# Characters Building Community: Broadcast meteorologists and their audiences on Facebook

Lindsey P. Vázquez

### Research Question

How do communication practices on Facebook create a shared community culture between New Orleans area broadcast meteorologists and their audiences?

#### Method

- Ethnography
- Participant observation
- 1 month (Mar-Apr 2022)
- 10 hours per week
- 860 screenshots
- 75 pages of field notes
- Thematic analysis
- Iterative phronetic approach

## Findings

Broadcast meteorologists and their audience members jointly create a shared community culture on Facebook by:

- assuming expressive and functional roles
- engaging in cultural practices together
- making use of in-group language

A person might assume multiple roles over time, but usually only assumes a single role in any given post to Facebook.



Do you or your favorite broadcaster match any of these roles?

## AMS 2024: Living in a Changing Environment

Building online communities with public audiences might build healthier communication ecologies. In turn, this might enhance effectiveness of disaster and risk communication.

#### Presenter Info

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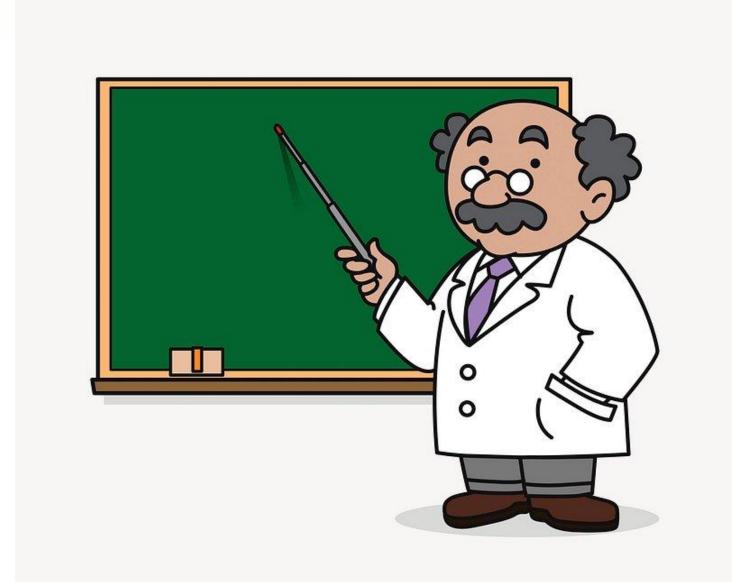
## Classic Professional

- Businesslike, polished
- Forecast-centered



## The Zany One

- Shock or humor-driven content
- Thrives on social platforms

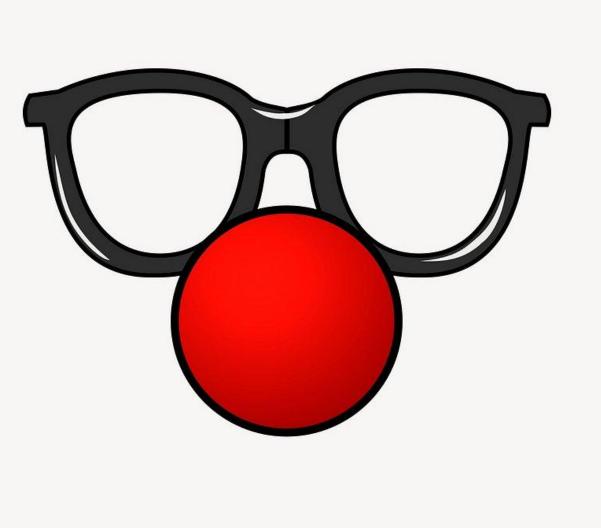


#### The Homer

- Hyper-local language
- Social focus on local events



- Friendly and personal
- Gives insight into home life



## Science Champion/ Educator

- Explains technical terms
- Encourages natural wonder

