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NON-COMPETITIVE DIVISION

Tornado Tales: Share Your Story
Version 1.0 Results

On average, the United States experiences more than 1,000 tornadoes each year, yet relatively few of them are studied in detail. Fewer yet are studied from a social science perspective, where data are collected about the information used to make decisions during these short-fuse, highly impactful events. To collect data about individual experiences during tornado events, the University of Oklahoma and the NOAA National Severe Storms Laboratory developed the Tornado Tales survey, a post-tornado-event survey where people can report their tornado experiences anonymously and asynchronously. The initial version of this survey was in the field from February 2023 to May 2024 and collected 234 responses. Initial results show that most people who responded to the survey received a tornado warning, generally from automated phone notifications, sirens, social media, and television. Most respondents also reported receiving a watch and sheltering after receiving the tornado warning. Future iterations of this survey will include questions about efficacy, weather salience, risk perceptions, and more open-ended questions. Long-term research goals will evaluate the evolution of forecast and warning sources and differences in warning reception, understanding, and response across segments of the population. Understanding how people use tornado forecasts and products during real events is a key step to ensuring high-quality, equitable services.

Presentation Theme: EM involvement with weather related social science
Research

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