



NOAA, Society, and the Economy: Connecting Social Science with NOAA's Priorities

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Washington, DC

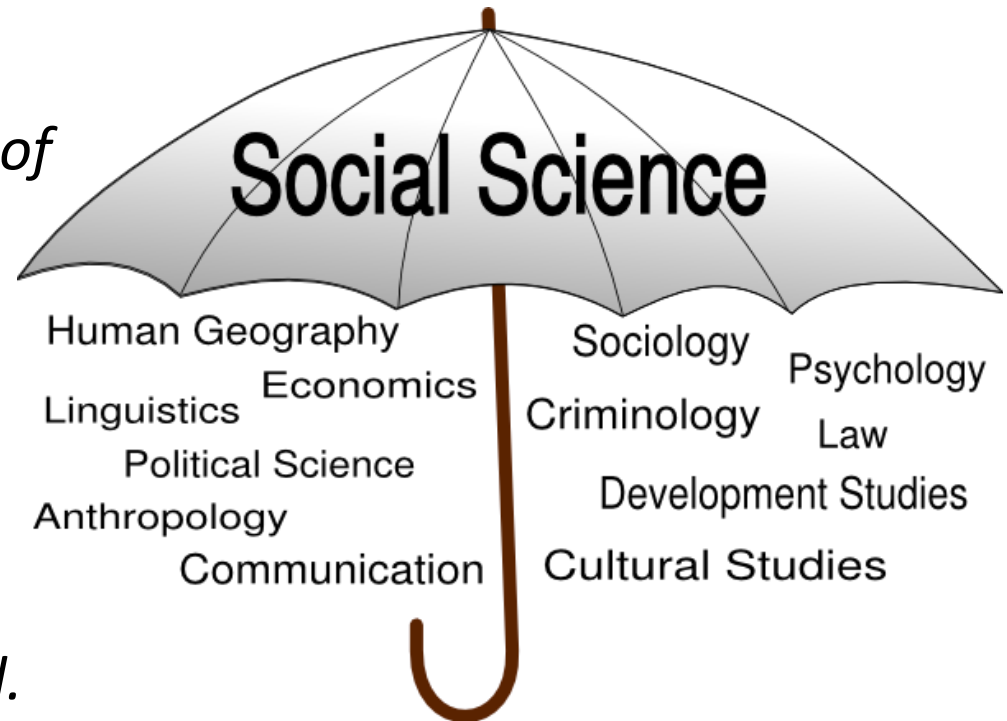
March 9, 2015



What is Social Science?

*“Social science is the process of describing, explaining and predicting **human behavior** and institutional structures **in interaction with their environments...**”*

NOAA Science Advisory Board.





We've come a long way

2003 NOAA SAB Social
Science Review Panel Report



2009 Social Sciences
Working Group Report



2013 Social Science
Needs Assessment



2014 Social Science Tiger
Team Recommendations





Results of Social Science Needs Assessment



NOAA committed to this assessment in our response to the 2009 SAB report on Social Sciences, *“Integrating Social Science into NOAA Planning, Evaluation, and Decision Making: A Review of Implementation to Date and Recommendations for Improving Effectiveness”*.

“...understanding of the interaction between human activities and the Earth system...”





Measuring and communicating NOAA's Benefit to society

In the spotlight: Valuing NOAA Products and Services



Weather Forecast for June, Jun 25, 2013, issued 3:01 AM EDT
©2013 NOAA/NWS/NCEP/Weather Prediction Center
Prepared by McCreynolds based on WPC, SPC and NHC forecasts



An end to Overfishing



NOAA removes 57 tons of marine debris from Northwestern Hawaiian Islands

VALUE OF A WEATHER-READY NATION

The Economic Value of Resilient Coastal Communities



Valuing Coastal and Ocean Ecosystems



NOAA issues its Winter Outlook



Socioeconomic Aspects of Disasters and Hazards

In the spotlight: Risk Communication and behavior



**Turn Around
Don't Drown**





Marine and coastal ecosystem management

In the spotlight: Valuing Ecosystem services



NOAA Habitat—
Beyond the Blueprint



NATIONAL ESTUARINE RESEARCH RESERVE SYSTEM

NOAA Social scientists

we connect people with NOAA's mission

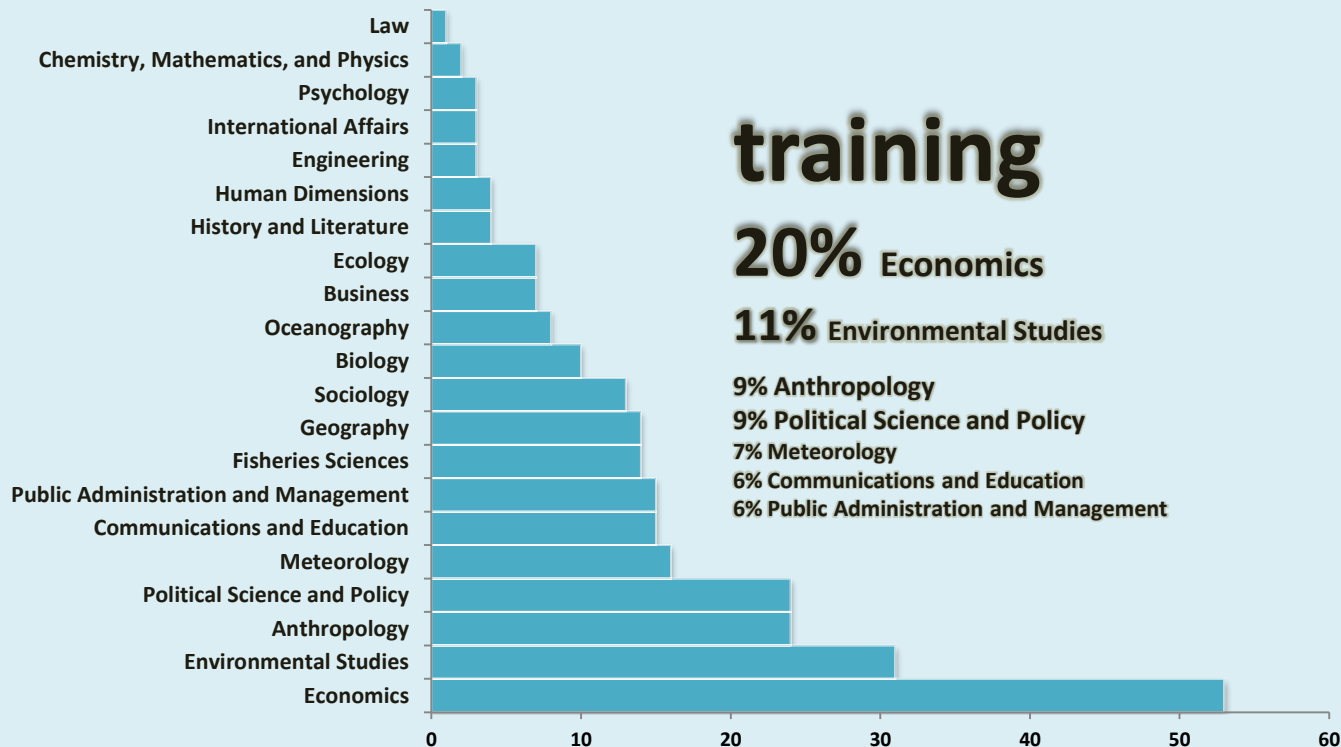
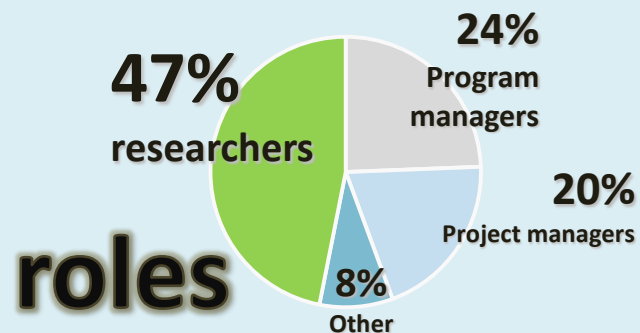
160

respondents
out of ~220
contacts

Online Survey

Self-Identification

Federal Employees and
Contractors



NOAA Social scientists

we connect people with NOAA's mission

**Areas
where we
work**

ESV Ecosystem Services Valuation 26	Cost Benefit Input Output - ROI 28	Stakeholder Engagement 48	Survey and Assessment Methods 49	
	Vulnerability Resilience 26		Societal Impacts 31	Socio-economic Statistics 42
Other 13	Risk Assessment & Communication 19	Human Decision- making and Behavior 30		Policy Design 34
Participatory Planning 13	Qualitative Research Methods 18			
	Communication, Education, Outreach 15			

“Thank-you for your leadership here! The social sciences are integral to the success of our mission. It has been a tremendous challenge over the past couple of decades or so in getting our physical science based agency (NWS) to understand that. Always more that can be done but we have come a long way.”



CHALLENGES REMAIN



- **Institutionalizing social science**
- **Increasing capacity**





Looking Ahead: A Vision for Social Science at NOAA





Thank you!



NOAA Economics and Social Sciences:
<http://www.ppi.noaa.gov/economics/>

To sign up for NOAA's Social Science
Newsletter, contact:
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