Use of social media and crowdsourcing in disaster situations

Regarding the relationships between the different types of usage (see Table 6 below - as shown in source document), firstly, participants, who indicated that they are likely to use one function of such mobile phone apps (e.g. to receive alerts), were also likely to use any of the other functions (submit information to authorities, warn other app users). Amongst the different functions suggested in social media usage, these correlations are not so strong: Participants who responded that they are likely to use a social media site for informing themselves/receiving information, were also rather likely to warn or inform other social media users. However, the likeliness of submitting information to authorities via social media was only moderately related to the other functions. Accordingly, implementing mobile phone apps for crowd sourcing in disaster management may hold a higher potential for authorities to actually receive information from citizens than using social media for crowdsourcing. Furthermore, there are no (or very weak) correlations between the different types of usage of mobile phone apps and any of the three types of social media usage. Given the above mentioned finding of high overall likeliness of mobile phone app usage in disaster situations, the conclusion may be drawn that citizens who are not active or frequent social media users may still be very interested in using mobile phone apps designed for disaster preparedness and disaster response.

Note: See source document for full reference.

Applicable to:

Stakeholders: Open-mindedness, Attitudes toward authorities, Attitudes toward the media

Disaster Phases: Preparedness, Response, Recovery

Types of Actors Concerned: National civil protection body, Local authorities, Government, National research bodies, Red Cross, NGOs, Military, Healthcare and emergency services

Hazards: Natural hazards, Man-made intentional hazards, Man-made non-intentional hazards or emergency situations

Recommendations:

- Engage in activities and develop strategies aiming to improve trust between citizens and authorities

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Source

Deliverable D5.5 "Report on citizens' reactions and opinions: Citizen Summit 3 (Italy)" (page 15)