

Messaging & Risk Communication

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Alerts and Warning on Mobile Devices

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New Technology: “We don’t know what we don’t know.”

- 1). Rapid Change and Adoption
- 2). New Applications
- 3). Emergent Organization (Self-organization)
- 4). Resilient Technology

Who tweets?

More users are female (55%)

Largest single age demographic, 18 to 34 (45%)

Over 50 demographic (14%)

Majority Caucasian (69%)*

African American (16%)

Hispanic (11%)

Income distribution associated with use

30% + 100K

March, 2010, Quantcast

“Old” Media System

- 1) “Command post perspective” (Quarantelli, 1982)
- 2) “Mediated disaster:” Time, Space (access)
Gatekeeper / Filter
- 3) Universal Audience
- 4) Vicarious Participation

“New” Media System

- 1) Speed
- 2) Not “mediated” - “Participant” as source and “On-the-ground” perspective
- 3) Selected (Limited) Audience
- 4) Immediacy / Presence
- 5) Vicarious Participation

“New” Media System

- Disasters Promote Adoption
- System Uses:
 - Response Management
 - Uncertainty Reduction -
 - Sending/Receiving
 - Psychological Security
 - The Need to Talk about Crisis
 - Recovery – Reconstituting Community

“New” Media & Crisis

Information Seeking / Sharing

Information Vacuum

Gender Differences

Social Network Size

Credibility

Functionality

(Spence, Lachlan, & Westerman, 2009)

“Old” + “New” Media System

Tweet and Re-Tweet

Media Convergence

“Citizen Journalist” & “First
Communicator”

Complex System with Human & Technical
Components

Tweet Contents

Providing information (37.1%)

(Warnings, updates, answers)

Commentary (33.6%)

Personal (Impact) (25.6%)

Asking for information

(For officials, media, or others)

Promotional (4%)

(Media coverage, unrelated products, services)

(Vultee & Vultee, 2009)

Example

2007 San Diego Wild Fires

KPBS

Twitter

Google Maps

Focused Information

Two Way

First Hand Accounts



kpbsnews Get a list of local assistance centers in Southern California visit <http://tinyurl.com/ywejgn> about 1 hour ago from web ☆



kpbsnews The CA Department of Insurance is sending fraud investigators to assistance centers and neighborhoods to reduce the chance of scam artists about 1 hour ago from web ☆



kpbsnews Fire victims can register with FEMA online by visiting <http://tinyurl.com/yolpfj> about 1 hour ago from web ☆



kpbsnews Santa Clarita area update: Buckweed Fire now joins the Magic Fire in being 100 percent contained about 1 hour ago from web ☆



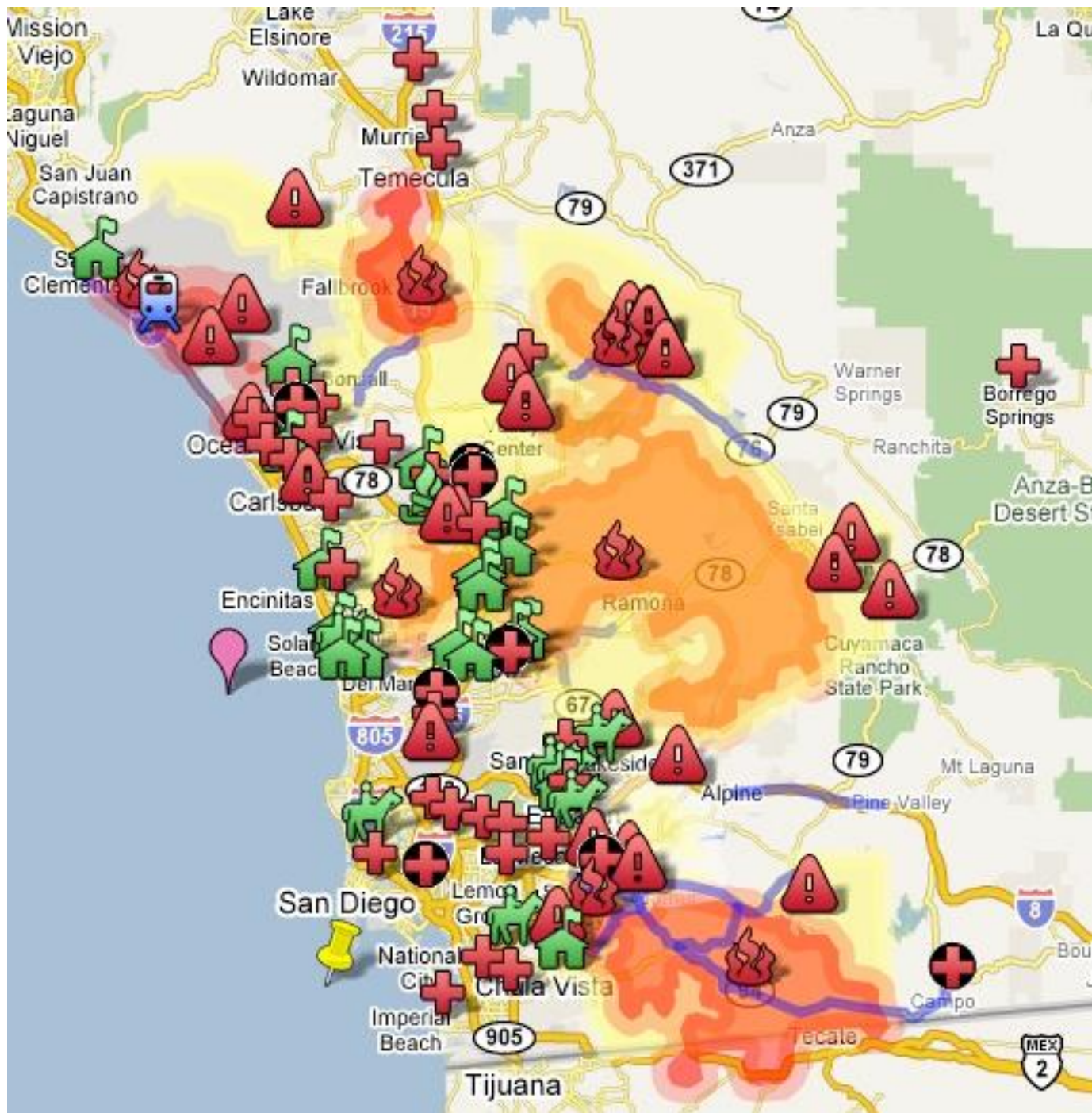
kpbsnews Resource: people suffering with stress following the wildfires can contact the Orange Co Emergency Op Center hotline at (714) 628-7085 about 1 hour ago from web ☆



kpbsnews The Malibu fire has been fully contained. about 1 hour ago from web ☆



kpbsnews Caltrans says Route 74 will remain open in both directions tonight. about 1 hour ago from web ☆



Caribbean under Tsunami watch:
Sections of the Caribbean are now
under a Tsunami watch following an ..
<http://3sxm6.tk> #caribbean

3:55 PM Jan 12th via twitterfeed



CaribFeed
Caribbean News

Haiti Earthquake count: 16:53 ET 7.2
mag., 17:00 ET 5.8 mag., and 17:12 ET
5.6 mag. #Haiti #HaitiQuake

3:01 PM Jan 12th via Tweetie



InternetHaiti
Multilink Haiti

words on the streets part of Hotel
Montana Fell , exagone is cracked.
houses in canape vert fell down #haiti
#eq

3:05 PM Jan 12th via Tweetie



FredoDupoux
Frederic Dupoux

J'ai l'impression qu'une nouvelle
secousse s'est produite car j'ai perdu
contact avec mon ami sur Skype...
#Haiti #HaitiQuake

3:14 PM Jan 12th via Tweetie



InternetHaiti
Multilink Haiti

Where do we go from here?

Development of integrated “New” & “Old”
Media Systems

Consistency of Messages

Reach to Multiple Audiences

Credibility

Technology

Where do we go from here?

Strategies for Adoption

Technology + Factors of Human Use

Message Characteristics:

Inadequate room for details/ The
why question.

Driving traffic to other sources

Where do we go from here?

Exploring Capacity

Remote Sensing Devices

Situational Awareness

4 Square

References

Spence, P. R., Lachlan, K. A. & Westerman, D. (2009). 'Presence, Sex, and Bad News: Exploring the Responses of Men and Women to Tragic News Stories in Varying Media', Journal of Applied Communication Research, 37:3, 239 — 256

Hughes, A. L. & Palen, L. (2009). Twitter Adoption and Use in Mass Convergence and Emergency Events. Proceedings of the 6th International ISCRAM Conference – Gothenburg, Sweden, May 2009 J. Landgren and S. Jul, eds.

Vultee, F. & Vultee, D. M. (2009). What we tweet about when we tweet about disasters: The nature and sources of microblog comments during emergencies. Presented at the Meeting of the National Communication Association, Chicago, Ill. November, 2009.