

Decision Making under Risk of Extreme Climate Events among Farmers in the Northeastern US

Phillips, Krantz, Lyon, and Weber

Goal: To better understand how experience and temporal framing influence individual and group decisions in management of risk associated with extreme climate events in an agricultural context

Process

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- How: An initial survey, followed by a series of interviews, workshops, and testing of instructional materials
- What: Evaluate current perceptions and time frames regarding climate change and variability in order to develop interventions designed to improve balance of affective and analytic decision processes in farm risk management
- Who: Dairy and vegetable farmers in the Hudson Valley of New York State

Role in larger DMUU effort

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- Field work supports Objectives 1 (mental representation and framing) and 2 (role of affect and personal experience in decision making)
- Provides opportunity to test instructional materials developed in laboratory settings
- Focuses on role of extreme climate events, which
 - Play disproportionate role in perceptions of climate variability, and
 - Are expected to increase under climate change

Timeline

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- 2006/07
 - Establish baseline database with mailed survey
 - Begin interviews
- 2007/08
 - Continue interviews, in conjunction with extreme climate events that occur that year,
 - Develop draft instructional materials
 - Hold first workshop
- 2008/09
 - Continue interviews
 - Hold final workshop, evaluate instructional materials
 - Integrate results with DMUU Center findings