

YOPP-SH Meeting

Integrated social-science research to further the
YOPP mission: The PPP-SERA task team

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on behalf of

the PPP-Societal & Economic Research & Applications
(PPP-SERA) task team



WMO OMM

World Meteorological Organization
Organisation météorologique mondiale

Societal & Economic Research & Applications (SERA)

- Trans-disciplinary social sciences research to identify individual & group
 - Needs
 - Preferences,
 - Behaviours, and
 - Values

... in order to understand how they **obtain, perceive, comprehend and use (polar) weather, water, and ice (WWI) information to facilitate decision-making.**
- Focus: Explaining and anticipating human behaviour

WWRP/PPP No. 5 - 2017

Navigating Weather, Water, Ice and Climate Information for Safe Polar Mobilities



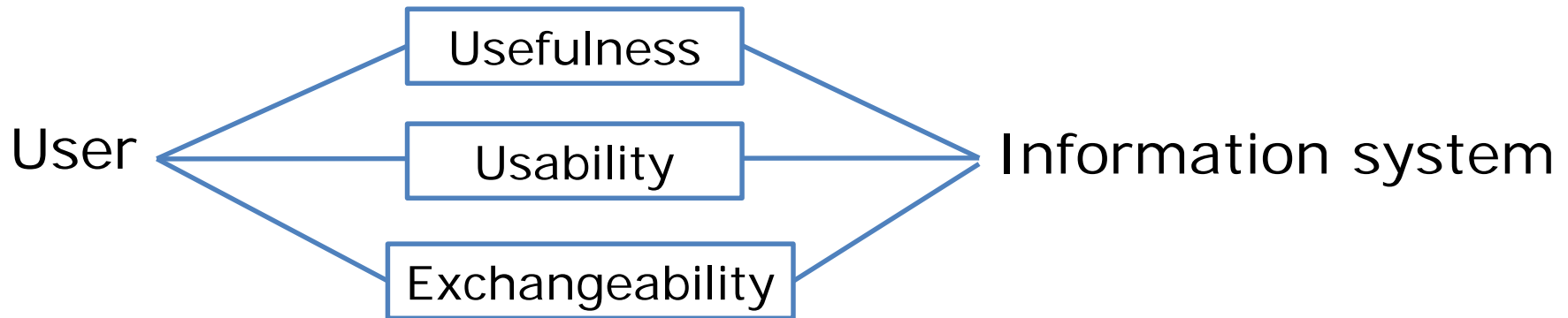
WEATHER CLIMATE WATER

The user challenge

- Investments in polar observation, modelling and forecasting do not automatically benefit users
- User need is an elusive concept
- A more contextual understanding of use is needed
- A more iterative approach is needed



Defining usefulness



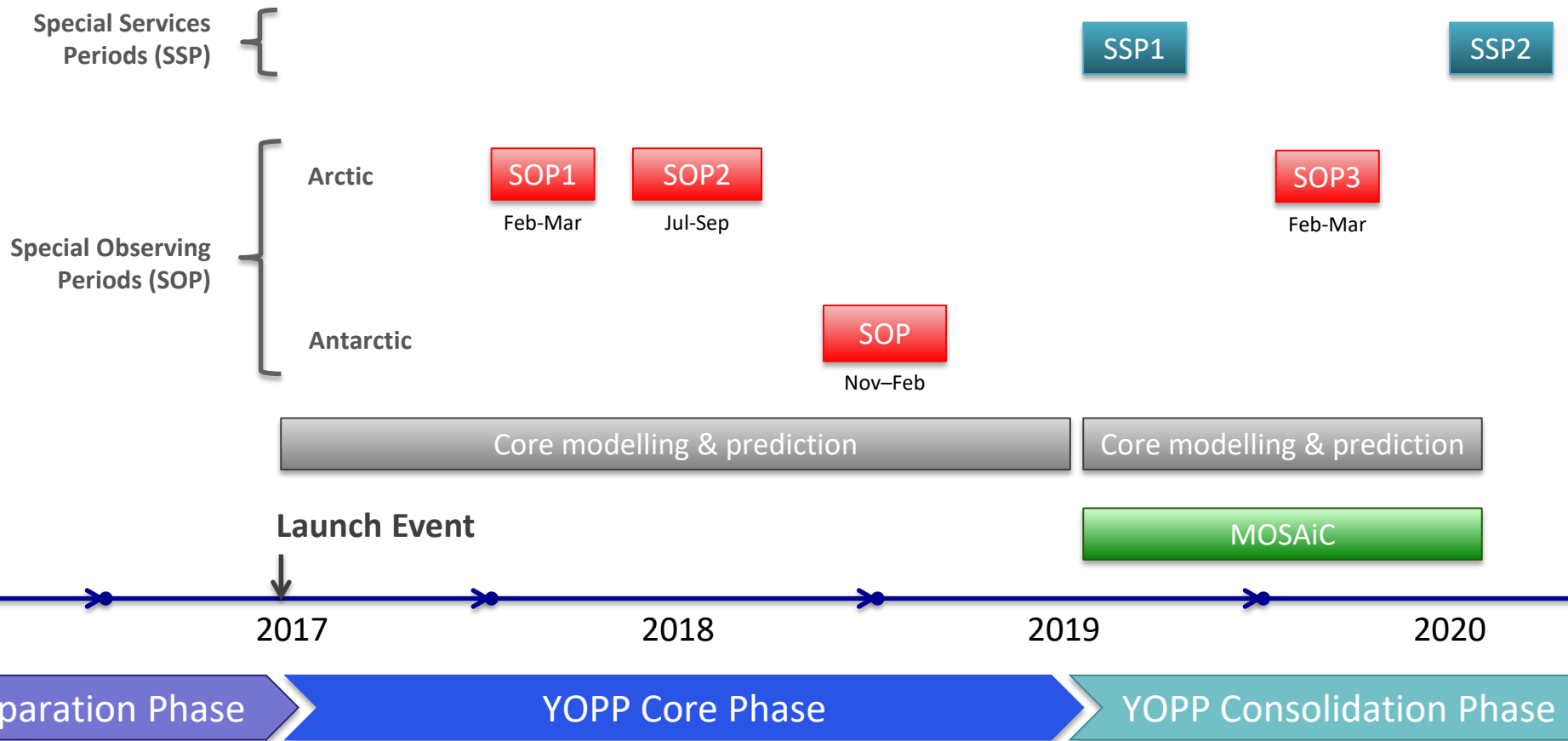
Information and interaction are ...

- **Useful:** meeting decision-making goals of actors within their respective roles and interests
- **Usable:** intuitive and can be implemented by actors, given technical literacy
- **Exchangeable:** unobstructed by institutional and infrastructural barriers

Understanding relevant decision contexts



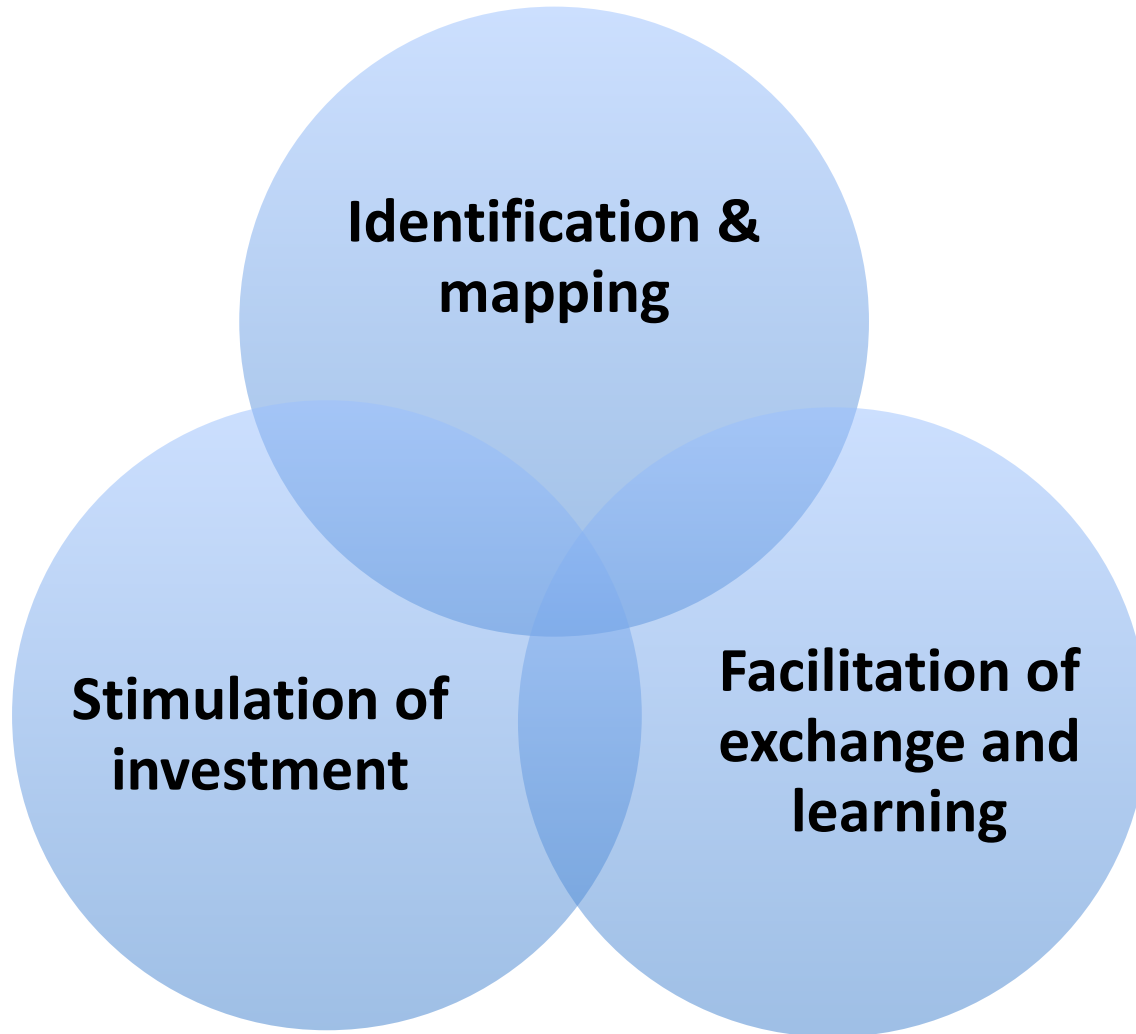
YOPP Special Services Periods (SSPs)



Special Services Periods

- Periods in which investments are made to stimulate researchers and operational forecasting centres
 - to tailor environmental forecasting services closer to end-user needs;
 - to exchange and promote key lessons from projects that focus on providing improved services delivery;
 - to learn how environmental forecasting services can be effectively improved in co-production with diverse groups of end-users.

Towards effective SSPs



PPP Weather & Society Workshops

Preparation workshop

Regional workshops

Synthesis workshop



2019 → 2020 → 2022



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Antarctic Wx & Society Workshop



- Academic session at SCAR OSC plus side event
- Sharing operational lessons (tourism, environmental management, fisheries logistics & planning)
- Panel at COMNAP AGM?
- Other ideas?

Victoria Heinrich's PhD Project

... on the use of weather information to inform best practice and education in decision-making in the Antarctic context

Aim 1: Understand user metacognition around use of weather & climate information

Aim 2: Define the Antarctic weather information value chain

- Qualitative and quantitative methods, incl. interviews & surveys
- Participants sought
 - Weather services professionals
 - Users of Antarctic weather information

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Thank you Merci



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