**How Minorities Use Social Media During Weather Related Crises: Results of a U.S. National Weather Survey**

Presenting author: *Brandale Mills*

Primary author’s institutional affiliation: Howard University

Coauthors: *Michelle Dovil, Leticia Williams and Tia Tyree*

Presenting authors’ email address: brandalem@gmail.com

* Past research has shown minorities, especially African Americans, utilize media differently during weather related crises. Hurricane Katrina is perhaps one of the most notable examples of how African Americans “ignored” traditional weather warnings, and instead, they depended on personal networks and other information to make evacuation decisions. Utilizing data from a U.S. national survey, this research will investigate how social media – arguably the newest and most powerful media in existence today – during weather crises, including flooding, hurricanes and snow storms.
* Presentation Type: Oral
* Technical Area: Weather Ready Nation
* Affiliation: Students (Graduate) and Professor

Center Affiliation: NCAS