

## Interview Samples

From IBW Interviews, June 2013 in Detroit and St. Louis areas

Interview Question: "Since the beginning of the 2013 tornado season, have you noticed a difference in the warnings issued by the National Weather Service?"

### Transcript 1

Other than the ones we discussed with the impact-based tags, and specific categories of

classifications they [NWS] are using and the more plain language, the expected impact

portions, which I think is really helpful, for the staff especially and for some of the citizens

that can't translate - what is an x mile an hour wind and why do I have to worry about that?

So, yeah, we've noticed.

understand  
plain

### Transcript 2

So, when it comes to the impact statements, the bullet points make it a lot easier cause it's

in plain English to understand, ok. Cause we don't have the science background you guys

[NWS] have. We're just emergency managers most of us, with a law enforcement

background. So, we don't understand what some of the bigger words mean, so when it's

put down in plain English of the bullet points of what we know is coming, makes it a

thousand times easier to understand....The trade-off is, when the convective outlooks come

from Norman [Storm Prediction Center], and things like that, that there's no plain English

in that whatsoever....We also take this and punch it out. ... But, if we can't understand it? It

understand  
plain

background  
understand  
plain

kind of makes it that much more difficult. Cause a lot of times what we do on our FB page and reinsert it so the images pop-up and we get the maps and all of that. But, then the general public is reading the same thing we are and they don't get it.

Use primary

tootechnical

### Transcript 3

Well, I would have to say that because I also in this weather season also use another system in the county that is partnered, the NWS for warning structuring events and the warning events we had both in May were not the same. I had one alert came out this is, I hope you

another system

~~another system~~

can get clarification from my dispatch supervisor, but they [dispatch supervisor] are telling me that the entire county was placed under a warning and that the 10-point weather warning system was used only warned half the county, but it warned the right half of the county, so I had residents in half the county wondering why they did not get the warning.

another system

Well, they weren't in the warning box. That's why I am saying it's a loaded question. I think it's doing the right thing, it is the right thing, but I would have to know whether the truth of the matter was that the entire county by the NWS standards for warning was in the tornado-warning zone.

another system

## Results

From your analysis of Transcripts 1, 2 & 3

1. How many codes did you find? What were they?

understand plain 3

too technical 1

background 1

another system 3

use primary 1

2. Did you notice any bigger "themes" (or categories of codes) emerge from the codes?

background ~~too technical~~ + understand plain  
may be able to be lumped together into  
a theme of understanding



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### Transcript 1

Other than the ones we discussed with the impact-based tags, and specific categories of classifications they [NWS] are using and the *clarity / simplicity* **more plain language**, the **expected impact**

**portions**, which I think is really helpful, **for the staff especially and for some of the citizens**

*dumbing down in the right way*  
**that can't translate - what is an x mile an hour wind and why do I have to worry about that?**

*IBW recognition*

**So, yeah, we've noticed.**

### Transcript 2

So, when it comes to the impact statements, *clarity / simplicity* **the bullet points make it a lot easier cause it's**

*average jobs*  
**in plain English** to understand, ok. Cause **we don't have the science background you guys**

**[NWS] have.** We're just emergency managers most of us, with a law enforcement

*prefer simple language*  
background. So, **we don't understand what some of the bigger words mean**, so when it's

put down in plain English of the bullet points of what we know is coming, makes it a

thousand times easier to understand....The trade-off is, when the convective outlooks come

from Norman [Storm Prediction Center], and things like that, that there's no plain English

in that whatsoever....We also take this and punch it out. ... But, if we can't understand it? It

kind of makes it that much more difficult. Cause a lot of times what we do on our FB page and reinsert it so the images pop-up and we get the maps and all of that. But, then the general public is reading the same thing we are and they don't get it.

### Transcript 3

Well, I would have to say that because I also in this weather season also use another system

in the county that is partnered the NWS for warning structuring events and the warning

*inconsistency*  
events we had both in May were not the same. I had one alert came out this is, I hope you

can get clarification from my dispatch supervisor, but they [dispatch supervisor] are telling

me that the entire county was placed under a warning and that the 10-point weather

*not comprehensive*  
warning system was used only warned half the county, but it warned the right half of the

*uncertainty*  
county, so I had residents in half the county wondering why they did not get the warning.

Well, they weren't in the warning box. That's why I am saying it's a loaded question. I think

*skepticism / needs more info*  
it's doing the right thing, it is the right thing, but I would have to know whether the truth of

the matter was that the entire county by the NWS standards for warning was in the

tornado-warning zone.