



WEATHER PROGRAM OFFICE

National Oceanic and Atmospheric Research

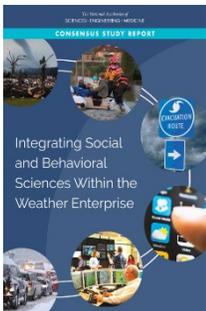
Who We Are

The **Weather Program Office** supports world-class weather and air quality research to save lives, reduce property damage, and enhance the national economy. In pursuit of its vision and mission, WPO works closely with the weather enterprise and the National Weather Service (NWS) to develop and transition weather and air quality research from minutes out to seasons, including hurricanes, severe thunderstorms, heavy precipitation, and air pollution.

The Social Science Program

The **Social Science Program** is dedicated to finding, funding, and fostering collaborative social science weather research and its potential applications. Simply stated, social science is the study of people - what they think, how they feel, and how they respond - in a particular context. With recent societal impacts from hurricanes, floods, snow storms, and wildfires, there has never been a greater need to understand the intersection of people and meteorology.

Therefore, social science research plays a critical role in connecting the improvements of NOAA's weather forecast information to the public's growing forecast needs. Social science can help NOAA:



- Understand societal needs and decision making to determine what types of forecast improvements will produce the greatest societal benefit.
- Assess how people receive, interpret, perceive, and respond to weather information.
- Design products and services that maximize the utility of numerical weather prediction improvements while integrating our understanding of end-user decision information needs.
- Understand the forecaster operational decision environment to consider and/or optimize cognitive demands as NOAA introduces new modeling tools and technologies.
- Evaluate and quantify the economic value of NOAA's products and services.

Social Science Funding

Social science transcends across all NOAA scientific missions and thus may have application to all funding opportunities. WPO's funding calls often encourage interdisciplinary work, applied research, and research that will advance theoretical findings into operational solutions. While meteorology plays a prominent role in our funding calls, we strongly encourage interdisciplinary proposals that look at the intersection of meteorology and people. We encourage social science researchers to investigate our funding calls for potential opportunities. All WPO funding calls are available through grants.gov.

Currently funded weather and social science projects fall under the following WPO and related NOAA grant programs:

- OWAQ's **Joint Hurricane and Hazardous Weather Testbeds** grant program competitively funds NOAA laboratories and academic partners to provide the additional research needed to allow new data and improved models to transition to hurricane and severe thunderstorm forecast operations.
- The **Verification of the Origins of Rotation in Tornadoes Experiment-Southeast (VORTEX-SE)** brings together meteorologists, researchers and social scientists to collaborate on a National Severe Storms Laboratory (NSSL) research program looking at the storms and conditions that produce tornadoes in the Southeast United States.
- OWAQ's **Joint Technology Transfer Initiative (JTII)** competitively funds research projects in support of advancing scientific knowledge and technology to operational transition.



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