Social Media for Disaster Response

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Three Arenas

1. Back Channel Communications

2. Convergence

3. Alerts and Warnings
Where We Have Been…

2001 2002 2003 2004 2005 2006 2007 2008 2009 2010

[Images of historical events, technologies, and social media platforms]
Back Channel Communications

The public is no longer reliant on official communications for accurate information.

RESEARCH RECORD

• Computer mediated communication enables first hand reporting, information creation, information correction

DISASTER RESPONSE

• Organizations must be a part of social media communications or risk becoming outdated and/or irrelevant
Convergence

The movement of people, supplies, resources to a disaster setting. Convergence behavior occurs both online and off.

RESEARCH RECORD

• Collective intelligence, problem solving
• Digital volunteers and collaborative organizing, information curation, mapping, situational awareness

DISASTER RESPONSE

• Recognize that the public is a resource, not a problem
Alerts and Warnings

Social media is changing the communication landscape for alerts and warnings.

RESEARCH RECORD
• Protective action decision making is always mediated by informal communications

DISASTER RESPONSE
• Use social media as an additional channel to observe and monitor what is taking place on the ground
• Adapt messaging based upon confirmatory activities that are taking place on line.
A Word About Resiliency

Exposure
Impact

Resources
Demands
SES Demographic Resources
Information & Communication Resources
Social Capital
Resiliency

Demands
Resources
Thank you!

Questions? Comments?

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