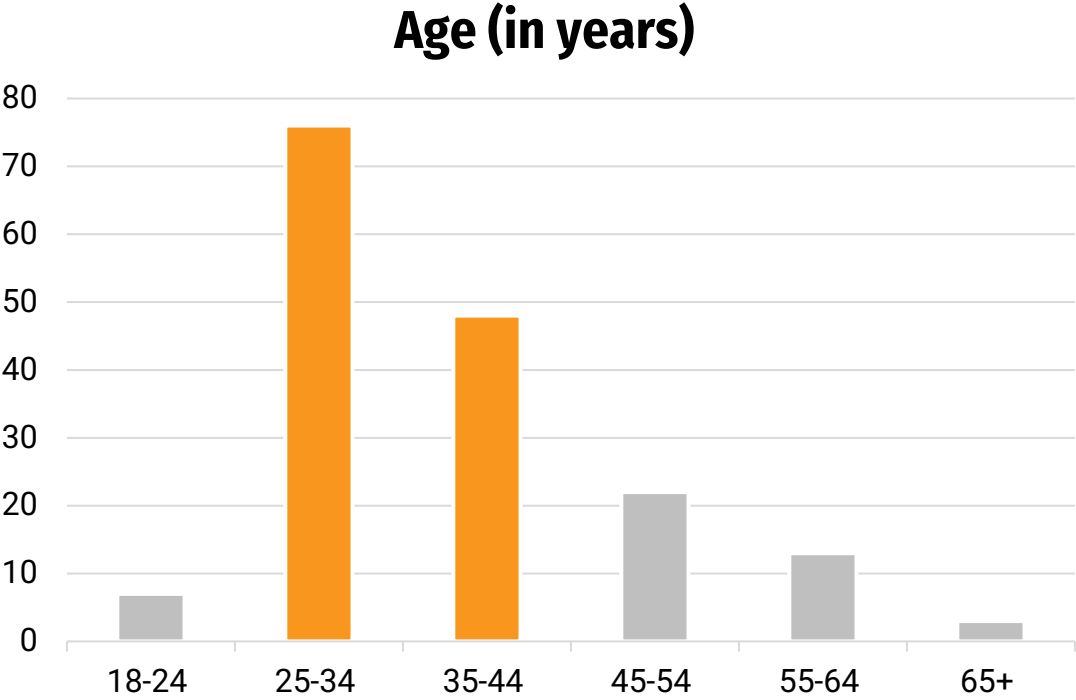
| Product | Heat Index (HI) | HI above 100°* | HI above 105°* | 24-72 Hours | 12 Hours |
|------------------------|------------------------|-----------------------|-----------------------|--------------------|-----------------|
| Excessive Heat Watch | X | | | X | |
| Heat Advisory | X | X | | | X |
| Excessive Heat Warning | X | | X | | X |

Note. *Criteria varies across country

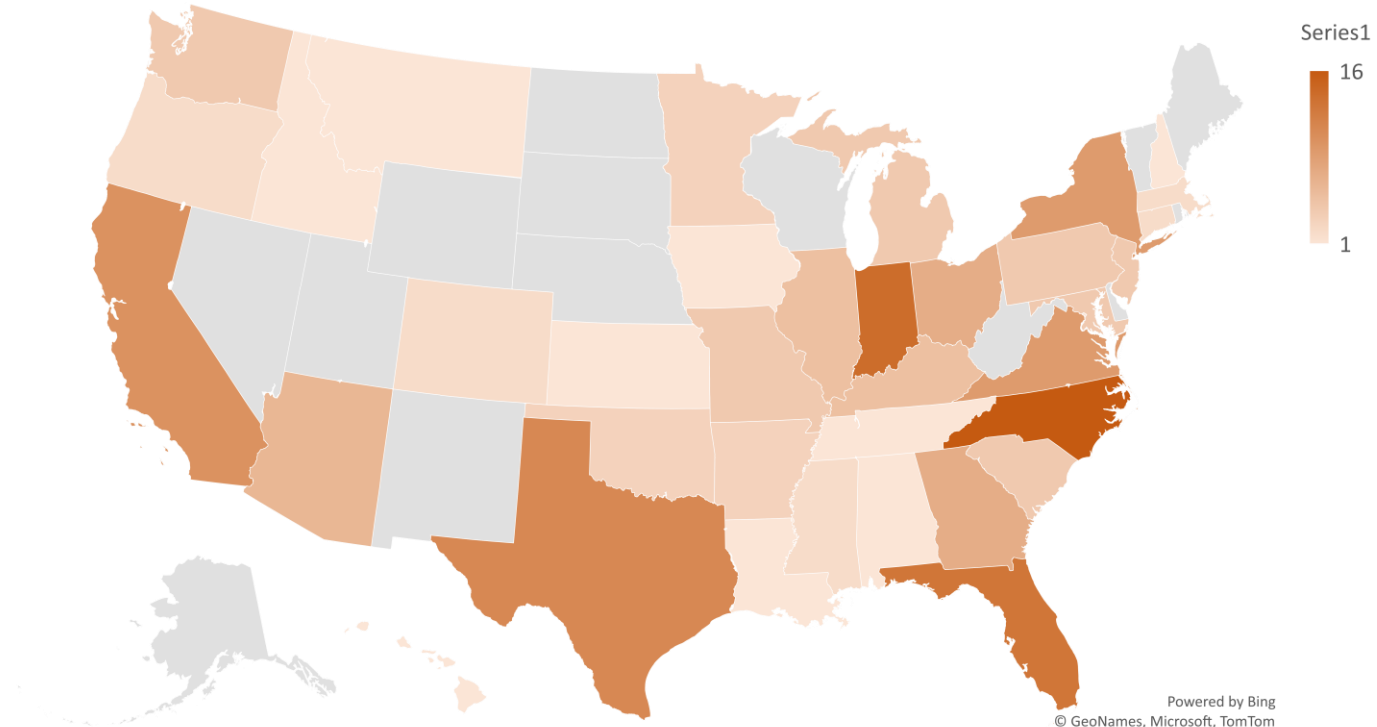
“In your own words, what does [blank] mean to you?”



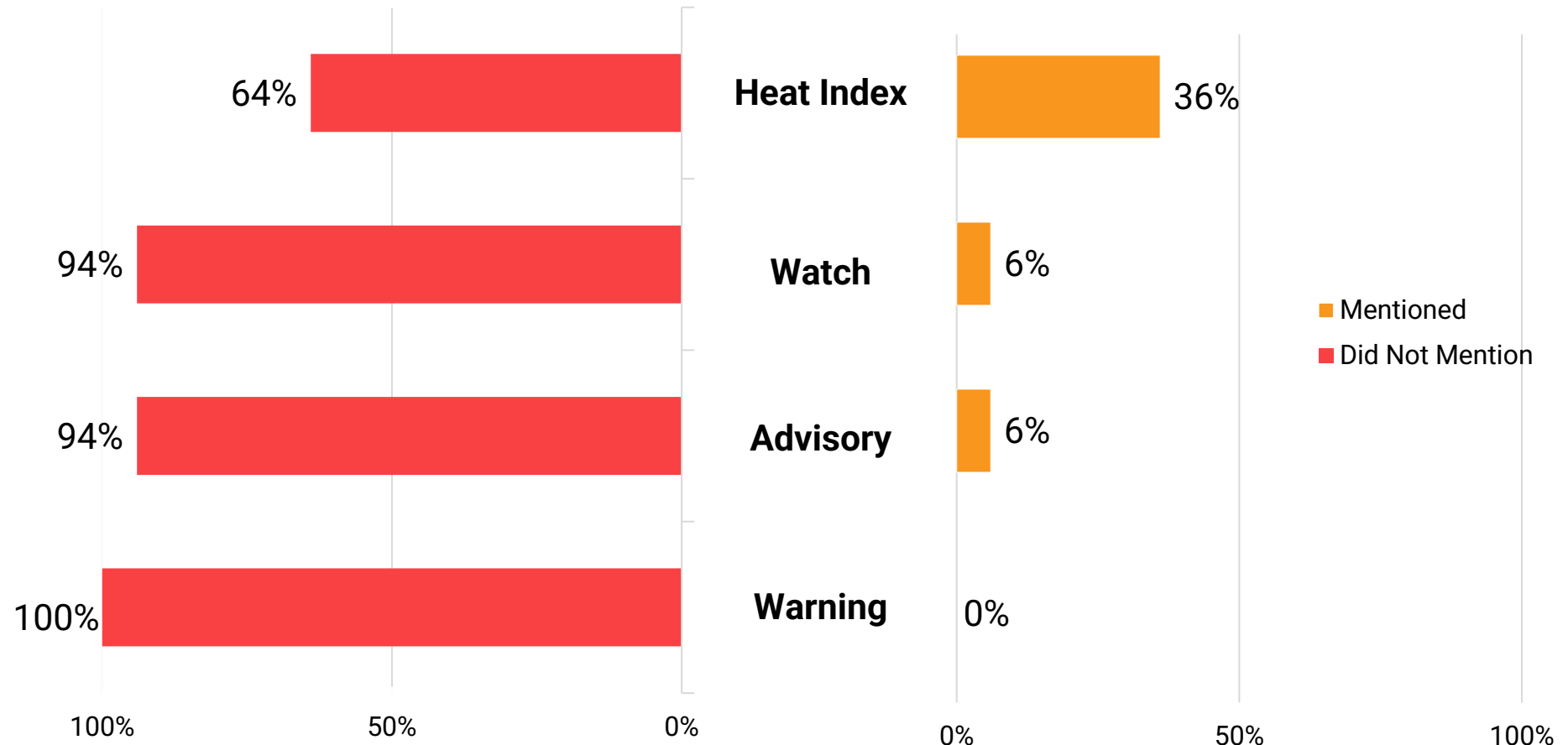
Key Sample Characteristics: Age



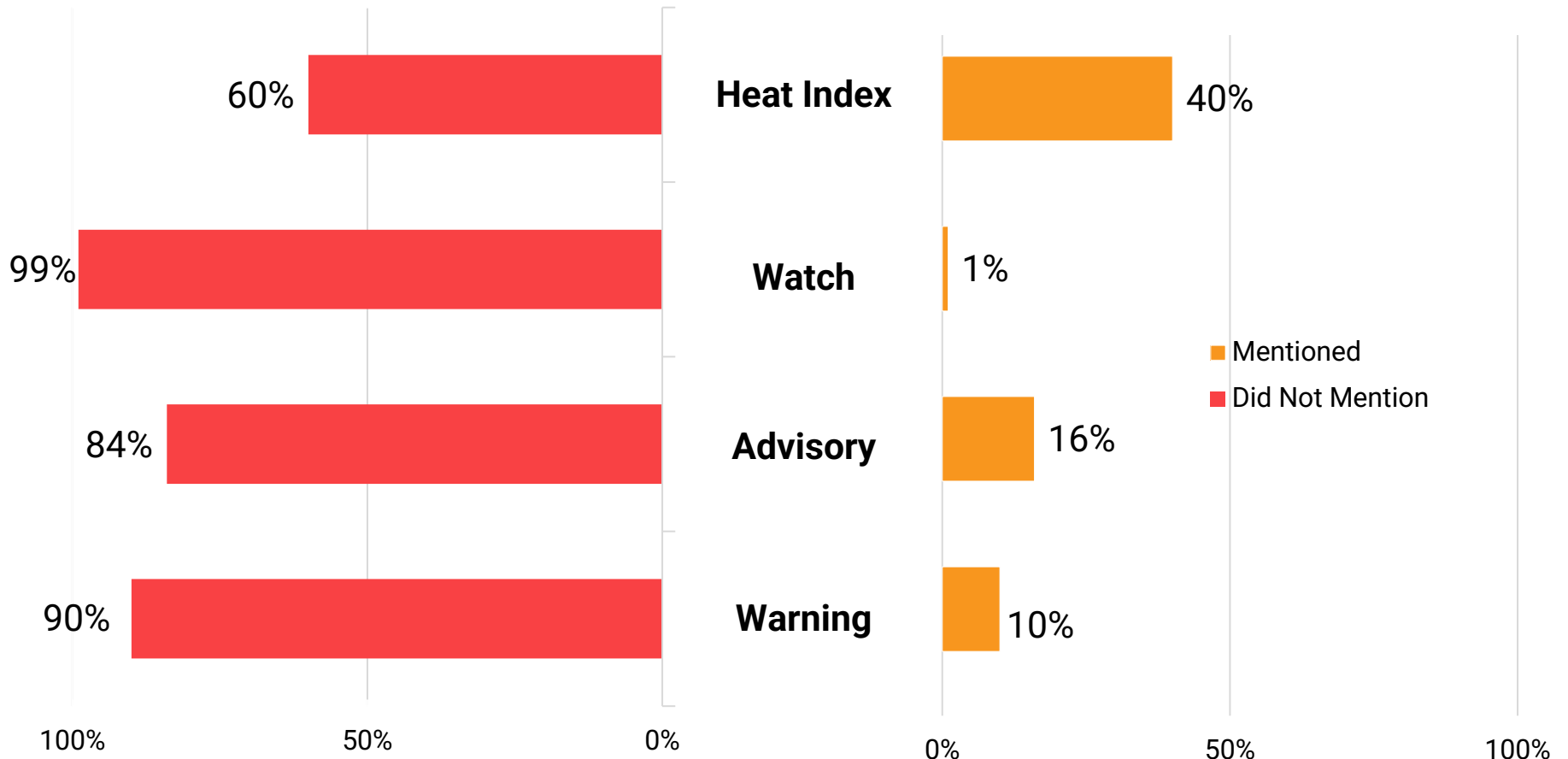
Key Sample Characteristics: Location



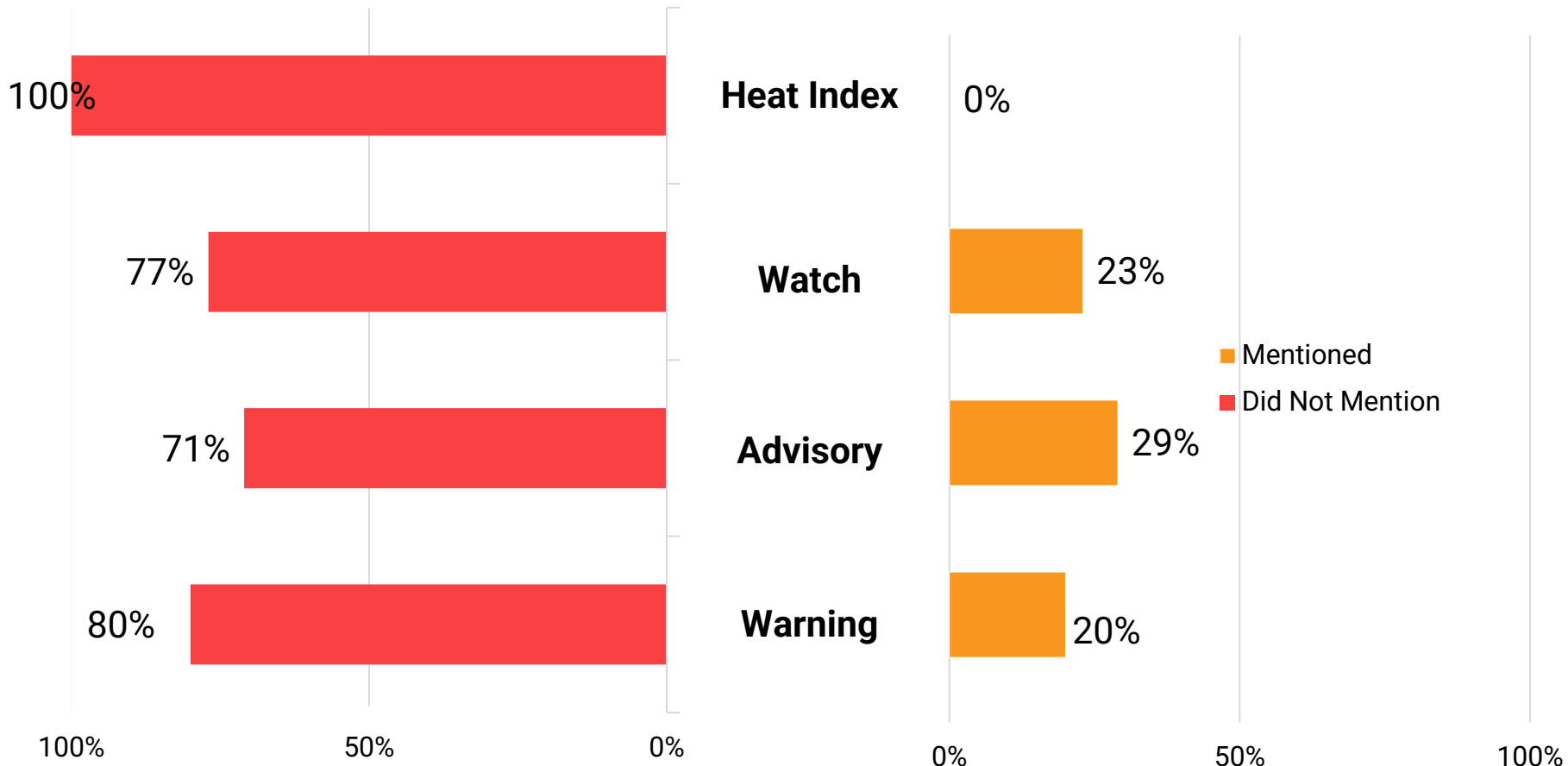
Connection to Humidity & “Real Feel”



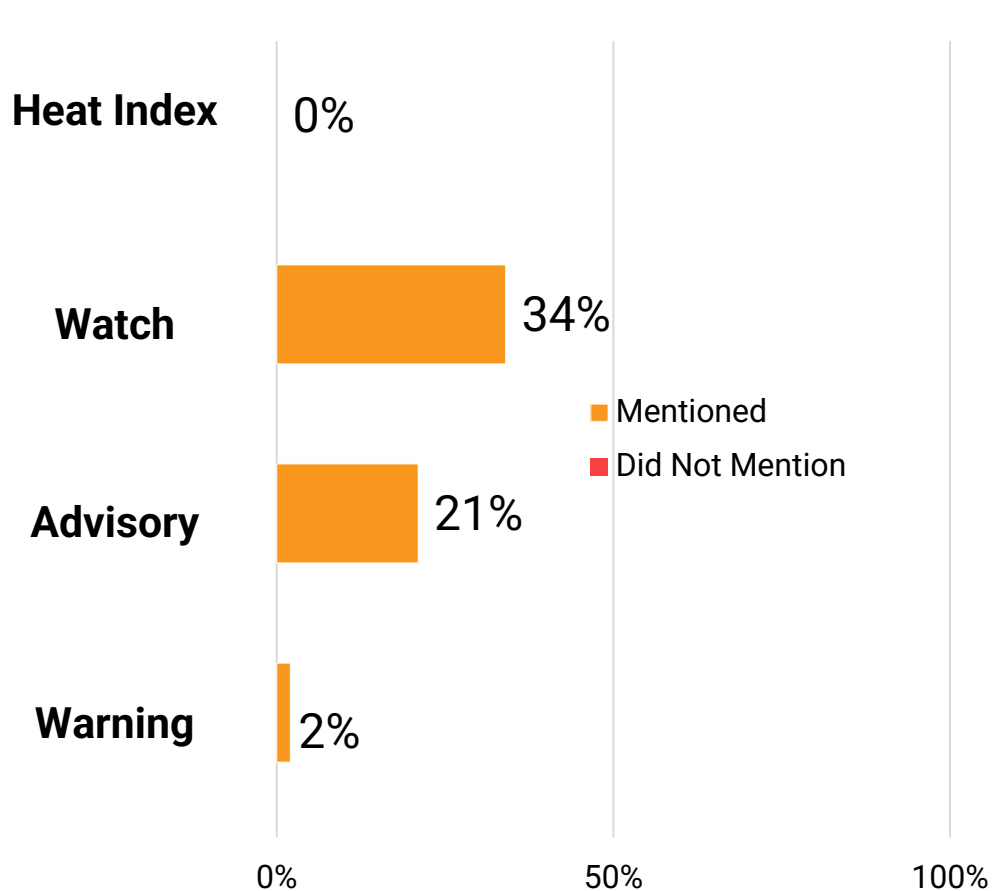
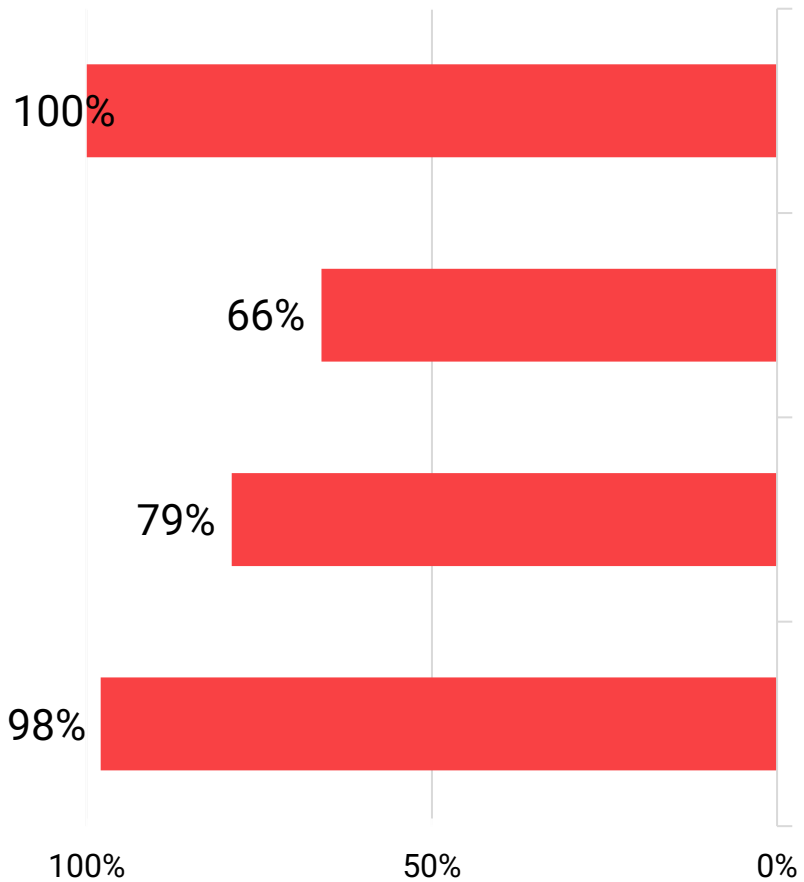
Connection to Temperature



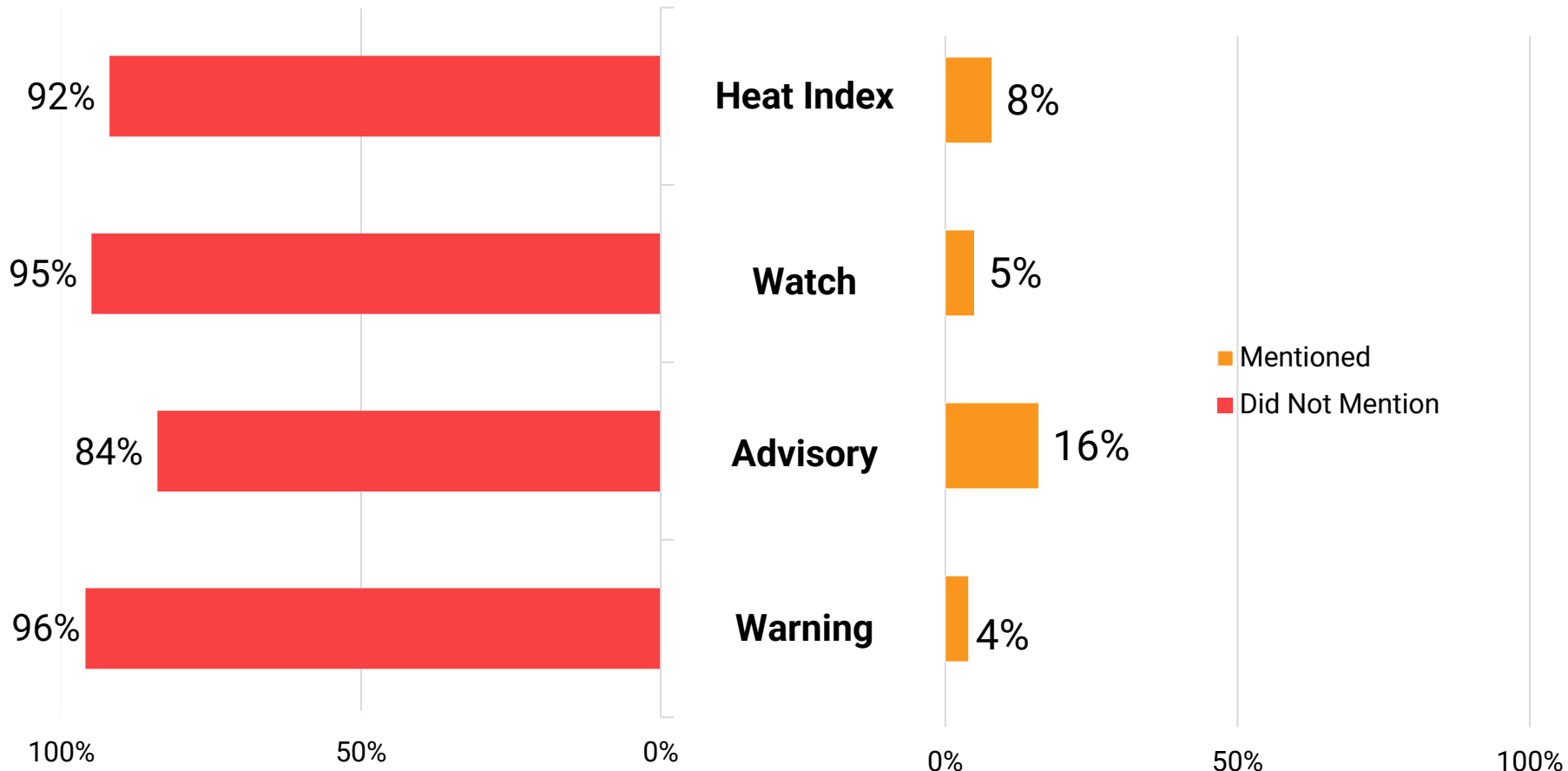
“It means that it will be very hot outside”



“High temperatures are happening where you live”



“It’s hotter than normal”



What does this mean to the public?

Jargon

“Technical or specialized language that relates to a particular context or serves a particular purpose for a homogenous group yet is rarely used (or readily understood) outside of those situations.”

- (Sharon & Baram-Tsabari, 2014)



Plain Language

Clear and actionable language without jargon

Future Steps

**Analysis of data
related to protective
actions &
vulnerabilities**



**Focus groups & a
more representative
sample**



**Additional NWS
information (e.g.
HeatRisk)**



Thank You!

Questions?
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