emi sig
EMERGENCY MANAGEMENT ISSUES SPECIAL INTEREST GROUP

Emergency Management Issues Special Interest Group
Annual Meeting

The Roles of Mobile Computing and Social Media During the 2010 Boulder Colorado Forest Fire

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Los Alamos National Laboratory

Celebrating Silver
EMI SIG 25 years
Going for Gold

LA-UR 11-02209

Official Disclaimer

Why Are We Here? Blame This Guy!

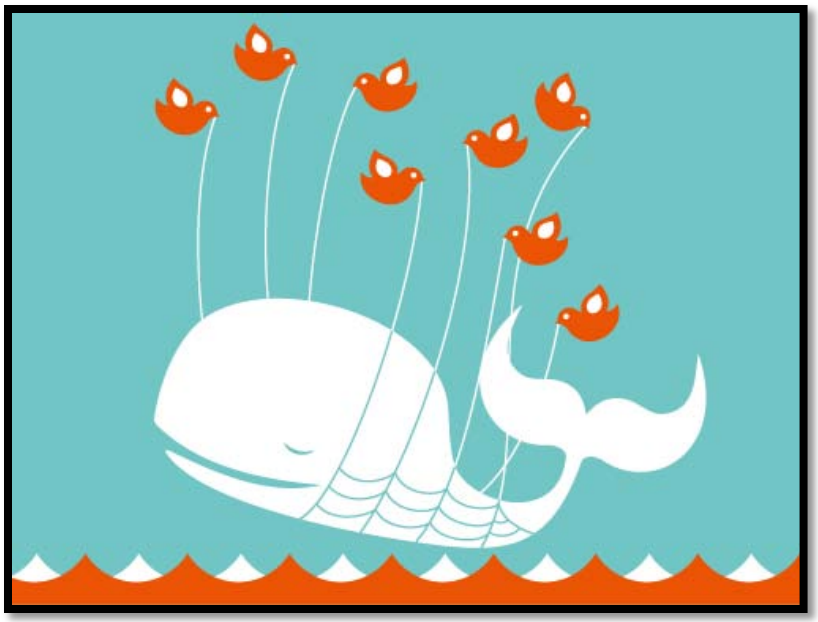
What is Social Media and Why Should I Care?

- More than 600,000,000 users on Facebook
- More than 75,000,000 accounts on Twitter
- More private Facebook messages sent annually than e-mail
- Projections put the number of smartphones at 1,100,000,000 by 2013
- Just ask anyone under 30!

Facebook

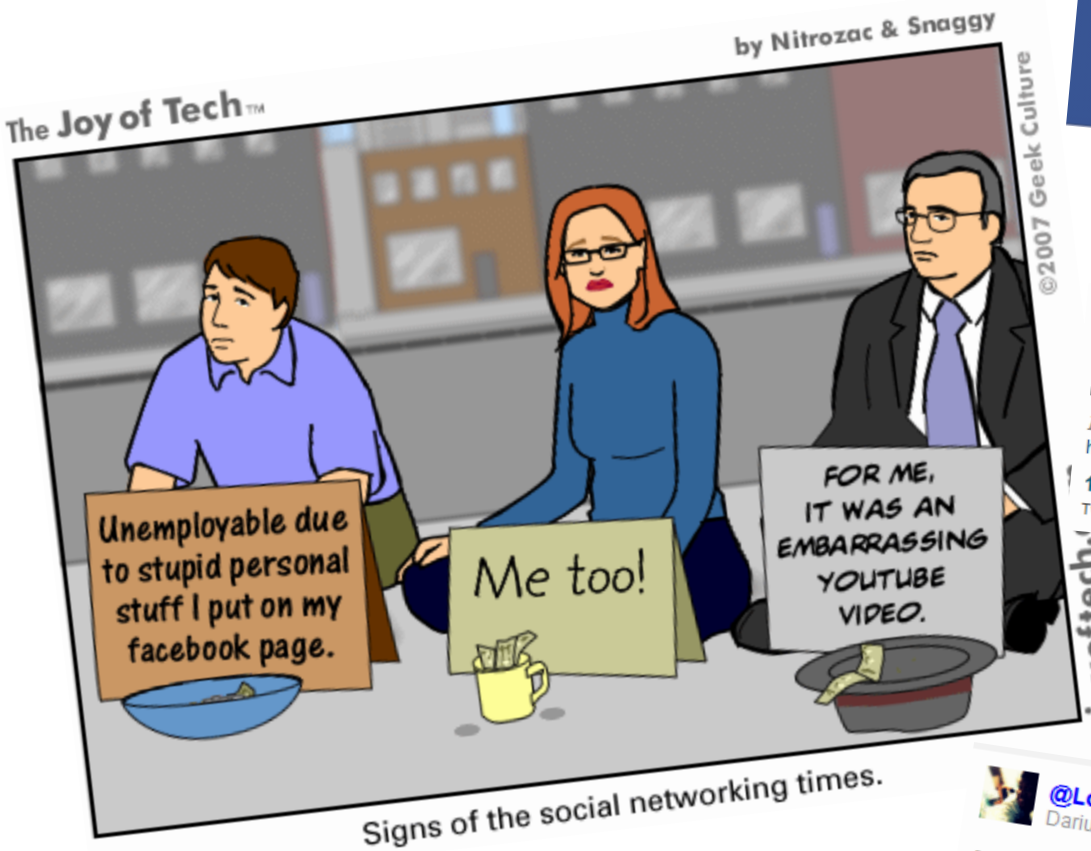
- Facebook is a social *network*
- It allows users to post updates, photos, etc.
- You can subscribe to pages by Groups/Organizations (such as EMI-SIG or the Santa Clara Fire Department)
- Content is more targeted
- ***Allows for robust messaging***

Twitter



- Social Network and micro-blogging site
- Updates (*Tweets*) are sent into the Twittersphere
- You can *follow* specific users
- Limited to 140 characters…but
- You can attach links, photos, audio, GPS coordinate, etc
- ***Robust messaging capabilities***

There is a lot of garbage out there…



failbook®

Charlie Sheen
@charliesheen view full profile →

Born Small... Now Huge... Winning... Bring it..! (unemployed winner...)
http://www.charliesheen.com

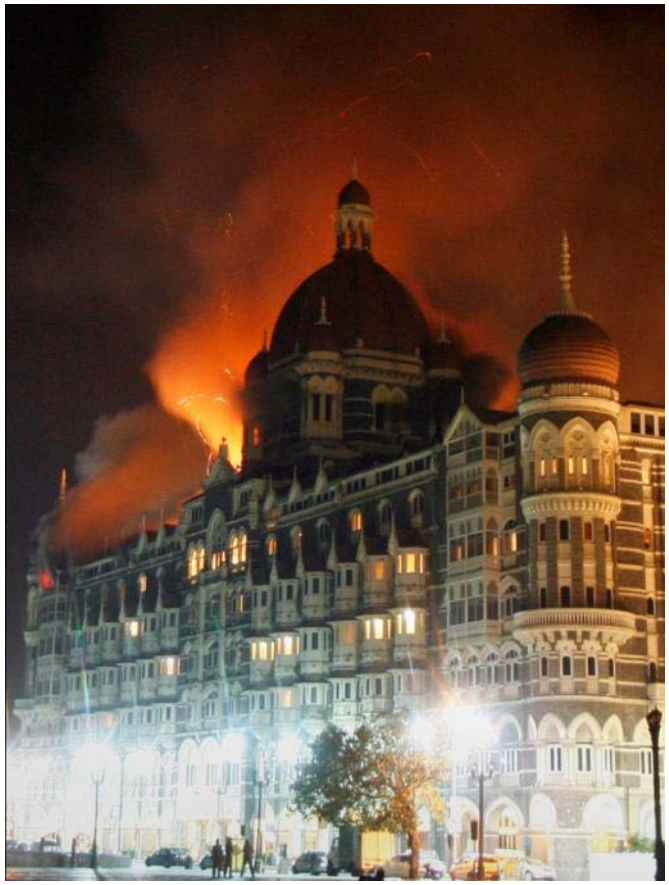
167	36	3,430,717	22,273
Tweets	Following	Followers	Listed

@LoveMe_LoveDee
Darius Lamonte'

Home. About to go in on this cinnamon toast crunch :-)

1 minute ago via twicca ☆ Favorite ↻ Retweet ↩ Reply

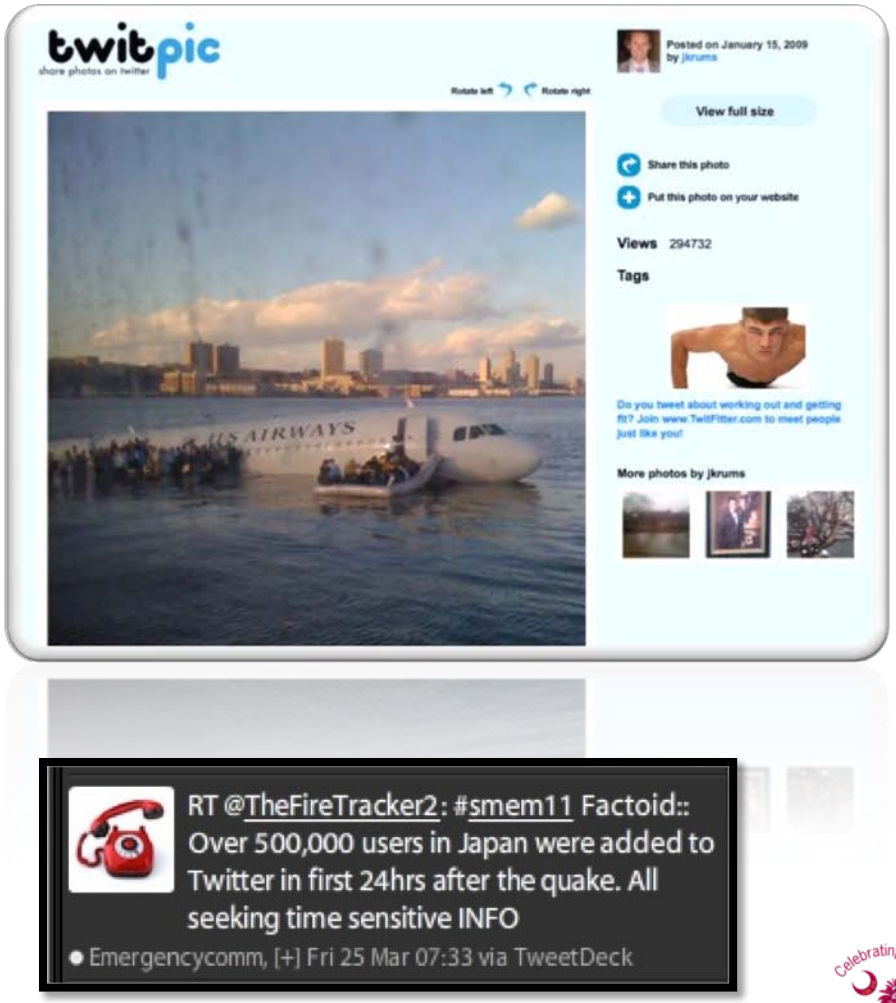
It Started With Mumbai (Nov. 2008)



- Twitter was instant communication
- Phone numbers, updates, photos, emergency contacts
- Often faster than the newscast
- Aggregations of data were slowly forming

Other events followed…

- Australian Fires
- Fort Hood Shooting
- US Airways Flight 1549 (Twitpic)
- Iranian Election Protests
- Egypt and Libya
- Japanese Tsunami



Boulder, Colorado: Labor Day 2010

“Four Mile Fire”

- A recreational vehicle collides with a propane tank at a rest area.

- ***Reverse 911 services fail for areas around Boulder, Colorado.***
- Fire Department and local forestry services start sending out “Tweets” alerting the general population.
- People “retweet” these as well as sending “targeted” Facebook messages.

Maps, Phone Numbers, Information, Photos, Resources

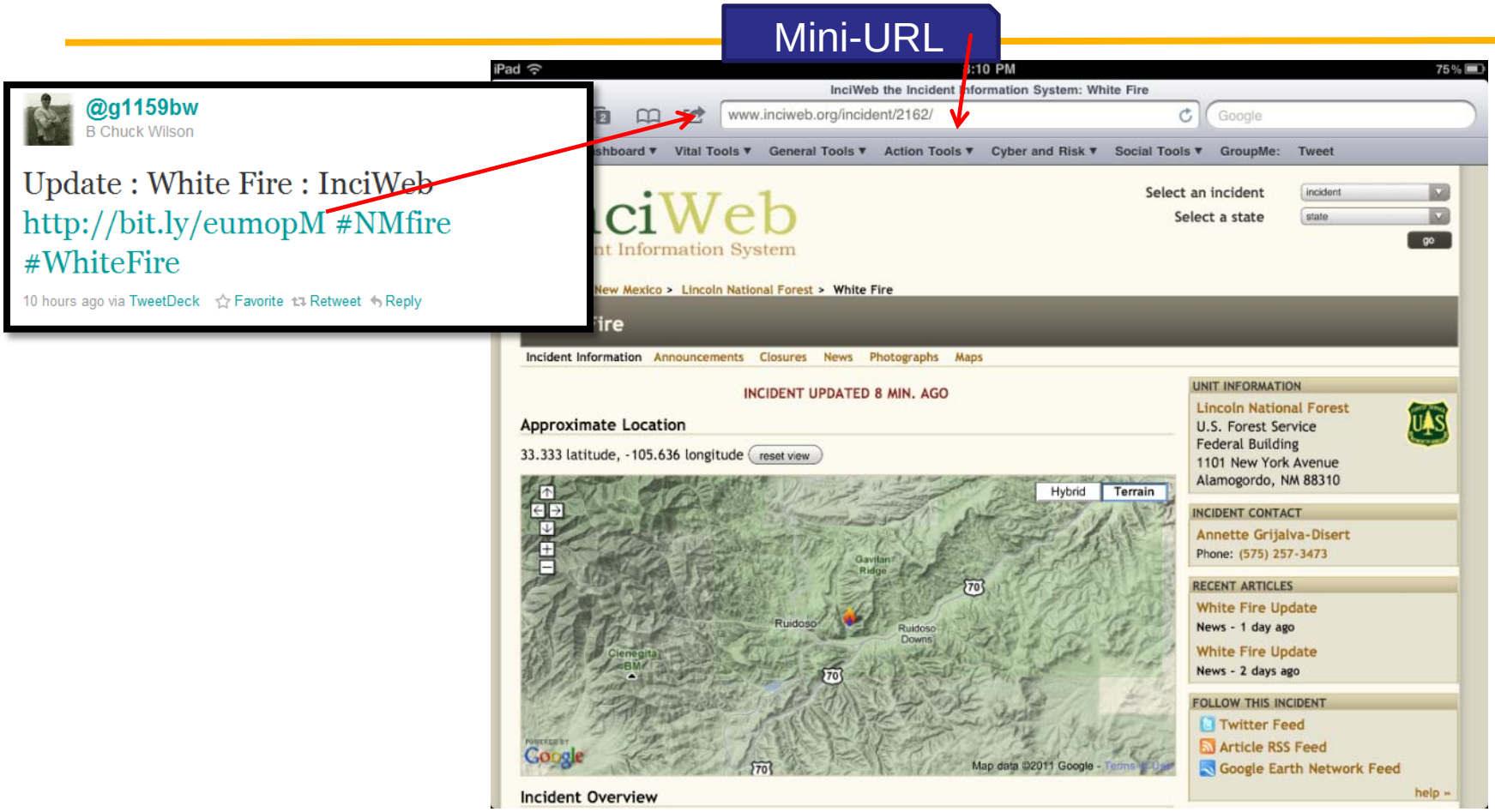
@BoulderChannel1 *UPDATE: FOUR MILE CANYON #boulderfire Reverse 911 fails: command asks Twitter let people know to evacuate; http://c1n.tv/boulder/blog/*

Note use of #HashTags

@epiccolorado *If you DM us your email address (tell us to follow first) -we will give you access to our spreadsheet-looking to map locations. #boulderfire*

@HumaneBoulder *For help w/pets 2nite call Dispatch 303-441-3333. Pets will be housed either here or transported by officer to @LongmontHumane #boulderfire*

Social Media links to other updates on the web



Ability to receive text messages

Why Use Social Media During an Emergency?

- Instant Communication: Faster than the news or web ☺
- Able to Broadcast out as well as Target individuals
- Instant Timeline
- Lead readers to information such as maps, announcements, phone numbers
- Reach mobile devices instantly as well as landlines: No “traditional” computer needed

The Darkside…

- Instant (incorrect) Communication: Faster than the news or web ☹
- No authentication of communications
- Everyone is a journalist
- No guaranty people will actually read messages
- Still evolving
- Scams…

Google People Locator Fiasco

Person Finder: 2011 Japan Earthquake

日本語 | English | 한국어 | 中 文 (简 体) | 中 文 (繁 體) | Português (Brasil) | español | Tiếng Việt

What is your situation?

I'm looking for someone

I have information about someone

Currently tracking about 607400 records.

Short URL : http://goo.gl/sagas (Mobile OK)
Additional Partners (including NHK)
Other Resources

PLEASE NOTE: All data entered by you will become publicly available, and viewable and usable by anyone. Data in the Person Finder includes data entered by users and data entered based upon publicly available information and certain other sources. Google does not review or verify the accuracy of the data.

Embed this tool on your site - Developers - Terms of Service

powered by Google

Person Finder: 2011 Japan Earthquake

日本語 | English | 한국어 | 中 文 (简 体) | 中 文 (繁 體) | Português (Brasil) | español | Tiếng Việt

I have information about someone
Enter the person's given and family names.

Family name:

Given name:

Provide information about this person

« Back to start

PLEASE NOTE: All data entered by you will become publicly available, and viewable and usable by anyone. Data in the Person Finder includes data entered by users and data entered based upon publicly available information and certain other sources. Google does not review or verify the accuracy of the data.

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“There are some evil people out there.”

The Washington Post

In the News | The Masters | Katie Couric | Southwest Airlines | Epsilon | Obama reelection

washingtonpost.com > World

Parents told Australian daughter died in Japan tsunami, only to find it's an online hoax

By The Associated Press
The Associated Press
Tuesday, March 15, 2011; 9:16 AM

TOOLBOX
Resize Print E-mail
Yahoo! Buzz Reprints

COMMENT
Comments
COMMENTS ARE CLOSED WHILE WE UPGRADE OUR SYSTEMS

OFUNATO, Japan - For several hours, Ashley Russell thought his daughter was dead. A missing persons website set up to track Japan's tsunami said so.

The Australian father eventually discovered that the post was a hoax and his daughter, Alice Byron, is safe.

Sydney-based Russell told of his distress Tuesday after finding a message on the Google site Saturday afternoon saying the 21-year-old woman had been confirmed dead at a hospital in the devastated coastal town of Ofunato, where she had been teaching English for nine months.

It cited the name and telephone number of a real hospital, but gave a fake doctor's name. Her father said frantic friends in Japan were able to telephone the hospital and confirm the deception.

"There are some evil people out there," said Russell, a 48-year-old publisher. "Her employer told me other people had suffered the same hoax as well."

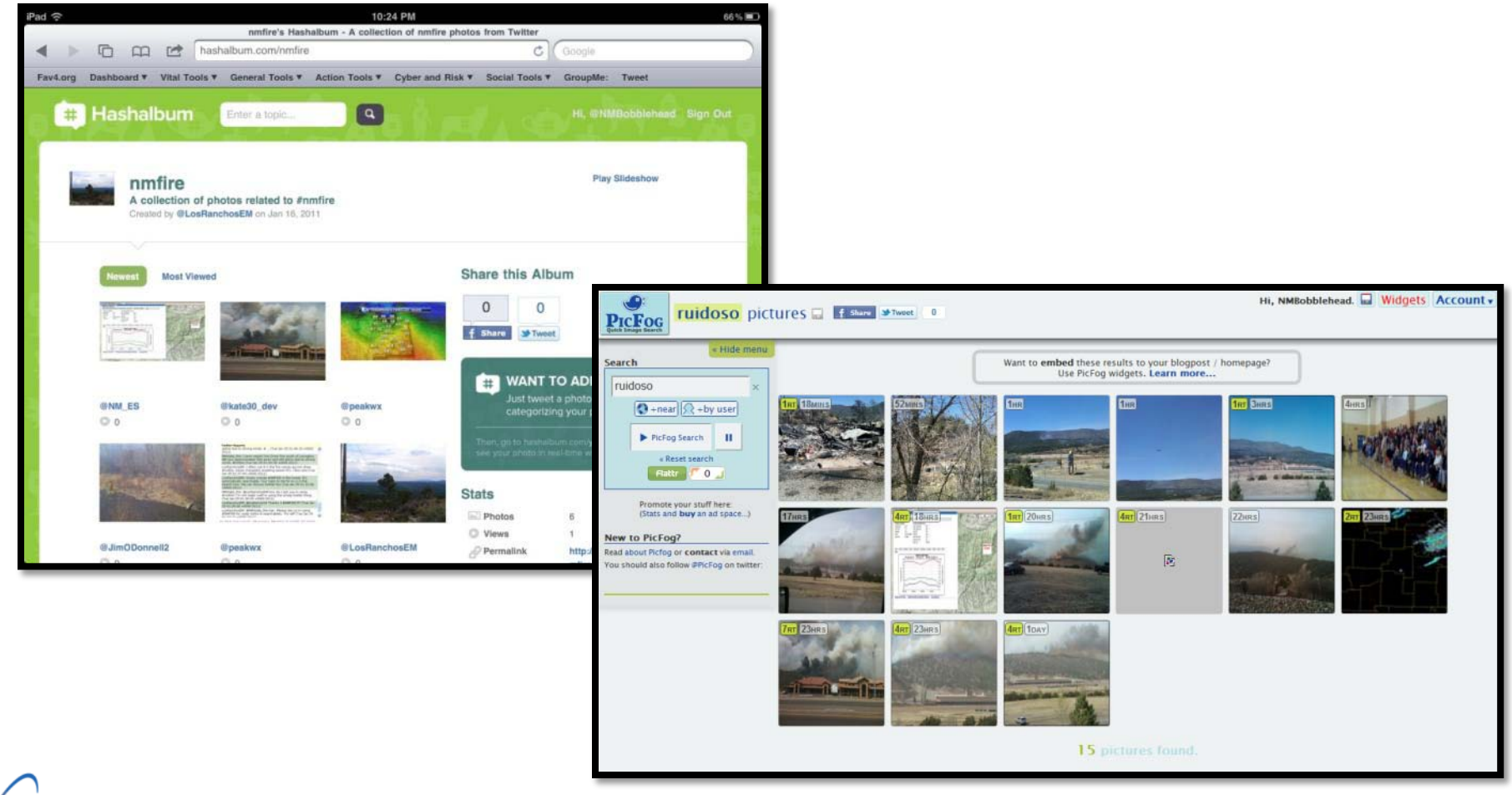
With thousands still missing from the devastating tsunami that followed Japan's worst-ever earthquake on Friday, the potential for such hoaxes is great.

Online Emergency Communication Scanners

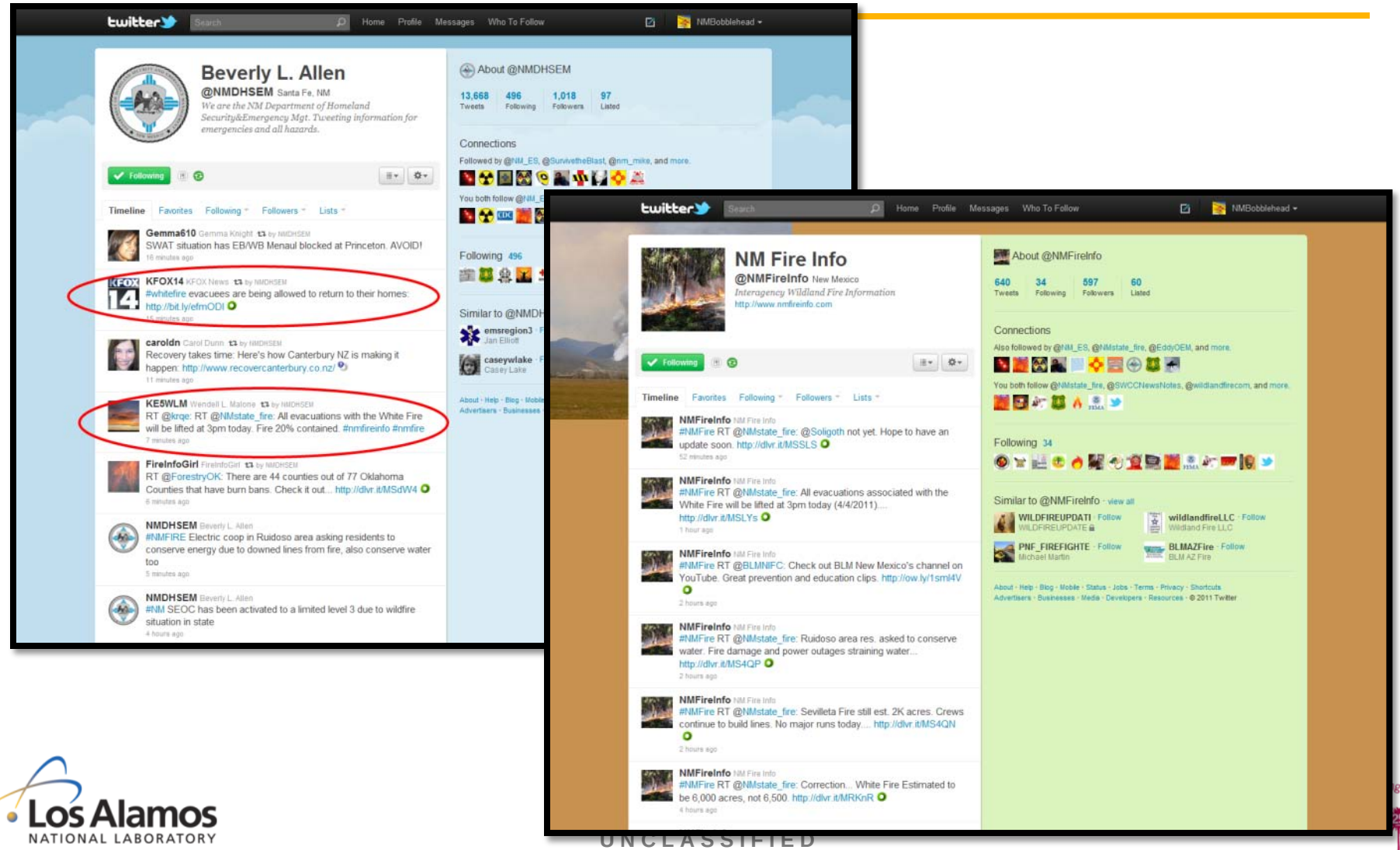
Apps for iPhone, iPad, Android, Blackberry as well as on the web

The 2011 Ruidoso New Mexico "White Fire"

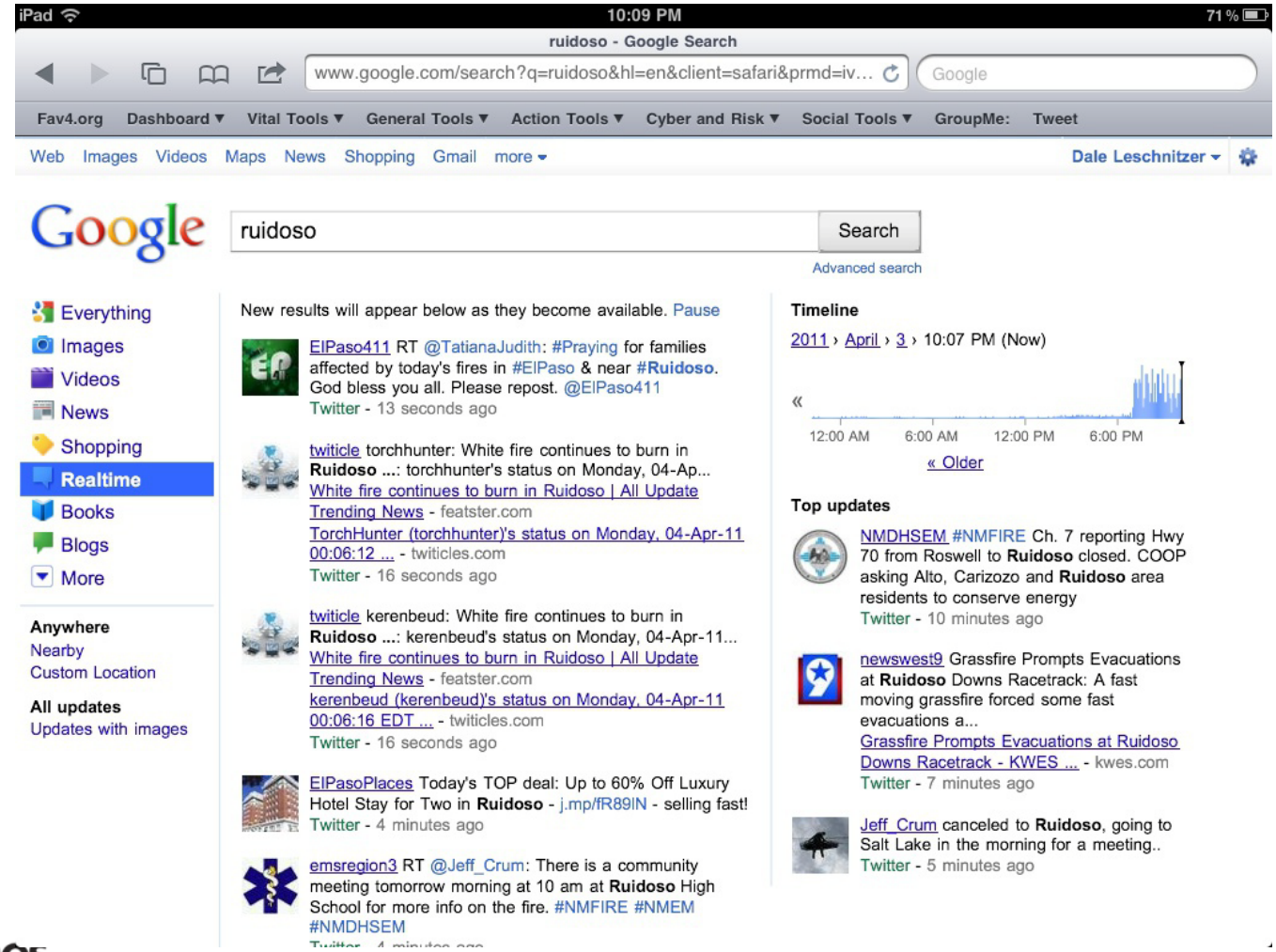
Picfog and Hashalbum to Find Photos



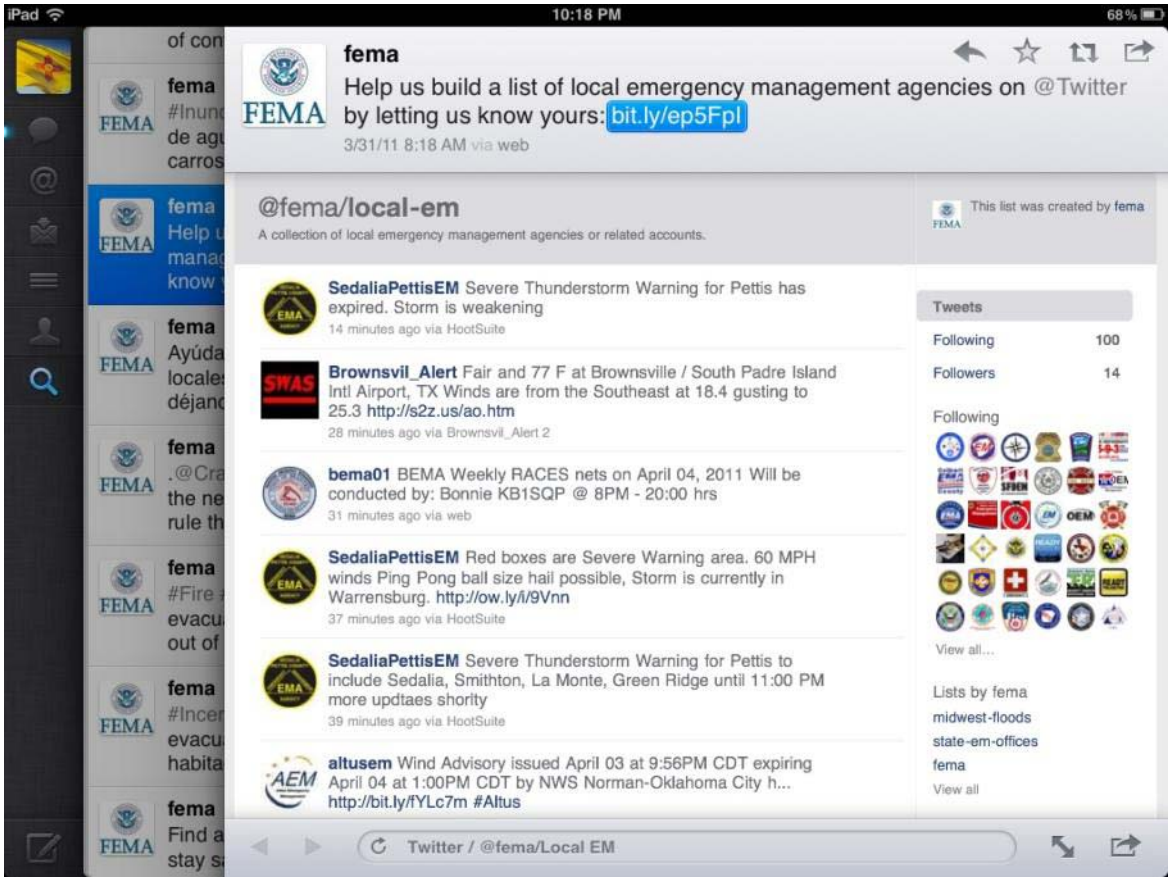
“Branding” Keeps it Legitimate



Google Realtime Seach Creates A Timeline



Easy to do as a hobby.
Harder to do as a professional.



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Should your DOE organization commit to this method?

- Probably not yet
- Still in its infancy and its actual effectiveness is not quite known
- ***But the writing is on the wall*** so you might want to start exploring
- Start by being a “troll”
- Think “mobile and global”

For More Information…

- ***Follow the #SMEM hashtag on Twitter: Social Media in Emergency Management***
- **#SMEMChat** every Friday 1230-1330 ESD on Twitter
- Dale's Diigo SMEM Group: groups.diigo.com/group/Soc-Media-in-EM References for this talk are here.
- Take a look at www.sm4em.org (also their Facebook page) & idisaster.wordpress.com They are fantastic web sites
- Buzz Dale! I ain't shy ☺

Appreciate Support from:

- Jamil Farshchi
  - Chief Information Security Officer
- Diane Senutovitch
  - LANL COOP Coordinator

NMBobblehead

@NMBobblehead 35.822163,-106.197258

Radioactive Bobblehead from the Atomic City On The Hill In The Land of Enchantment.

http://atomiccity.blogspot.com/

HELLO
my name is

Text DALEHUGO to 50500 to add me to your phone's address book automatically.

Dale Hugo Leschnitzer

dale@lanl.gov

505-500-4114

A PROUD LANL COOP PIRATE!