



Emergency Management in Social Media Generation

Open Source Intelligence Dissemination Conference, Rome, 08/07/2015

Therese Friberg, University of Paderborn / C.I.K.



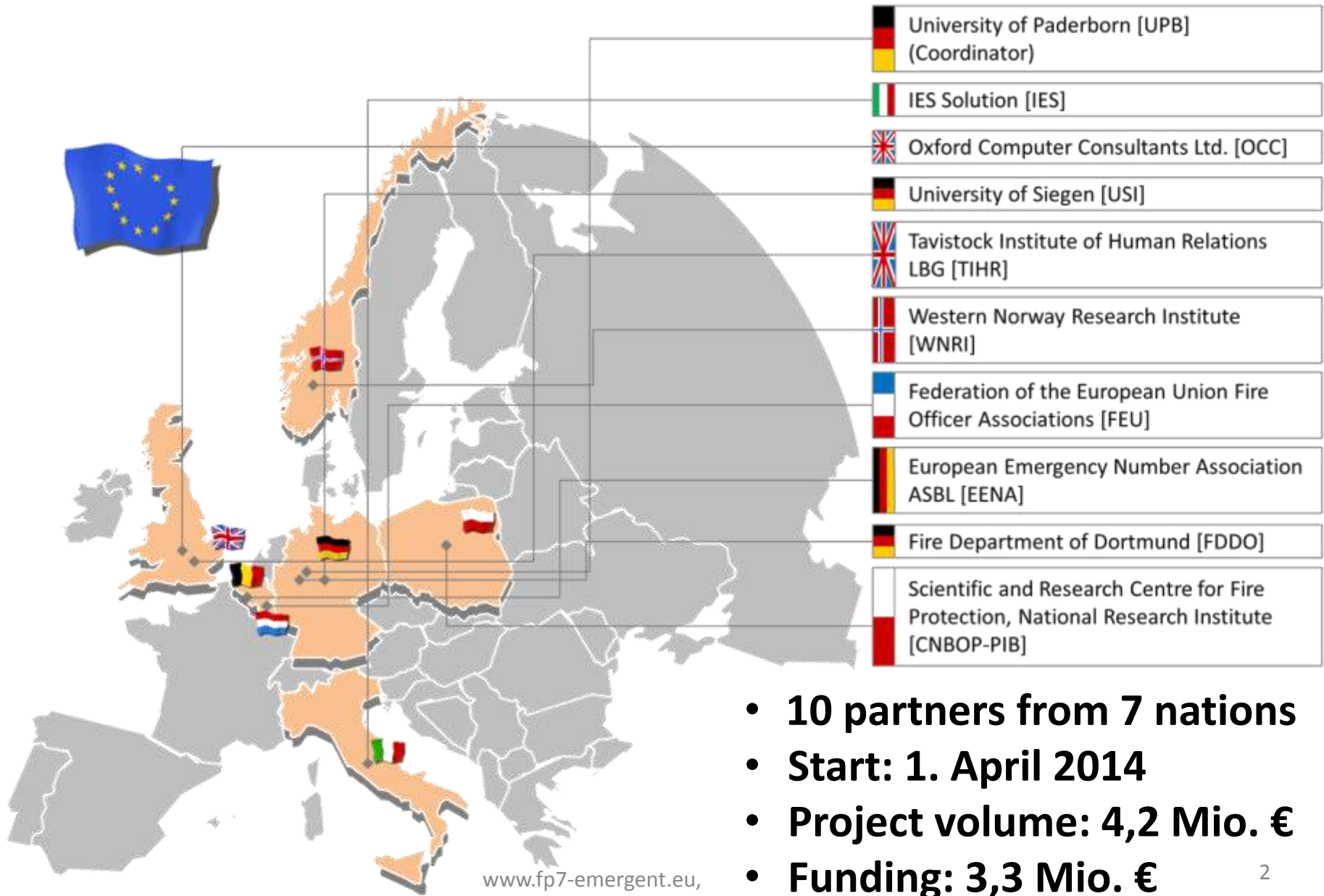
european emergency number association



Stadt Dortmund
Feuerwehr



Partners



- 10 partners from 7 nations
- Start: 1. April 2014
- Project volume: 4,2 Mio. €
- Funding: 3,3 Mio. €

Overall Objective of EmerGent

- Understanding the positive and the negative **impact** of social media in emergencies in order to:
 - enhance objective and perceived safety and security of citizens **before, during** and **after** emergencies
 - strengthen the role of **European companies** dealing with services and products related to the aimed research and development results

Today

Tomorrow

Stakeholders

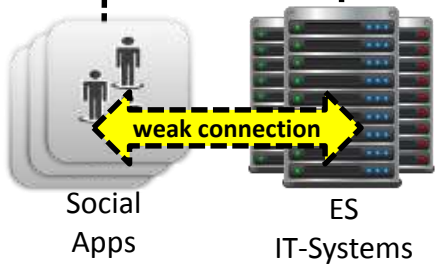
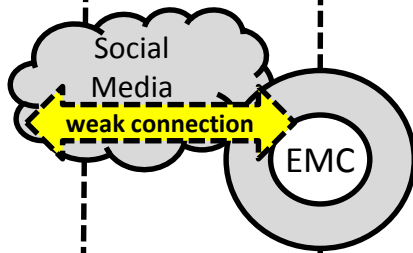
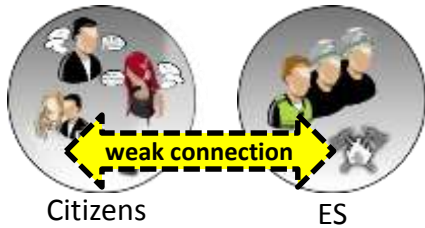
Methods

Tools

Stakeholders

Methods

Tools



Scenarios

Today

Tomorrow

Stakeholders

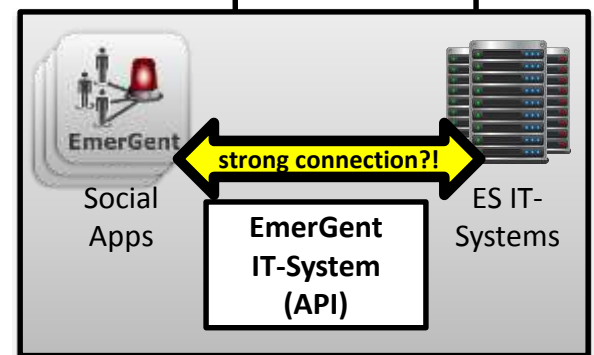
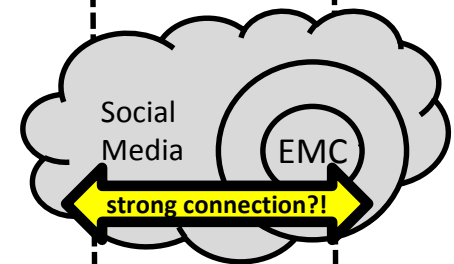
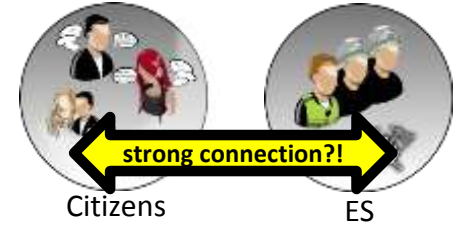
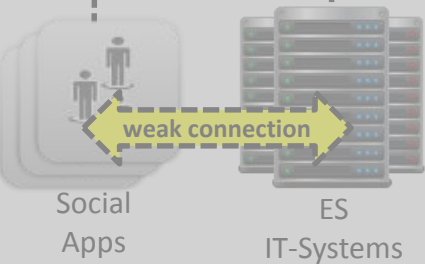
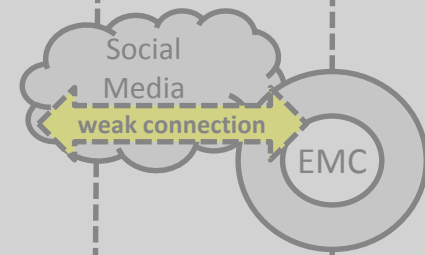
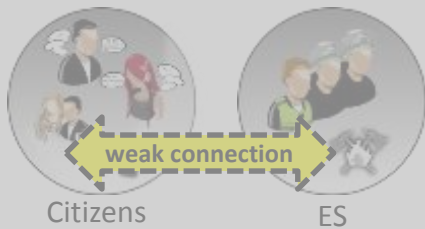
Methods

Tools

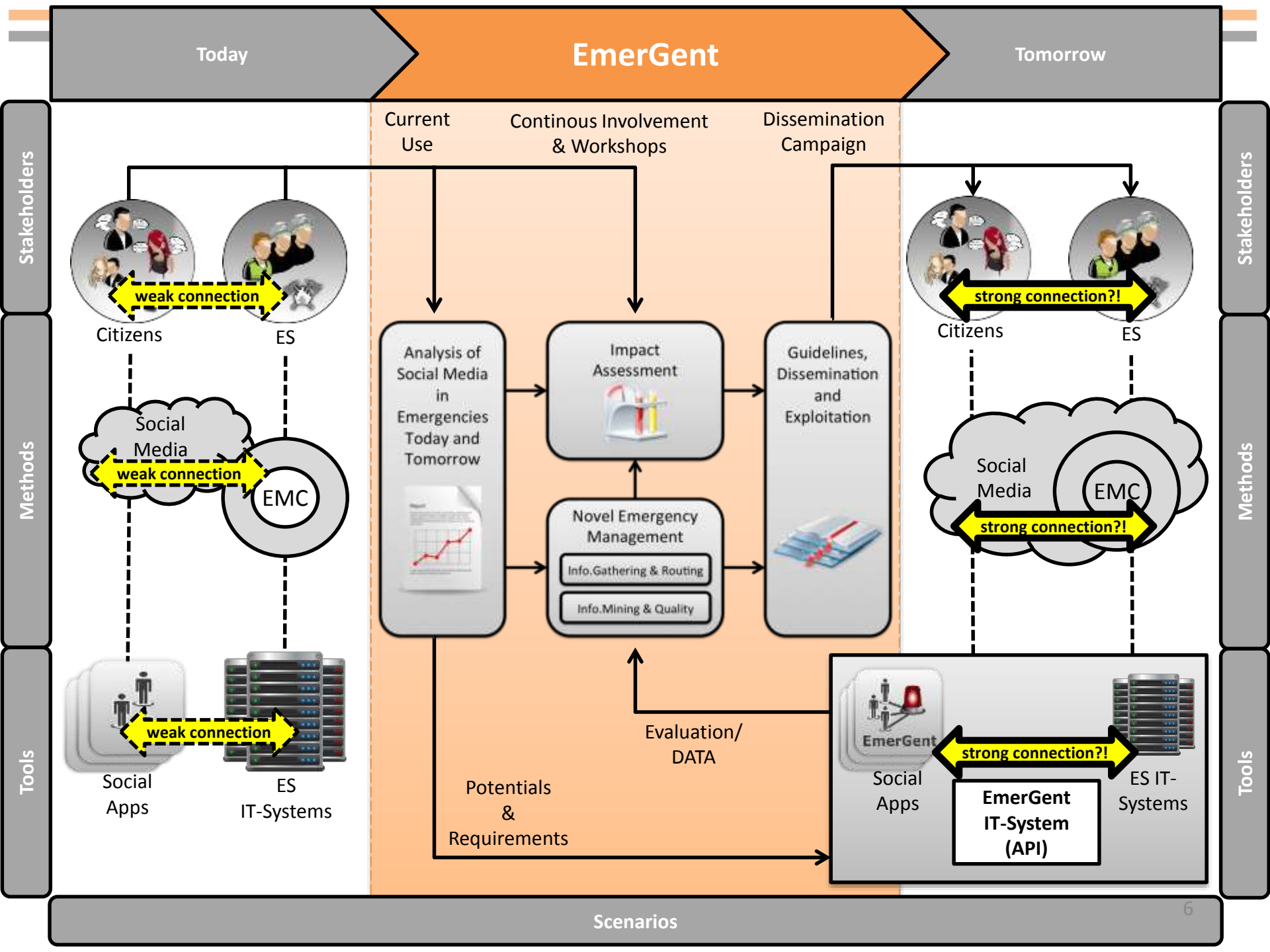
Stakeholders

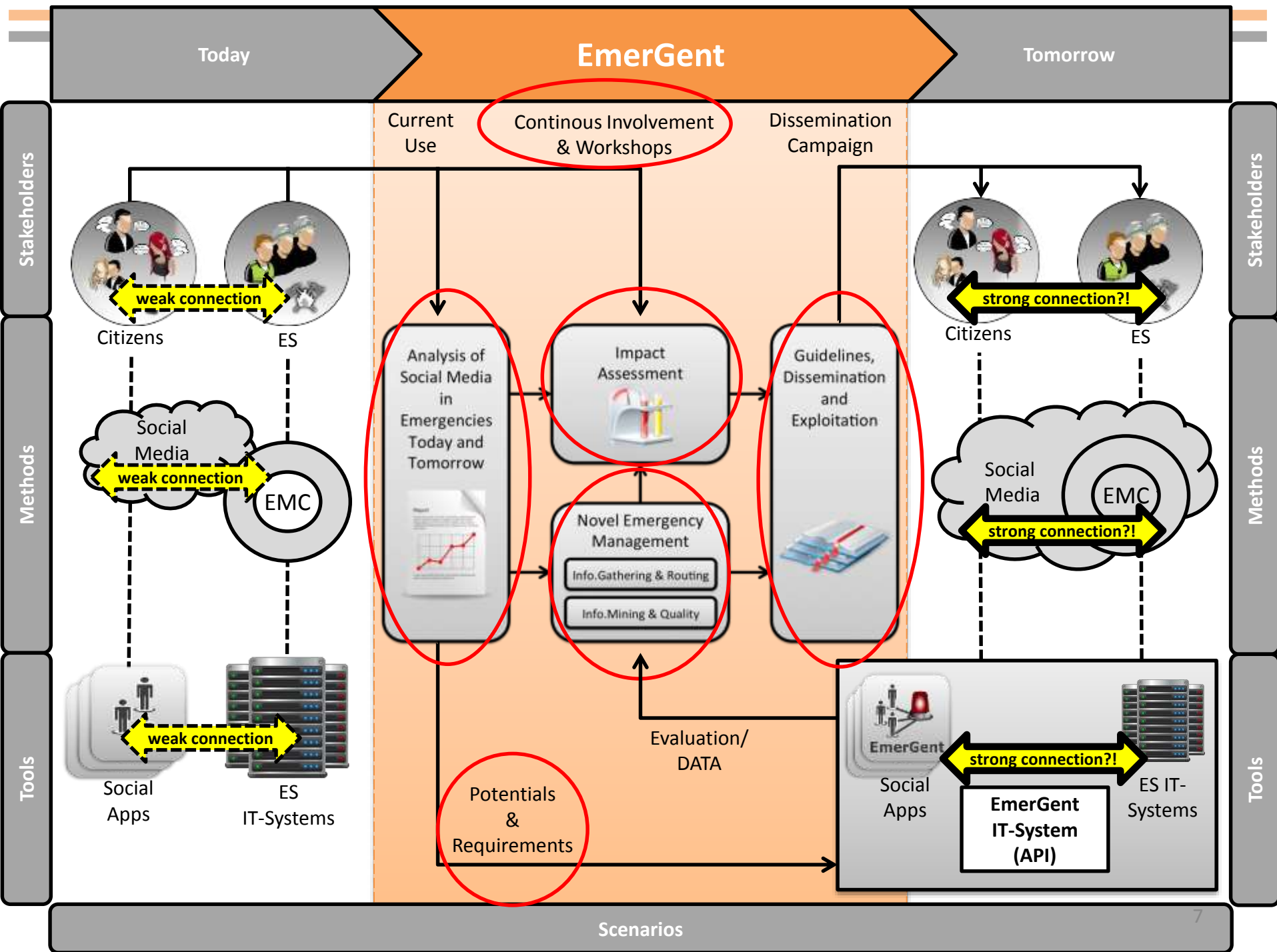
Methods

Tools

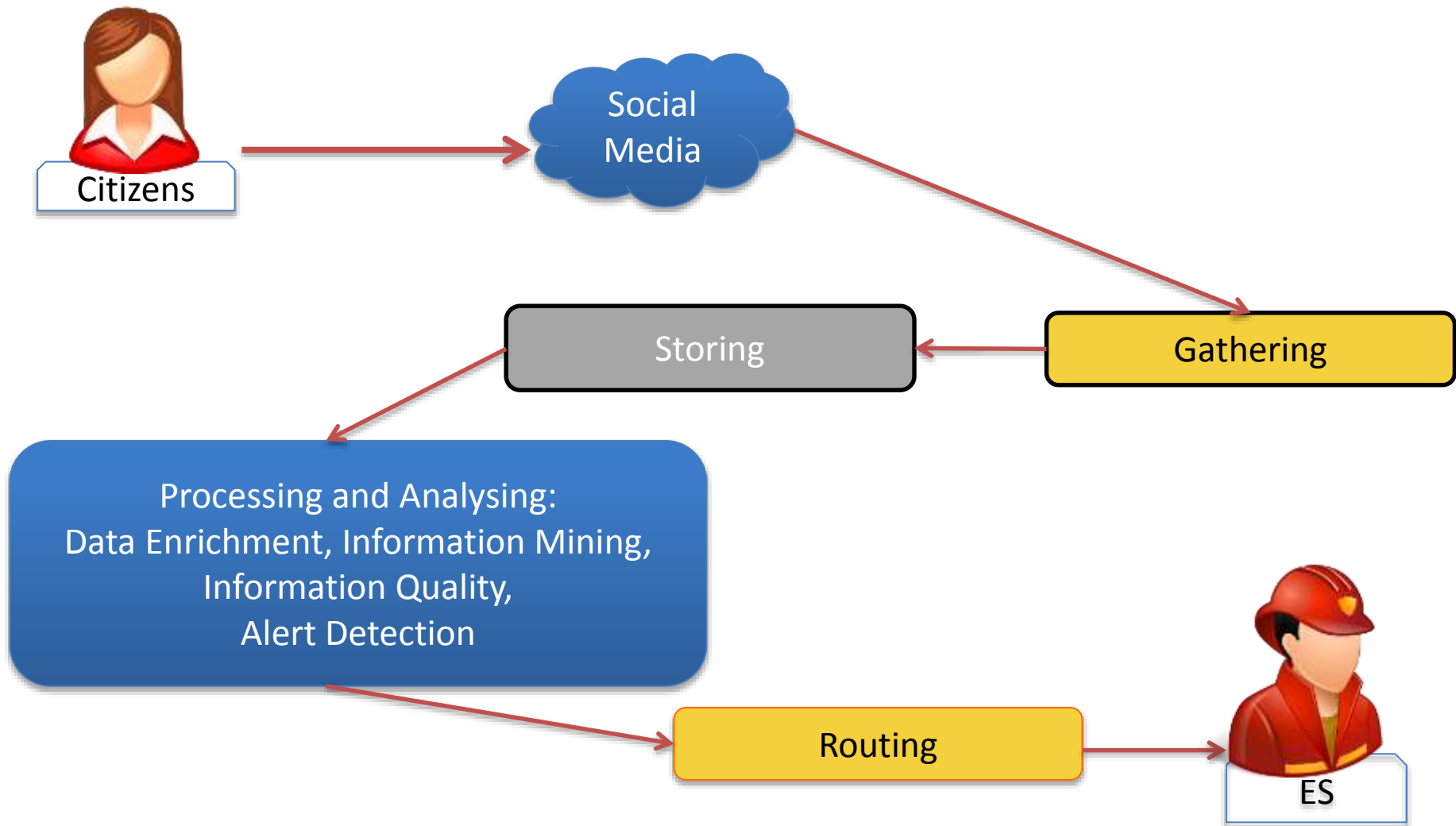


Scenarios

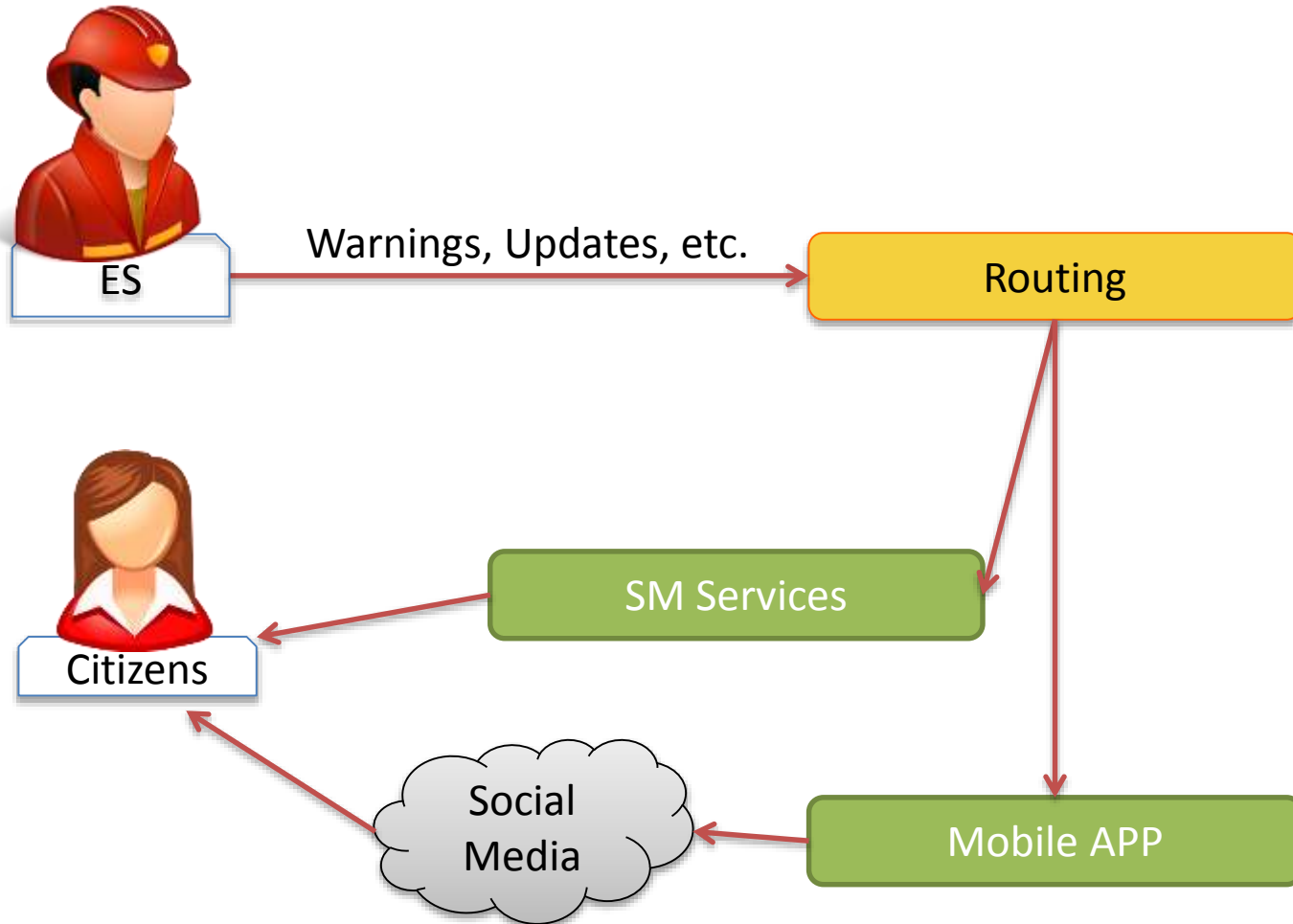




C2A - Overview



A2C - Overview



End Users

- Associations: EENA and FEU
 - Access to broad networks
- End user organisations: FDDO and CNBOP-PIB
 - Testing environment
- End user advisory board
 - Since start, deeply involved via regular meetings and virtual
 - Next meeting: Nov. 2015 in Vienna
 - Members: list on website



Stadt Dortmund
Feuerwehr



- Survey with 750 end users across 27 countries about use of social media in emergencies (closed)
- **Citizens:** survey with 1000 responses worldwide



SURVEY OF EMERGENCY SERVICE STAFF ATTITUDES TOWARDS SOCIAL MEDIA

- More than 750 responses across 27 European countries
- 9th September – 15th October 2014
- Results available: <http://www.fp7-emergent.eu/publications/>
– English, German and Slovenian

Across Europe (32 countries)



35% Germany
18% Slovenia
15% Poland
16% Scandinavia
5% Benelux
11% others



"The majority of emergency services has positive attitudes towards social media usage."

761 Responses



Across Organisations

39% Fire Departments
23% Volunteer Fire Brigades
23% Agency for Technical Relief
16% others

Survey: Emergency Services Attitudes towards Social Media



Enablers for Social Media Use

funding (€) 56%
specific software 68%
equipment 68%
skills 77%
organisational culture 78%

"The most likely use case is to share information with the public (44%) compared to receive messages from the public (19%)."

Current Use of Social Media

receive messages 19%
situational awareness 23%
two-way-communication 31%
sharing during emergencies 32%
sharing for emergency prevention 44%

"19-44% of emergency services in Europe use social media, compared to 85% in the US (San et al., 2013)."

Future Increase in Use of Social Media

situational awareness 53%
receive messages 54%
two-way-communication 54%
sharing during emergencies 73%
sharing for emergency prevention 74%

"The majority expected their organizations to increase their use of social media in future (74%); those already using significantly even more."

SURVEY OF CITIZENS' ATTITUDES TOWARDS SOCIAL MEDIA

- <http://www.fp7-emergent.eu/survey-of-citizens-attitudes-towards-social-media/>
- In English, Slovenian, Polish, Italian and German
- Just finished, results are coming
 - More than 1000 responses

Key Outputs of EmerGent

1. Analysis of the positive and negative **impact** of social media for citizens and emergency services for all phases
2. Identification of user **requirements** for a novel emergency management in social media generation
3. Development of **tools** for information mining, information quality, information gathering, and information routing
4. Clarification of potentials of social media in emergencies for **exploitation**
5. Definition of **guidelines** for officials and the public for social media use in emergencies

Further Informationen

- Website: www.fp7-emergent.eu
- Follow us:
 - Twitter: @FP7_EmerGent
 - Facebook: FP7EmerGent

Universität Paderborn

Computeranwendung und Integration in
Konstruktion und Planung, C.I.K.

Head of Unit: Prof. Dr.-Ing. Rainer Koch

www.cik.uni-paderborn.de

My Contact:

Therese Friberg

Tel.: +49 5251 60-5474

E-Mail: friberg@cik.upb.de

