Social Media in Emergencies: risks and challenges

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WHY SOCIAL MEDIA?
The Conversation
The Art of Listening, Learning, and Sharing
Information Ecosystems

- Who are the trusted sources of information
- Who are the influencers in the information exchange
- Who are the actors involved in the information exchange at all levels
- What tools each actor uses, how and why
What happen when an emergency strike?

- Infrastructure
- Tools
- Actors
Use it all!
Interagency High-Level Working Group on the Re-Invention of the Wheel (IHLWGRIW)
BEYOND INFORMATION EXCHANGE

Local voices. Global change.
Earthquake in China, 2013
Earthquake in Haiti, January 2010

Haiti - The carnage intensifies
about 13 hours ago from TweetDeck

@rmcook1 @ricksanchezCNN PLZ nominate @carepedre for a Shorty Award in #innovationOne's using twitter 2 get help 2 the buried in http://bit.ly/5neDuW
about 13 hours ago from web
Retweeted by carepedre and 8 others

1 Little Girl is still Alive At Rue Amiral #8 Carrefour Feuille. Call on 509.3508.2789 PLEASE HELP!! @RedCross
about 13 hours ago from TweetDeck

One More Thing There's no data service for the iphone down there!
about 14 hours ago from TweetDeck

@hairbynaemah Jude Jean Is Safe!!
about 14 hours ago from TweetDeck in reply to hairbynaemah

@shortyvote @carepedre you were nominated by @Keepin_IT_Tight (and 9 others) for a Shorty Award in #innovation http://bit.ly/5mcxdm
about 14 hours ago from API
Retweeted by carepedre and 7 others

I would love to Ustream From My iphone. But Mine is unlocked and Jailbroken. There's no official carrier here for the Steve Job's Device!
about 14 hours ago from TweetDeck

@rmcook1 I nominate @carepedre for a Shorty Award in #innovation because he's using twitter to get help 2 the buried in Haiti http://bit.ly/shorty
5:10 AM Jan 18th from Shorty Awards
Retweeted by carepedre and 31 others

There are still a lot of students and teachers still alive under the debris of GOC University in Nazon. @RedCross
about 16 hours ago from TweetDeck
Eruption of the Mount Merapi volcano in Indonesia in 2006
Tsunami and Earthquake in Japan, 2011
The organized anarchy of emergency response
WHAT’S MISSING?
ASIA REGIONAL OVERVIEW

3,784,644,000
TOTAL POPULATION

1,033,688,491
INTERNET USERS

811,641,680
USERS ON TOP SOCIAL NETWORKS

3,110,235,171
MOBILE SUBSCRIBERS

43%
URBAN

57%
RURAL

27%
INTERNET PENETRATION

21%
SOCIAL NETWORKING PENETRATION

82%
MOBILE PENETRATION

Compiled by @wearesocialsg. For more analysis and insights, visit our website: wearesocial.sg. Sources: population: based on the US Census Bureau (accessed Sep 2012); Urbanisation: UN (2011); Internet: InternetWorldStats (accessed Sep 2012) or Govt. Statistics where more recent; Social Networks: site-reported user figures for the largest social network in each country (latest available data, Sep 2012); Mobile: based on Business Monitor International (2012), ITU subscriber figures (latest available data, Sep 2012) or Govt. Statistics where more recent.
Who’s missing?
AND HOW ABOUT DATA?
Information Categories
- Displaced Population
- Crop Damage
- Evacuation Centre
- Flooding
- Damaged Houses
- Damaged Infrastructure
- Damaged Hospitals/Health facilities
- Damaged Roads
- Damaged Bridges
- Damaged Vehicles
- Flight Cancellations
- Death(s) Reported
- Damaged Schools

Coordinated Assessment Support Section (CASS), OCHA Geneva
Creation Date: 36 December 2012
Map data sources: The Digital Humanitarian Network’s Solution Team, Standby Volunteer Task Force (SVTF) and Humanity Road (HR).
Disclaimer: The names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations.
more data is not the right answer
THANK YOU!

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