

Crisis Informatics: An Analysis of Social Media Use Following Hurricane Sandy



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Introduction

In today's world, social media plays a big role and online communities are commonplace sources of information.

One role is crisis informatics, where social media has become a source of information at the time of disasters, both for those who were in the disaster and those who were outside but seek to help.

Hurricane Sandy was a recent crisis where social media was used to disseminate information and plan appropriate action. The goal of this research was to determine how social media environments were used during and immediately after Hurricane Sandy.

Methods

- 1) Surveyed topsy.com in real-time for tweets about hurricane Sandy.
- 2) Investigated how the Chris Christie administration handled the crisis with his constituents and the President.
- 3) Consolidated Hurricane Sandy tweets into categories such as (Celebrities), constituent services(Verizon, AT&T, FEMA) and Recreational Humor.
- 4) Found the top twitter handles relevant to Hurricane Sandy by using Twitter's search filtration system that uses human evaluators and Storm data topography to retrieve the most influential and relevant accounts.



Assumptions

- a. Presumed that people inside the Hurricane zone used social media to find out updates on the hurricane status.
- b. Connectivity with twitter users was through credible relief organization twitter accounts.
- c. Supposed that people outside of the Hurricane disaster area would use social media mainly for recreational user, such as Hurricane Sandy humor, and also to satisfy curiosity.

Findings

- a. People inside the hurricane zones primarily accessed Twitter and other social media sites from their cellular devices.
- b. There were few advocated charities for Hurricane Sandy relief.
- c. Conceived from interview survey data that people were more inclined to connect to relied twitter accounts for information and aid.

References

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\$29.4 billion in overall damage in New Jersey one month after the Hurricane.