
Weather and Social Media

Communicating Meteorological Information

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- Weather forecaster for about 30 years
- TV Weather Broadcaster for 25+ years
- Chair of WMO Public Weather Services Group



Social Media



Paradigm Shift ?
or
Passing Fancy ?

LABM



Social Media



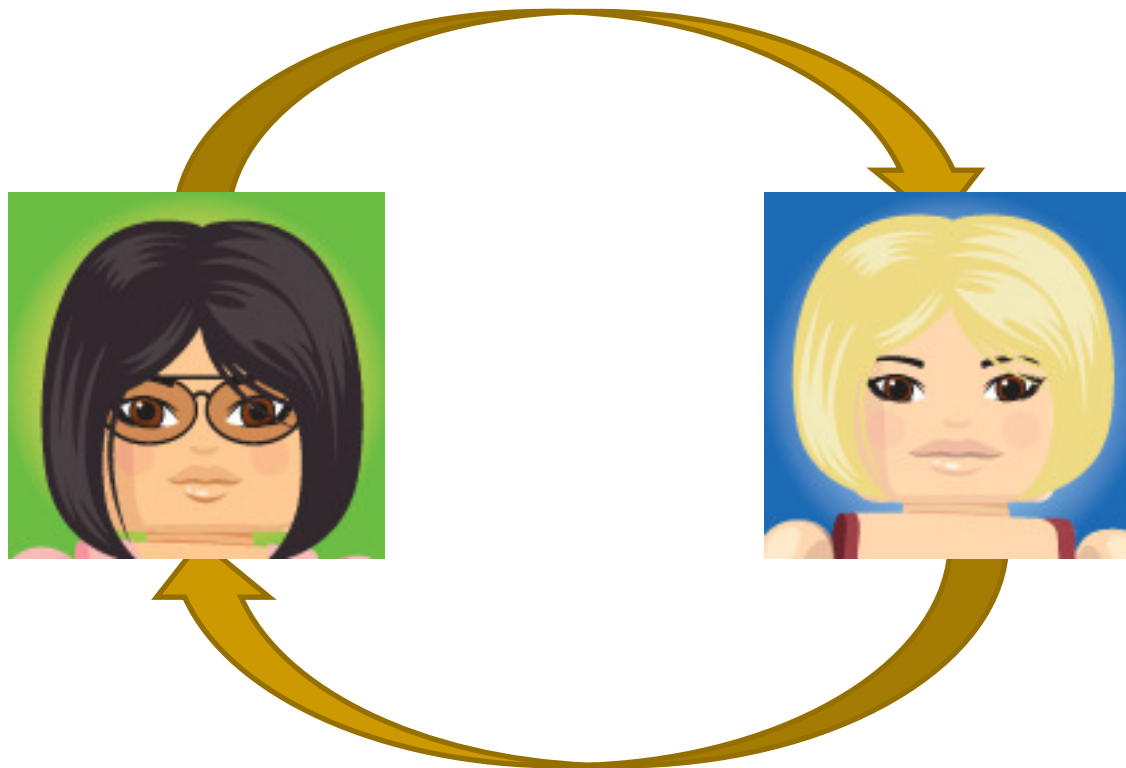
I don't know !!



Communication



What is Communication about?



Communication



What do we Communicate?

Thoughts



Feelings

Emotions



Communication



How do we Communicate?

All of our interactions with the world around us are mediated through the five senses.



Communication



How do we Communicate?

Sight

Touch

Sound

Smell

Taste



Communication



What senses do we use in Broadcasting?

Sound

√



Sight

√



Taste

x

Touch

x

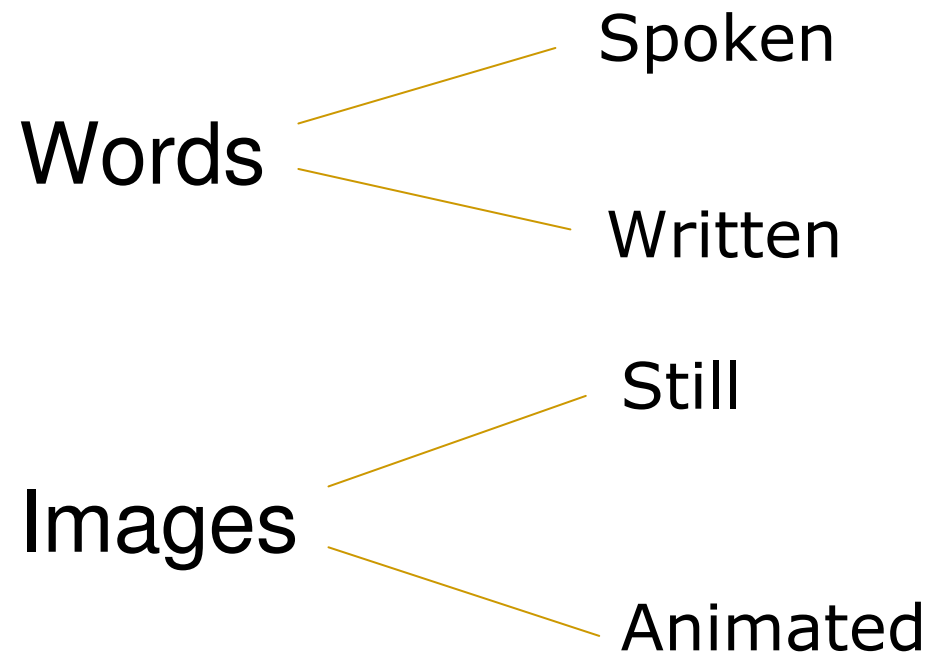
Smell

x (Unless you work in Subway)

Communication



Sound and Vision



Communication



What do we use words for?

Write them in scientific papers

Speak them in scientific lectures

Order a coffee in the morning

Shout for our favourite team

Sing

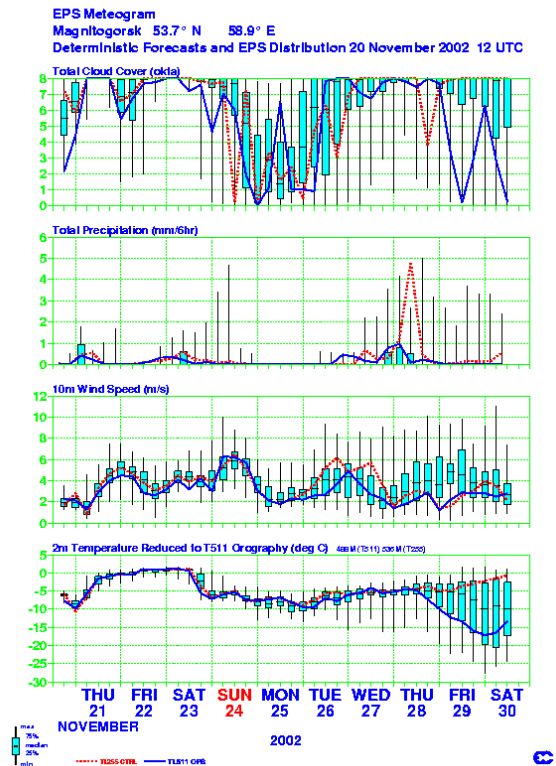
Read the newspaper

Tell someone how much we love them



Communication

What do we use images for?



Communication



Where does Weather Information fit in?

Feelings, Thoughts, Emotions??

Mostly, we use weather information as one element in a decision-making process

The assumption of rationality (probably weak...)



Communication



Where does Weather Information fit in?

The medium through which we receive weather information should be characterised by:

1. Clarity of Expression
2. Capability of providing Detail
3. Availability when and where we want it
4. Credibility

Communication



How do we define Broadcasting?

Media:

- ❑ Radio
- ❑ Television
- ❑ Websites
- ❑ email
- ❑ Text

One
To
Many

One
To
One

Communication

Social Media



Communication

Social Media



bebo ?



Communication

Social Media



It's not a group of brands...

it's a different way of interacting online

Facebook, Twitter etc are just the first steps in the journey of social interaction via the Web



Communication

Social Media

1/2 Billion Facebook users

Why??

We used to Consume media



Communication

Social Media

Allows us to

Create

Connect

Independently



Communication

Social Media



Broadcasting

Vs

Interacting



World of Meteorology



- Scientific training informs culture
- Exact use of words and phrases
 - Tradition of scientific papers
 - Information needs study and thought
- Command of detail
- Emphasis on routine services
 - Interchangeability of staff
 - Procedures before people



World of Media



- Creative training and background
- Competing for attention
- Concept of Editorial Responsibility
- Different media have different drivers;
 - TV, Internet – Strength of Images
 - Radio – Voice Quality
 - Newspapers – Writing Quality (story telling)
- Most are PERSONALITY driven



Networking



- A common term in technology
 - A chain of interconnected computers
- A common term in Broadcasting
 - A group of stations connected for the simultaneous broadcasting of a programme
- We need the human context here
 - A group of people who exchange information, contacts and experience for professional or social purposes

Social Media



■ Strengths

- ❑ Reach
- ❑ Multi-media
- ❑ Always available
- ❑ Quick, though uncertain distribution

■ Weaknesses

- ❑ Credibility
- ❑ Authority
- ❑ Resource Hungry

Social Media

So should we put much effort into using Social Media as a medium for weather information?

Discuss!



Myers-Briggs Personality Types



- Introvert
 - Thinkers, Private
- Sensing
 - Observers, Realists
- Thinking
 - Analysts, Logicians
- Judging
 - Organised, Methodical
- Extrovert
 - Talkers, Sociable
- Intuition
 - Creative, Inspired
- Feeling
 - Empathy, Fairness
- Perceiving
 - Casual, Spontaneous