

Kelman, I. and C. Lawson. 2008. "Extreme event warning systems as social processes".  
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Abstract:

One important part of the "Weather and Society\*Integrated Studies" ethos, which can be extrapolated beyond weather, is that societal impacts should be considered foremost, not as asides to be included after, and secondary to, technical aspects. This fundamental principle is illustrated through warning systems. A broad review of warning literature and case studies is used to extract key theoretical notions to be emphasized for practice. Examples are the "first mile", rather than "last mile", approach and using technology which is appropriate to each situation, rather than assuming that one form of warning system works in all circumstances.