

Under the Weather:

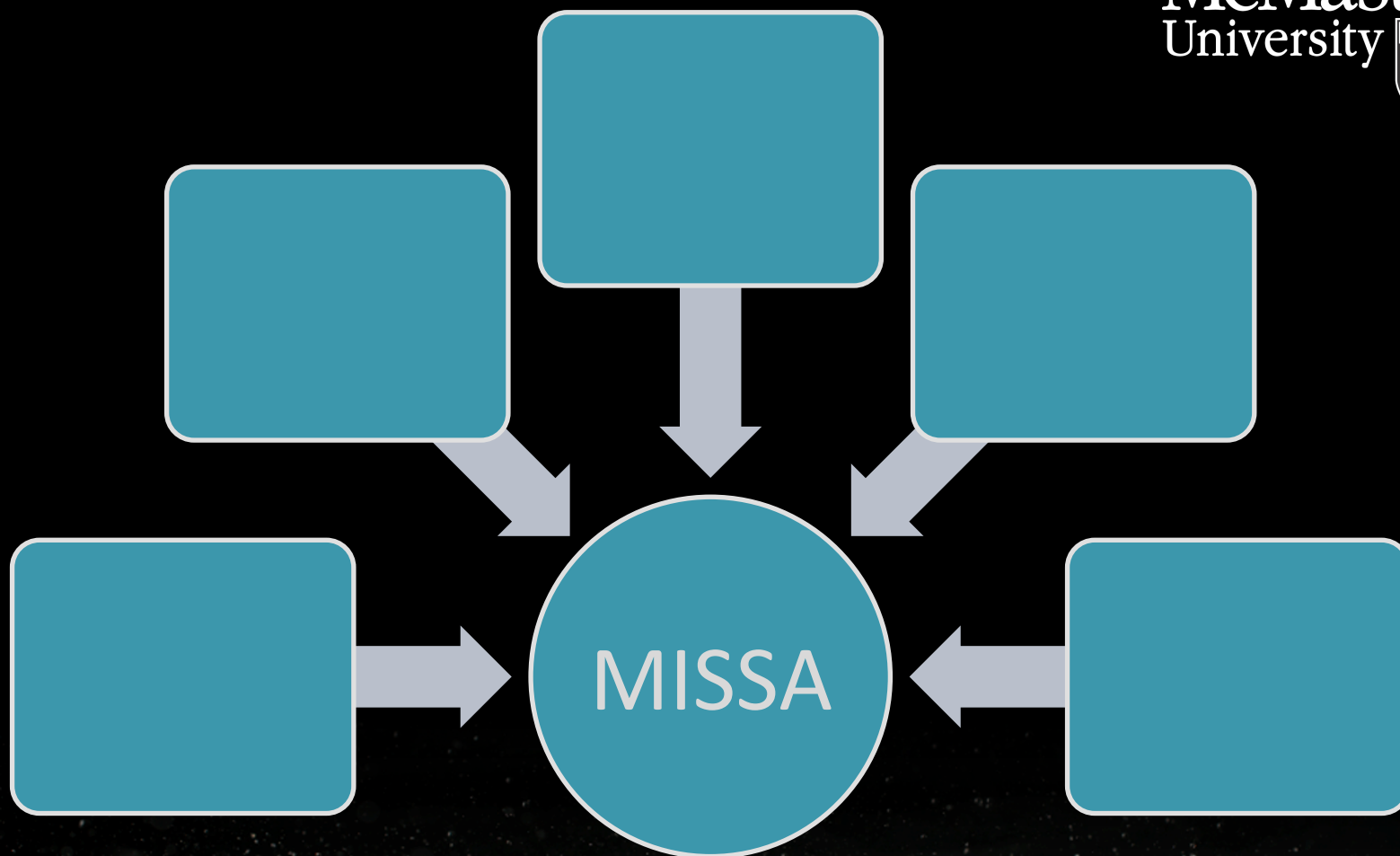
Media Induced Severe Storm Anxiety (MISSA) & The Local Weather News

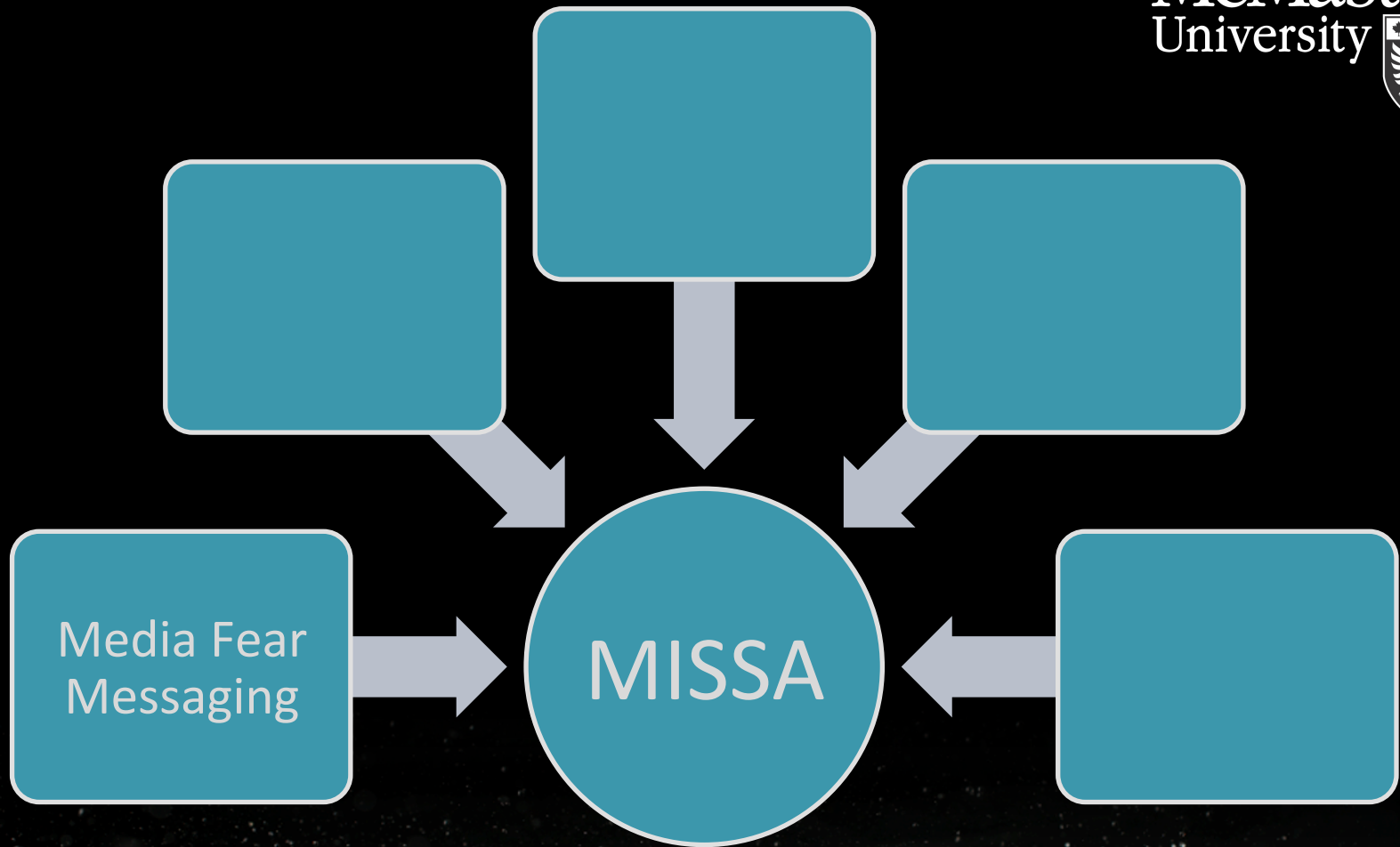
Kelly Bacon

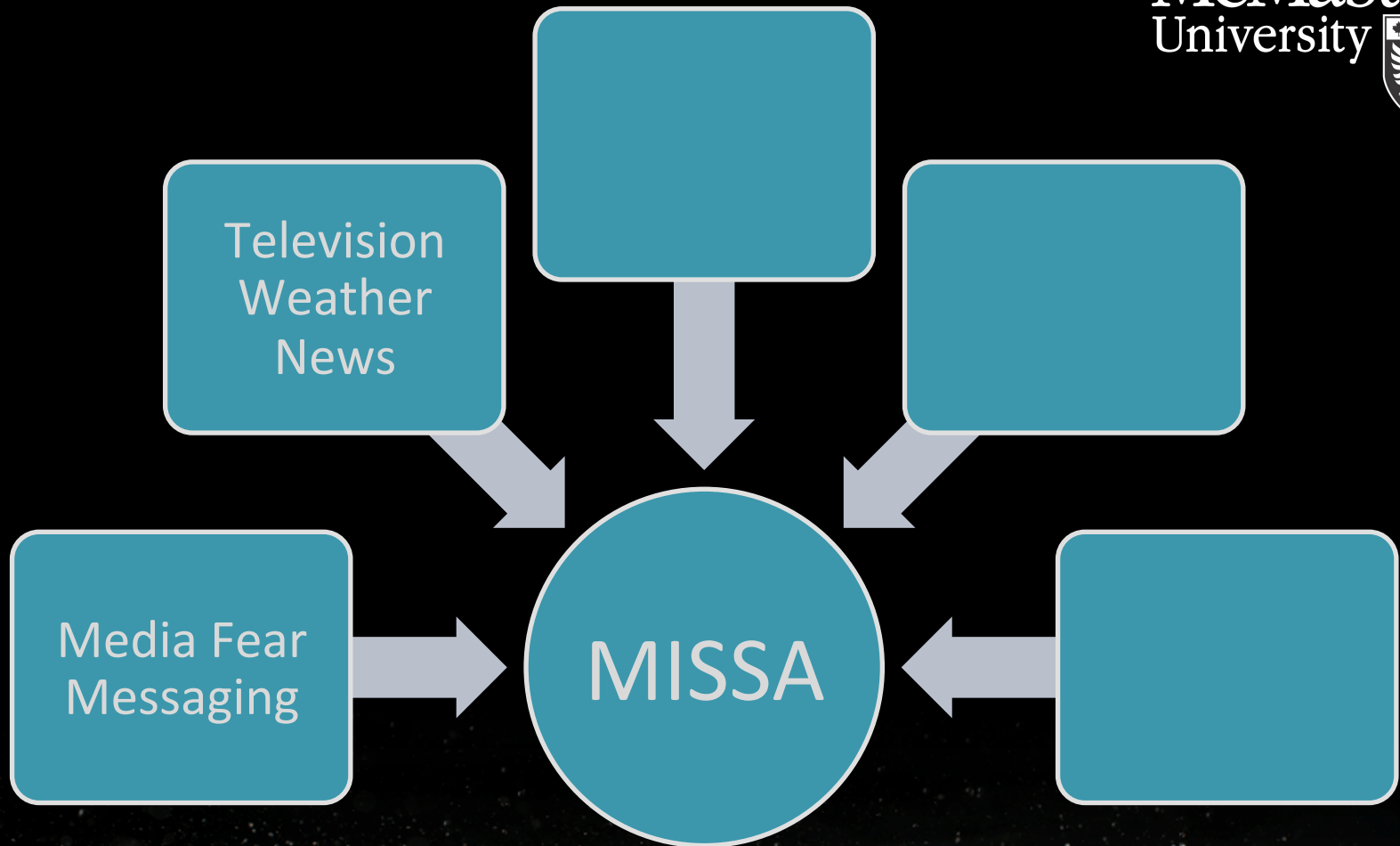
McMaster University, Hamilton, Ontario, Canada
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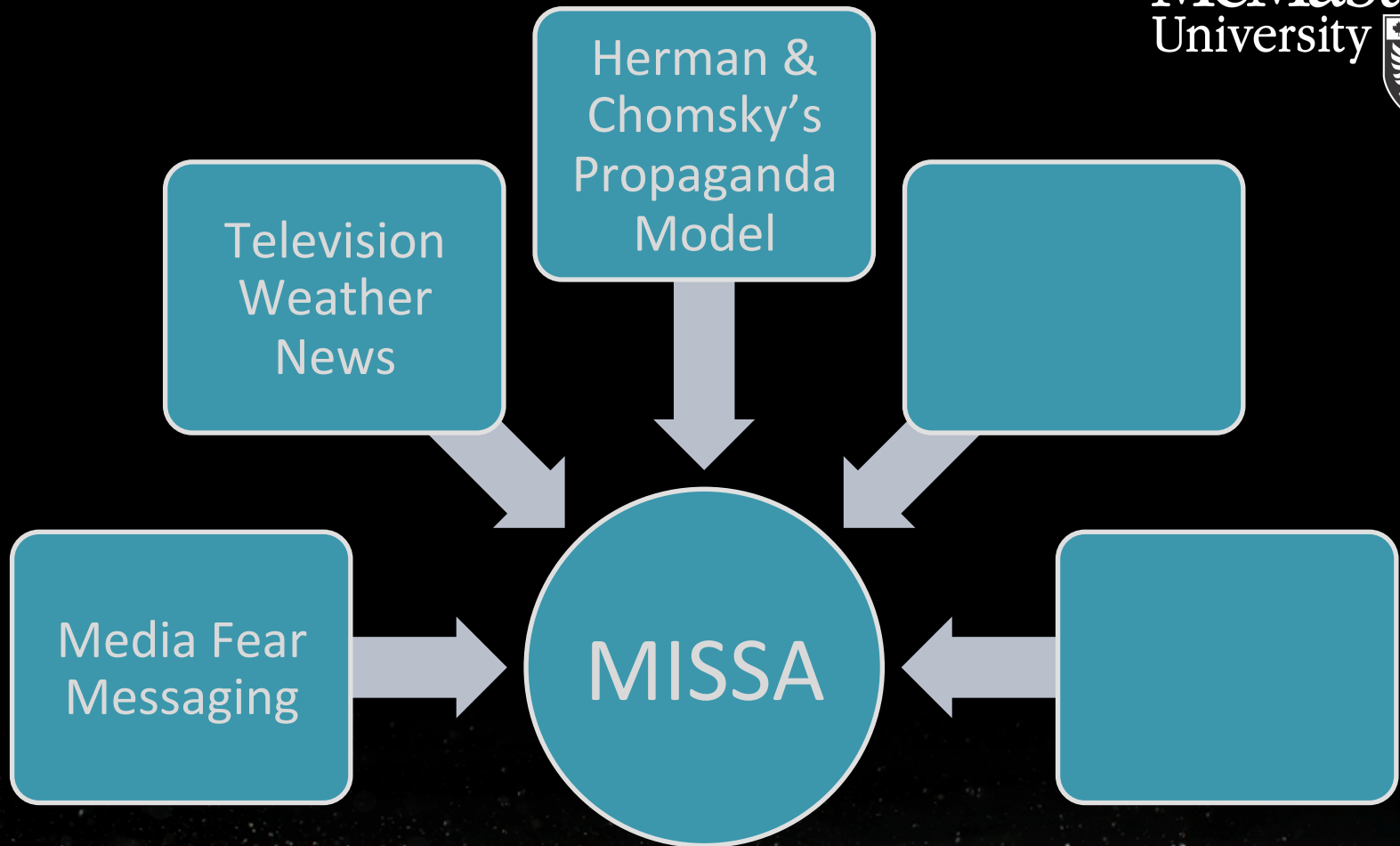
AMS 40th Conference on Broadcast Meteorology
Statler Room, Boston Park Plaza, Thursday August 23, 2:15 pm

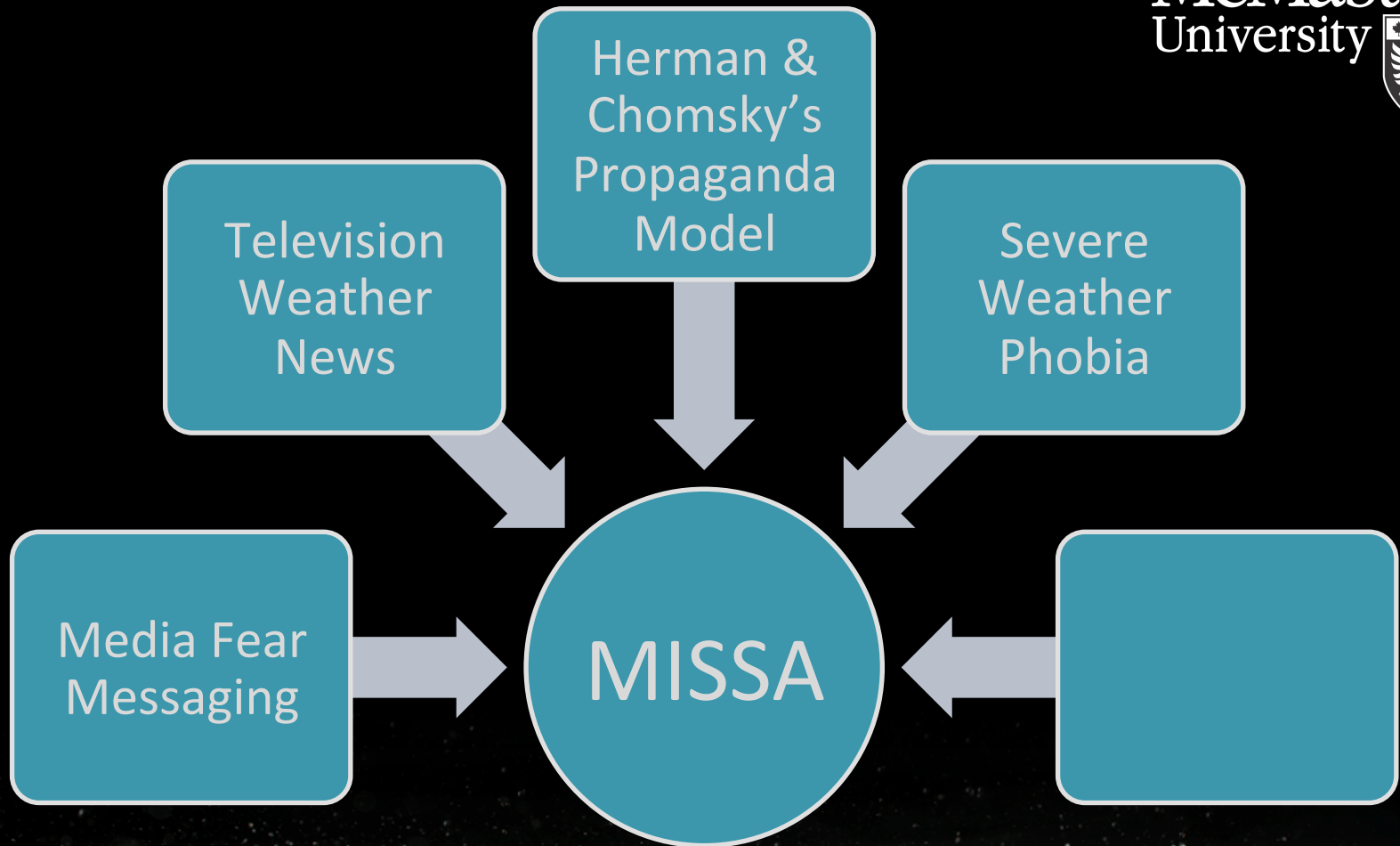


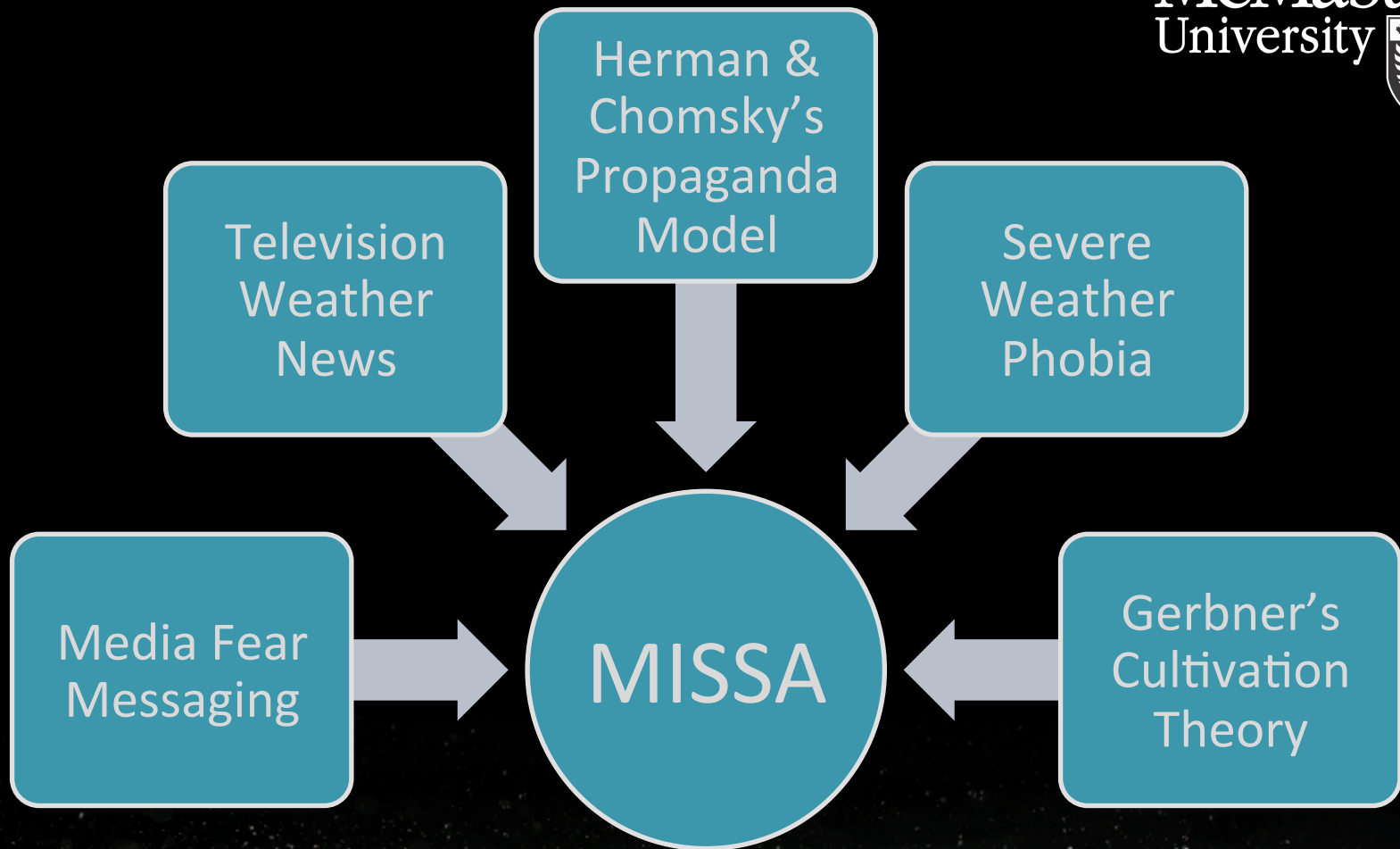












MISSA

A person who is a heavy viewer of television weather news is exposed to a litany of fear messaging

The stations purposefully create these messages as a means to increase ratings and profitability

This in turn causes heavy viewers to over time become more fearful of severe storms and potentially develop a severe weather phobia

A phobia that instead of being created by experience is fostered under the conditions of media influence



Research Questions

RQ1: Does local weather newscasts contain the fear-driven messages required to cause MISSA?

RQ2: Does the audience perceive these messages as intended by the local station?

RQ3: Can Cultivation Theory be addressed within MISSA? Does the anxiety increase with repeating exposure to fear messaging?



Methodology

A four-step approach

Content analysis

In-depth interviews

Quantitative surveys

Focus group sessions



Limitations

Television

Local weather newscasts

Storm coverage

People who do not have an identified phobia

Two study process:

Establish MISSA

Establish MISSA within Cultivation Theory



