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# Public Perceptions of Drones Used for Weather-Related Purposes

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# Public Perceptions of Drones Used for Weather-Related Purposes

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# The CLOUD- MAP Team



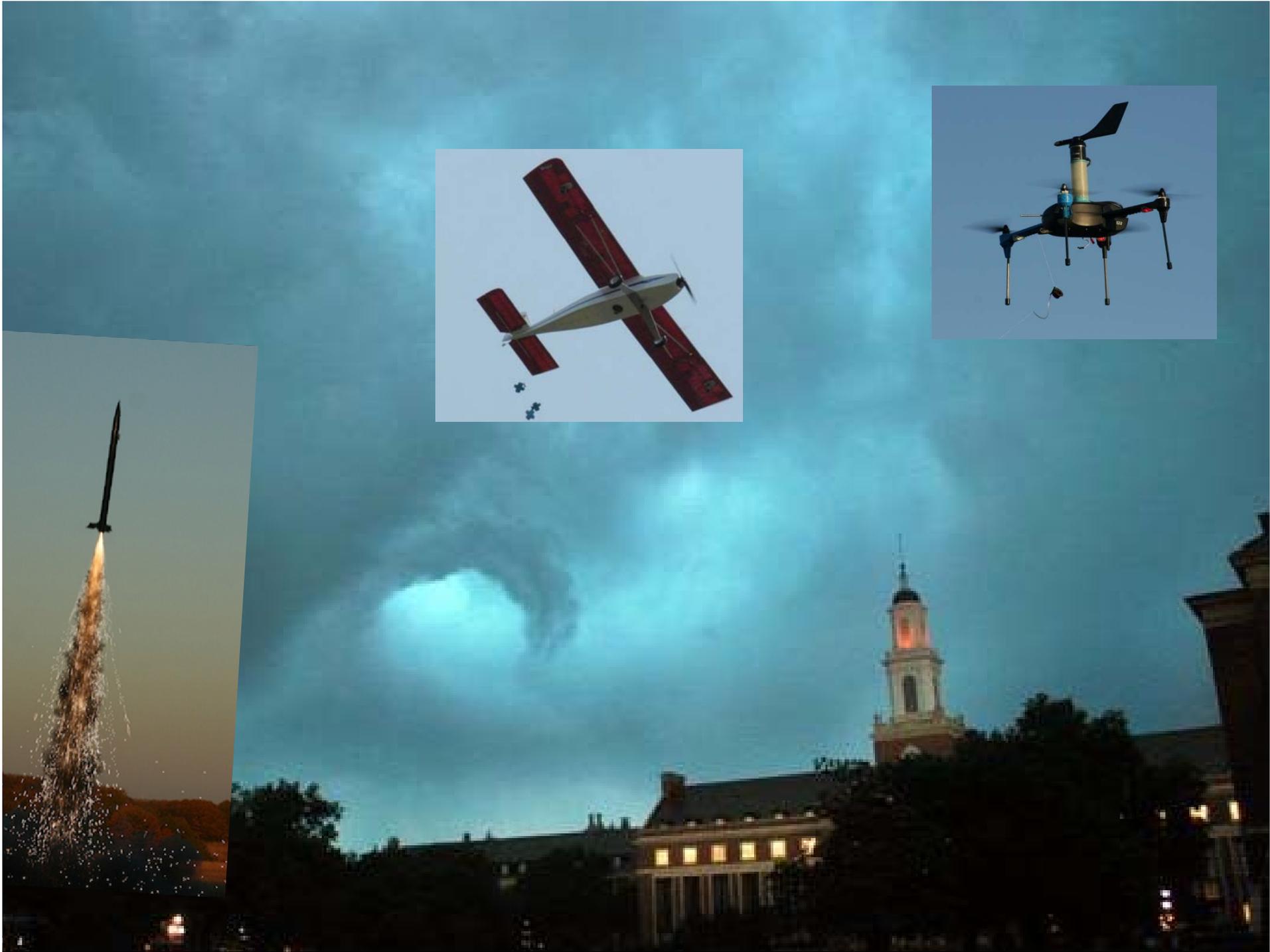
*The UNIVERSITY of OKLAHOMA*

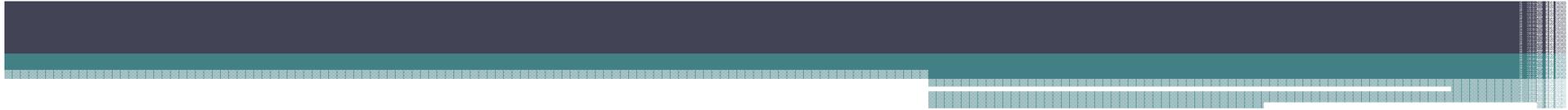
Collaboration Leading Operational  
UAS Development  
for  
Meteorology and Atmospheric Physics



An EPSCOR grant  
funded by NSF

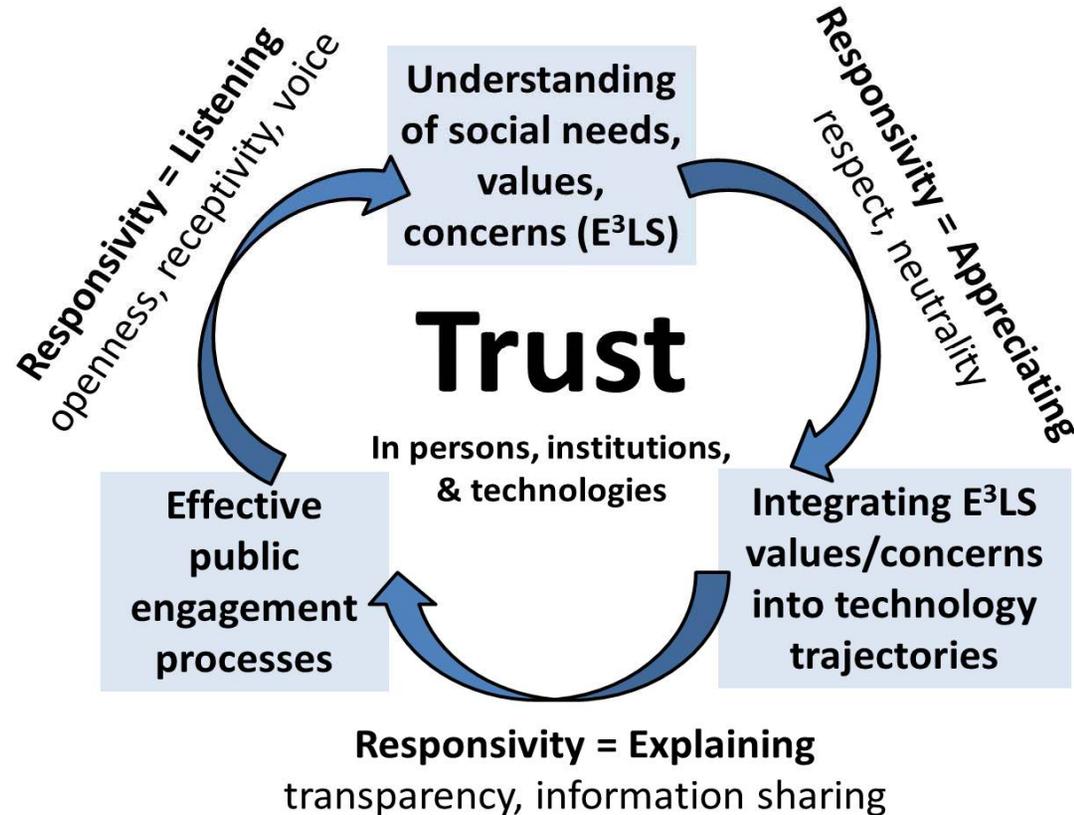






# Responsible Innovation & Trust

**Figure 1:** A Trust-Centered Model of Responsivity's Role in Responsible Research and Innovation Processes



# Public Perception Studies to Date

- **Studies 1 & 2**

**Involved more than 800 U.S. respondents**

**In 2 waves of MTurk surveys**

**Which varied:**

- Communication factors (term, framing)
- Drone factors (autonomy)
- Use factors (purpose and user)

- **Study 3**

**Involved about 150 U.S. respondents**

**In surveys & focus groups**

**Which varied:**

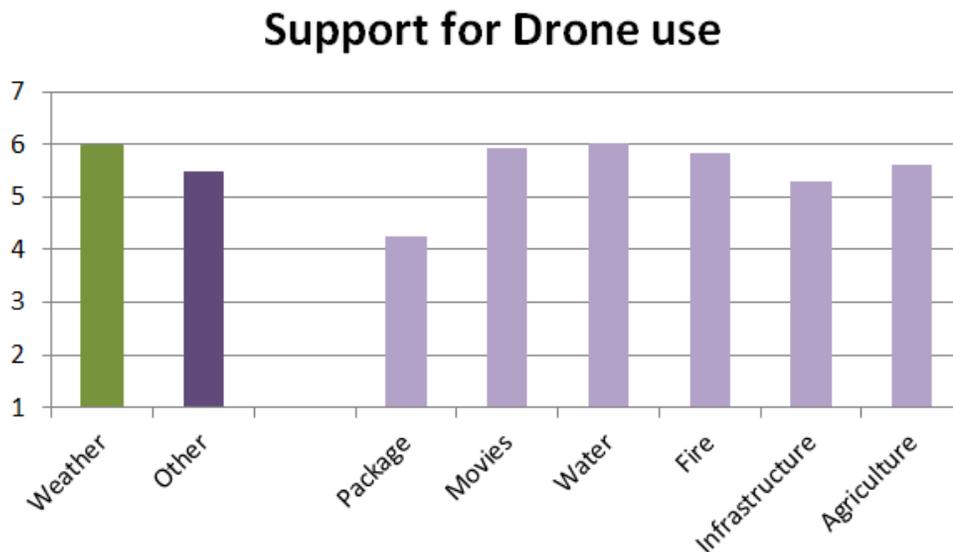
- Purpose (weather, other)

**And Assessed:**

- Support
- Trust in UAS, user, regulation
  - Reasons for views

# Some Major Findings

- You can call a drone whatever you want without changing people's support
  - UAS, UAV, aerial robot, drone



It doesn't matter what they look like...



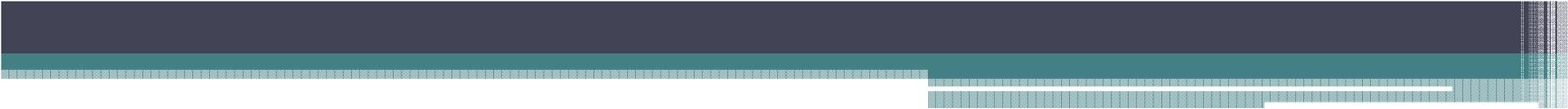
<http://www.marketwatch.com/story/surprising-drone-study-shows-how-people-really-feel-about-drones-2015-11-11>

- Purpose matters
  - And interacts with time, political leanings, and actor using the drone...
- Trust matters...
  - People currently are rather “forgiving” and allow “trust brokering” processes to operate

# And More Findings

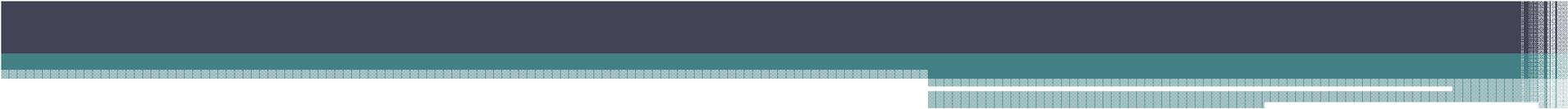
- **Sensemaking** through pop culture, lack of knowledge, questioning, and purpose.
- **Hopes** for societal benefits such as research technology and improved public safety (reduced risk, better forecasting).
- **Concerns** for privacy, public & airspace safety, and pollution.
- **Recommendations** for collaborative regulation creation for safety and security, as well as privacy.





# Next Steps

- Studies 1&2: Wave 3
  - MTurk and representative sample
- Study 3 → Study 4
  - Representative sample survey experiment
  - Varying: Purpose, actor, rural/urban
  - Examining: Support, trust
  - Moderation by: Knowledge



THANK You!  
Questions?

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