

## AMBER VERONICA SILVER

College of Emergency Preparedness, Homeland Security and Cybersecurity  
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### CURRENT POSITION

2017- Assistant Professor, College of Emergency Preparedness, Homeland Security and Cybersecurity. University at Albany. Albany, New York

### EDUCATION

2017 **Ph.D.**, Department of Geography & Environmental Management  
University of Waterloo, Waterloo, Ontario  
Dissertation title: *Public Attention to Environmental Hazards*

2012 **M.E.S.**, Department of Geography & Environmental Management  
University of Waterloo, Waterloo, Ontario  
Dissertation title: *Factors Influencing Individuals' Decision-Making During High-Risk Short-Notice Disasters*

2010 **B.Sc.** (Honours Geography), Department of Geography  
Saint Mary's University, Halifax, Nova Scotia  
Distinction: *summa cum laude*

### PREVIOUS EMPLOYMENT

Department of Geography & Environmental Management, University of Waterloo  
Sessional Instructor, 2011-2016  
Teaching Assistant, 2010-2015  
Research Assistant, 2010-2012

Department of Geography, Saint Mary's University  
Cartographer and Lab Technician, 2010  
Research Technician, 2007-2010  
Teaching Assistant, 2007-2010  
Research Assistant, 2007

## ACADEMIC AWARDS AND HONOURS

- 2016 Sharon & David Johnston award. \$5000 value.  
Canadian Risks and Hazards Network travel bursary. \$600 value.
- 2012-2015 SSHRC CGS Doctoral Award. \$105,000 value.  
University of Waterloo President's Graduate Scholarship. \$30,000 value.
- 2014 American Meteorological Society Student Presentation Award.  
University of Waterloo SSHRC Talent Award nominee.
- 2013 Association of American Geographers Gilbert F. White Award.  
Outstanding Achievement in Graduate Studies, University of Waterloo.  
CAGONT/ELDAAG Student Presentation Award.
- 2012-2013 Ontario Graduate Scholarship. \$15,000 value (declined).  
Environmental Studies Graduate Experience Award. \$4000 value.
- 2012 Scholarship to attend the Natural Hazards Center annual workshop.
- 2011-2012 SSHRC CGS Masters Award. \$17,500 value.  
University of Waterloo President's Graduate Scholarship. \$10,000 value.  
Ontario Graduate Scholarship. \$15,000 value (declined).
- 2010-2012 Environmental Studies Graduate Experience Award. \$8000 value.
- 2010 Weather and Society Integrated Studies (WAS\*IS) Fellow.  
Canadian Association of Geographers (CAG) Undergraduate Award
- 2009 NSERC URSA. \$4500 value.  
Academic Achievement Scholarship. \$3500 value.  
ACAG Student Presentation Award.  
Saint Mary's University Dean's List
- 2008 NSERC URSA. \$4500 value.  
Academic Achievement Scholarship. \$3500 value.  
Saint Mary's University Dean's List

## RESEARCH AND SCHOLARSHIP

### AREAS OF SPECIALIZATION

Weather, climate, and society: Risk and crisis communication; values, preferences, and usage of forecast information; risk perception, public attention, and decision making; traditional and social media; Impact Based Warnings; sense of place and disaster recovery.

Data collection: Social media content analysis; semi-structured interviews; focus groups; large sample questionnaires; discourse analysis

### PUBLICATIONS

#### Articles (External Peer Review)

- 7     **Silver A.** and Matthews L. (2017). The use of Facebook for information seeking, decision support, and self-organization following a significant disaster. *Information, Communication, and Society* 20 (11): 1680-1697.
- 6     Harrison S., **Silver A.**, and Doberstein B. (2015). Post-storm damage surveys of tornado hazards in Canada: Implications for mitigation and policy. *International Journal of Disaster Risk Reduction* 13: 427-440.
- 5     **Silver A.** and Grek-Martin J. (2015). “Now we understand what community really means”: Reconceptualising the role of sense of place in the disaster recovery process. *The Journal of Environmental Psychology* 42: 32-41.
- 4     **Silver A.** (2014). Watch or warning? Perceptions, preferences, and usage of forecast information by members of the Canadian public. *Meteorological Applications* 22(2): 248-255.
- 3     **Silver A.** and Andrey J. (2014). The influence of previous disaster experience and socio-demographics on protective behaviors during two successive tornado events. *Weather, Climate, and Society* 6(1): 91-103.
- 2     Andrey J., Joakim E., Schooner V., Hambly D., **Silver A.**, Jayasundera R., and Nelson A. (2012). Academic entitlement in the context of learning styles. *Canadian Journal of Education* 35(4): 3-30.
- 1     **Silver A.** and Conrad C. (2010). Public perception of and response to severe weather warnings in Nova Scotia, Canada. *Meteorological Applications* 17(2): 173-179.

### Other Contributions

- 3      **Silver A.** and Mills B. (2017). The value and application of sub-seasonal to seasonal weather forecasts, 2<sup>nd</sup> edition. Waterloo: Environment Canada. 78 pp.
- 2      **Silver A.** (2012). Risk communication preferences among Goderich residents following the August 21<sup>st</sup>, 2011 tornado. *Canadian Risks & Hazards Network Newsletter* 4(1): 46-48.
- 1      **Silver A.** and van Proosdij D. (2009). The influence of vegetation on sedimentary processes in a macro-tidal salt marsh. Proceedings of the 8<sup>th</sup> Bay of Fundy Ecosystem Partnership Science Workshop, Wolfville, Nova Scotia. 10 pp

### Manuscripts in Preparation

- 2      **Silver A.** (Under review). A conceptual model of public attention to environmental hazards. Submitted to: *International Journal of Disaster Risk Reduction*.
- 1      **Silver A.** and Andrey, J. (Submitted). Public attention to extreme weather: sense-making on social media. Submitted to: *Journal of Contingencies and Crisis Management*.

### Book Chapters in Preparation

- 1      Mills B., Robbins J., and **Silver A.** (Under review). Chapter 18: Communication and dissemination of forecasts and engaging user communities. In Robertson A.W. and Vitart F. (Eds.) *The Gap Between Weather and Climate Forecasting: Sub-Seasonal to Seasonal Prediction*. Elsevier publishing.

### CONFERENCES AND SYMPOSIUMS

**Silver A.** and Matthews L. (2016). The use of Facebook for information seeking, decision support, and self-organization following a significant disaster. *Canadian Association of Geographers*. Halifax, Nova Scotia. May 30-June 4.

**Silver A.** and Andrey J. (2015). Assessing the use of provincial weather hashtags by members of the Canadian public. *Social Media and Society*. Toronto, Ontario. July 27-29.

**Silver A.** and Matthews L. (2014). Facebook as a response and recovery tool following the 2011 Goderich, Ontario tornado. *Canadian Risks and Hazards Network Annual Symposium*. Toronto, Ontario. October 22-24.

**Silver A.** and Andrey J. (2014). Perception and use of weather information in decision-making by members of the Canadian public. *World Weather Open Science Conference*. Montréal, Québec. August 16-21.

**Silver A.** and Grek-Martin J. (2014). “It still feels like Goderich to me, and I think that it will be beautiful again”: The positive and negative impacts of an F3 tornado on residents’ sense of place. *Annual Meeting of the Canadian Association of Geographers*. St. Catherines, Ontario. May 26-30.

Harrison S., **Silver A.**, and Doberstein B. (2014). Post-storm damage survey of tornadic events in Canada: Implications for disaster risk reduction and policy. *Annual Meeting of the Canadian Association of Geographers*. St. Catherines, Ontario. May 26-30.

**Silver A.** (2014). Preferences, perceptions, and usage of forecast information by members of the Canadian public. *94<sup>th</sup> Annual Meeting of the American Meteorological Society*. Atlanta, Georgia. February 2-6.

**Silver A.** (2013). “Now we understand what ‘community’ really means”: Exploring the positive and negative impacts of disaster on place attachments. *Joint Annual Meeting of the Canadian Association of Geographers Ontario Division and the Eastern Lakes Division of the Association of American Geographers*. Toledo, Ohio. October 25-26.

**Silver A.** and Andrey J. (2013). Watch or warning? Weather saliency and forecast preferences among Ontario residents. *Annual Meeting of the Canadian Association of Geographers*. St. John's, Newfoundland. August 11-15.

**Silver A.** and Andrey J. (2013). Factors influencing individuals’ self-protective behaviours during the August 21<sup>st</sup>, 2011 Goderich, Ontario tornado. *Annual Meeting of the Association of American Geographers*. Los Angeles, California. April 9-13.

**Silver A.** (2012). Risk communication and decision-making: the role of current communications technologies before, during, and after the Goderich, Ontario tornado. *Annual Meeting of the Canadian Association of Geographers*. Waterloo, Ontario. May 28-June 2.

**Silver A.** (2012). The role of mobile phone technology and social media before, during, and after the Goderich, Ontario tornado. *Annual Meeting of the Association of American Geographers*. New York, New York. February 24-28.

**Silver A.**, King J., and Rombough L. (2011). Travel behavior of undergraduate students in the Region of Waterloo, Ontario. Poster presentation. *Wilfrid Laurier University Faculty of Arts 4x3 Poster Symposium*. Waterloo, Ontario. March 30.

**Silver A.** (2010). Community resilience to natural disasters: A case study from Nova Scotia, Canada. *1<sup>st</sup> Waterloo Conference on the Characteristics and Risk Management of Natural Hazards*. Waterloo, Ontario. December 1-3.

Conrad C., Grek-Martin J., and **Silver A.** (2010). Perceptions of a changing climate: Voices from The Gambia, West Africa. *Canadian Association of Geographers Ontario Division Meeting*. Toronto, Ontario. October 15-16.

**Silver A.** and Conrad C. (2010). Public perception of and response to severe weather warnings in Nova Scotia, Canada. *Annual Meeting of the Canadian Association of Geographers*. Regina, Saskatchewan. June 1-5.

**Silver A.** and Conrad C. (2009). Public perception of and response to severe weather warnings in Nova Scotia, Canada. *21st Atlantic Canadian Association of Geographers Meeting*. Halifax, Nova Scotia. October 16-17.

**Silver A.** and van Proosdij D. (2009). The influence of vegetation on sedimentary processes within a macro-tidal salt marsh. *8<sup>th</sup> Bay of Fundy Ecosystem Partnership Workshop*. Wolfville, Nova Scotia. May 26-29.

**Silver A.** and van Proosdij D. (2008). The influence of vegetation on sedimentary processes within a macro-tidal salt marsh. *20<sup>th</sup> Atlantic Canadian Association of Geographers Meeting*. Sackville, New Brunswick. October 17-18.

## INVITED PRESENTATIONS

McGown D., **Silver A.**, and Mitchell A. (2017). Risk and the environment. *Spur Toronto*. April 8.

**Silver A.** (2014). Public perception and usage of weather products and services by members of the Canadian public. The Weather Network, Oakville, Ontario. October 3.

**Silver A.** (2014). Update on public understanding of Environment Canada bulletins. Environment Canada, Downsview, Ontario. April 4.

**Silver A.** (2014). Risk communication during emergencies. Flood Warning and Emergency Planning Meeting, Flood Coordinators Workshop. London, Ontario. March 6.

Mills B. and **Silver A.** (2014). Understanding the development, dissemination, usage, and perception of weather information from the forecaster to various end-users. GEOG 674: Climate and Society, University of Waterloo. January 31.

**Silver A.** (2014). The benefits and challenges associated with the use of social media as a flood risk communication tool. Grand River Conservation Authority (GRCA), Cambridge, Ontario. January 29.

**Silver A.** (2013). Communication of flood risk information: challenges and future opportunities for practitioners. Upper Thames River Conservation Authority (UTRCA), London, Ontario. October 9.

**Silver A.** (2013). External messaging and public, municipal, and media reception – social science perspectives. Provincial Flood Forecasting and Warning Committee (PFFWC) workshop, Toronto, Ontario. September 18-19.

**Silver A.** (2013). Factors influencing individuals' decision making during high risk short-notice disasters: the case study of the August 21<sup>st</sup>, 2011 Goderich, Ontario tornado. Environment Canada, Downsview, Ontario. April 3.

**Silver A.** (2010). Regional social vulnerability to severe weather events. Weather and Society\*Integrated Studies (WAS\*IS) Workshop. Boulder, Colorado. August 5-13.

## **COURSES TAUGHT**

### **Instructor**

- Human dimensions of natural disasters
- Geographical study of Canada
- Emergency preparedness
- Independent study of select topics
- Honours thesis

### **Teaching Assistant**

- Introduction to physical geography
- Weather and climate
- On becoming a geographer
- Human dimensions of natural hazards
- Resources management

## **PROFESSIONAL MEMBERSHIPS**

American Meteorological Society (AMS)  
Association of American Geographers (AAG)  
Canadian Risks and Hazards Network (CRHNet)  
Canadian Association of Geographers (CAG)

## SERVICE

### PROFESSIONAL ACTIVITIES

- 2016-            Member of the High Impact Weather (HIWx) working group of the World Meteorological Organization
  
- 2013-            Member of the American Meteorological Society's Board on Societal Impacts.
  
- 2013             Canadian Risks and Hazards Network (CRHNet) Young Professionals Committee member
  
- 2012-2014      Special session organizer and chair ("Weather and Society") at the Canadian Association of Geographers annual meeting.
  
- 2012             Student volunteer at the Natural Hazards Research Centre 37<sup>th</sup> annual workshop. Broomfield, Colorado. July 14-17.
  
- 2011-2012      Organizing committee member for the Canadian Association of Geographer's 2012 annual meeting.
  
- 2011             Review committee member for the Weather and Society\*Integrated Studies (WAS\*IS) workshop.
  
- 2010-            Committee member for the Canadian Weather and Society study and research group at the University of Waterloo.

### STUDENTS SUPERVISED

Starr L. (2014). University-level storm closure policies in Canada. Undergraduate thesis, Department of Geography & Environmental Management, University of Waterloo.

Casbourn S. (2014). Changes in the flooding regime of the St. Lawrence basin in response to climate change. GEOG 475: Independent study of select topics, Department of Geography & Environmental Management, University of Waterloo.

Harrison S. (2014). Post-storm damage surveys of tornado hazards in Canada: Implications for mitigation and policy. Undergraduate thesis, Department of Geography & Environmental Management, University of Waterloo. 117 pp.

Davies M. (2013). How climate change will affect tornadoes and the future disaster planning in Ontario. GEOG 475: Independent study of select topics, Department of Geography & Environmental Management, University of Waterloo.



Avis M. (2012). Perception, communication, and response among the elderly following a tornado in Goderich, Ontario. GEOG 475: Independent study of select topics, Department of Geography & Environmental Management, University of Waterloo.

## **REFEREEING**

### **Peer-reviewed Journals**

- Weather, Climate and Society
- Journal of Environmental Psychology
- New Media and Society
- Geographical Review
- Papers in Applied Geography
- Journal of Community Psychology
- Natural Hazards
- Environmental Hazards
- International Journal of Disaster Risk Reduction

### **Publishers**

- Nelson Education Ltd.

## **ACADEMIC SERVICE AT THE UNIVERSITY AT ALBANY**

Member, Grievance Committee, College of Emergency Preparedness, Homeland Security and Cybersecurity

Member, 2017-18 Search Committee, College of Emergency Preparedness, Homeland Security and Cybersecurity.

## **MEDIA INTERVIEWS**

- 104.9 The Beach
- Goderich Signal Star
- Bullet News Huron
- The Weather Network
- CBC / Radio-Canada
- University of Waterloo
- University at Albany
- Accuweather