

The Institute for the Study of Society and Environment (ISSE) and ESSL's Mesoscale and Microscale Meteorology Division (MMM) present:



NCAR

H. Dan O'Hair, Ph.D.
Presidential Professor
Director, Center for Risk and Crisis Management
University of Oklahoma

Integrating Communication Sciences into Weather and Climate Studies

Numerous calls have been made from the hydrometeorology and climatology communities for greater research collaboration with the social sciences. Amid these invitations have been specific references to communication processes inherent in many aspects of the weather enterprise, including forecasting decision, scientist-user collaboration, how communities manage information, and cooperating with the media. Dr. Dan O'Hair, a communication scientist from the University of Oklahoma, will explore how communication theory and methodological techniques can reveal both obvious and subtle patterns of messages important to the weather and climatology community. Taking a multi-level, socio-ecological approach to communication science, Dr. O'Hair will explore the following topics:

- Risk Communication
- Communicating Uncertainty
- Message Analysis Processes
- Communication Networks
- Inter-Organizational Collaboration
- Community-Communication Infrastructure Systems
- Media Effects

This presentation will serve as an opportunity to intersect multiple disciplines in support of interdisciplinary research models that integrate information, data, techniques, tools, perspectives, concepts, and/or theories from multiple bodies of specialized knowledge to solve weather and climate problems whose solutions are beyond the scope of a single discipline.

Dan O'Hair received his Ph.D. in 1982 from The University of Oklahoma in communication. In 2006, he served as the President of the National Communication Association, the world's largest and oldest professional association devoted to the study of communication. He has published over ninety research articles and scholarly chapters and has authored and edited fifteen books. Dr. O'Hair has served on the editorial boards of twenty-seven research journals, and he is a past editor of the *Journal of Applied Communication Research*, published by the National Communication Association.

Wednesday, May 7, 2008

FL2_1001

10:30am – 11:30am

For more information please contact:
Rebecca Morss @ morss@ucar.edu or 303.497.8172