Relevance of qualitative and quantitative feedback sent to LastQuake App

The impact of the implementation of these two best practices on LastQuake is complex to measure. No indicator can precisely do so. This is mainly due to the constants variations in user numbers because of daily downloads and uninstallations of LastQuake. The number of users wouldn't be a good quantitative proxy as it is strongly linked to the seismic activity. The app rating on the mobile app stores is also a biased indicator as it varies along different factors such as potential technical bugs (Khalid et al. 2014 - as shown in source document) and rating culture (Lee et al. 2002). The efficiency of safety tips will also be complex to approach as inappropriate behaviours are hard to measure when they are avoided. However, from a qualitative point of view, LastQuake received positive feedbacks from users through social media and comments on the app-store. Moreover, thanks to the safety check, each sent message is also a way to potentially steer the conversation around to LastQuake and how it contributes to disaster risk reduction. It potentially strengthened its visibility. Overall, the most precise way to measure the impact and satisfaction would be to launch an online survey.

Note: See source document for full reference.

Applicable to:

Stakeholders: Open-mindedness, Access and use of infrastructure/services
Disaster Phases: Response
Types of Actors Concerned: Active citizens, Non-active citizens, NGOs
Hazards: Natural hazards

Source

Deliverable D3.3a "Initial report on the impact of best practices prototype implementation" (page 43)