

Workshop Required Information

Title of Workshop:	Cognitive Biases: Shaping Weather and Climate Perception
Session Day	Thursday 3rd July, 11.30-13.00
Workshop Summary (150 words max)	<p>The Met Office' purpose is to 'help you to make better decisions to stay safe and thrive'. To fulfil this, we must understand how people make decisions. This requires transdisciplinary working across the physical and social sciences, including psychology and behavioural science.</p> <p>One important aspect of decision-making, is the potential for cognitive biases, this is particularly relevant for how people understand and respond to weather warnings.</p> <p>In this workshop we will explore decision theory, and consider how cognitive biases can impact how people respond to weather and climate information, including suggestions for ways in which we might mitigate these challenges.</p>
Workshop Programme/format:	The workshop will include presentation of relevant background information, along with interactive experiments, and discussion sessions.
Workshop Chair(s)	Helen Roberts, Socio-meteorologist, Met Office and Bath University
Workshop Speakers	Sarah Jenkins, Social Scientist, Met Office and Leeds University Bria Grange, Civil Contingencies Advisor, Met Office Greg Wolverson, Civil Contingencies Advisor, Met Office
Theme(s) addressed:	Psychology, behavioural science, decision-theory, social science, cognitive biases, communication, weather, climate, weather warnings, climate adaptation.
Intended outcomes:	<p>Participants will better understand the importance of the social sciences in meteorology, with a particular understanding of how cognitive biases can impact people's understanding of and response to weather and climate information, and what can be done to mitigate these potential biases.</p> <p>Met Office will collect insight from a variety of perspectives, to inform how we might use effective communication techniques to mitigate the potential for cognitive biases to negatively impact decision-making of users of weather and climate information.</p>