

Wisdom of the Crowd

Verification: Methodology vs. Technology

Emmanuel Kala – Ushahidi



GFDRR
Global Facility for Disaster Reduction and Recovery



Cooperative Governance
Traditional Affairs



ISDR





A platform, a community and a movement

English (US) [Search Icon]

Uchaguzi
KENYA DECIDES

[Checkmark] [X]

[+ SUBMIT A REPORT]

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FILTERS → **REPORTS** NEWS PICTURES VIDEO ALL


[Full Screen Map Icon] FULL SCREEN MAP

↓ CATEGORY FILTER [HIDE]



ALL CATEGORIES

- POLICE ACTION
- SECURITY ISSUES
- POSITIVE EVENTS
- HATE SPEECH
- VOTE COUNTING & RESULTS
- POLLING STATION LOGISTICS



Карта пожара (Пожарный онлайн 2010)
Помогаем координировать помощь

ОТПРАВИТЬ СООБЩЕНИЕ

ГЛАВНАЯ
СООБЩЕНИЯ
ОТПРАВИТЬ СООБЩЕНИЕ
ПОЛУЧАТЬ УВЕДОМЛЕНИЯ
КОНТАКТЫ


ПАРТНЕРЫ
О НАС
ЧЕМ МОЖНО ПОМОЧЬ?

Важная информация

Спасибо всем за помощь! Проблемы с картой сейчас устраним. Добавьте всю информацию сайта (Форма отправить сообщение). Какого рода информация нужна? О добровольцах, о потребностях в помощи. Также нужны фото и видео. Огромное спасибо всем, кто откликнулся и помогает вести проект.

ФИЛЬТР: сообщения
НОВОСТИ
КАРТИНА
ВЕСЕЛО

ФИЛЬТР КАТЕГОРИЙ



ВСЕ КАТЕГОРИИ

- 🔥 ПОЖАРЫ
- 🚧 БЛОКИРОВАННЫЕ ДОРОГИ
- 🚚 ХОЧУ ПОМОЧЬ
- 📍 ЦЕНТРЫ ПОМОЩИ
- 🏠 ЧТО НУЖНО
- 👤 МЕСТА РАЗМЕЩЕНИЯ ЛЮДЕЙ.

Как Сообщить

1. Отправить email на russianfires@gmail.com
2. Заполнить форму Web сайта



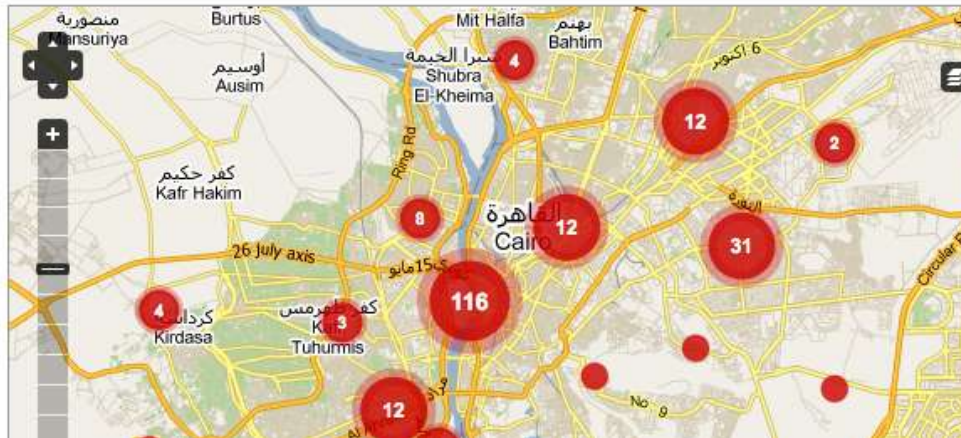
العربية (EG)

+ أبلغ عن واقعة

- الرئيسية**
- التقارير
- أبلغ عن واقعة
- استقبل تنبيهات من مكان معين
- اتصل بنا
- كيفية المساعدة
- عن الموقع
- تطوع معنا

التقارير أخبار صور فيديو الكل

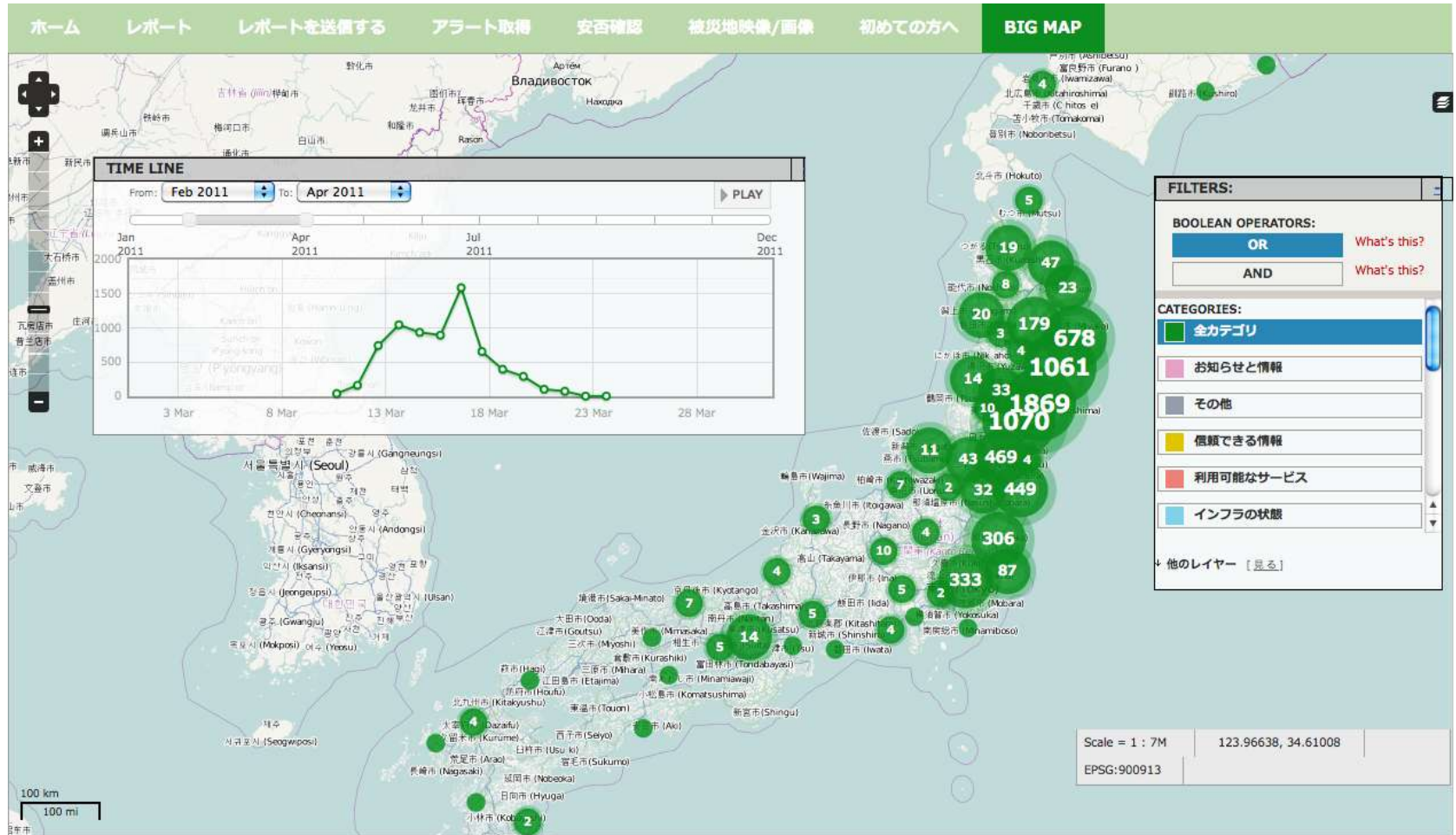
FULL SCREEN MAP



تحديد التصنيفات | إخفاء

- كل التصنيفات**
- لمس
 - بسيطة
 - النظر المتفحص للجسد
 - تعليقات
 - متابعة أو ملاحقة
 - معاكسة تليفونية

Earthquake & Tsunami – Japan

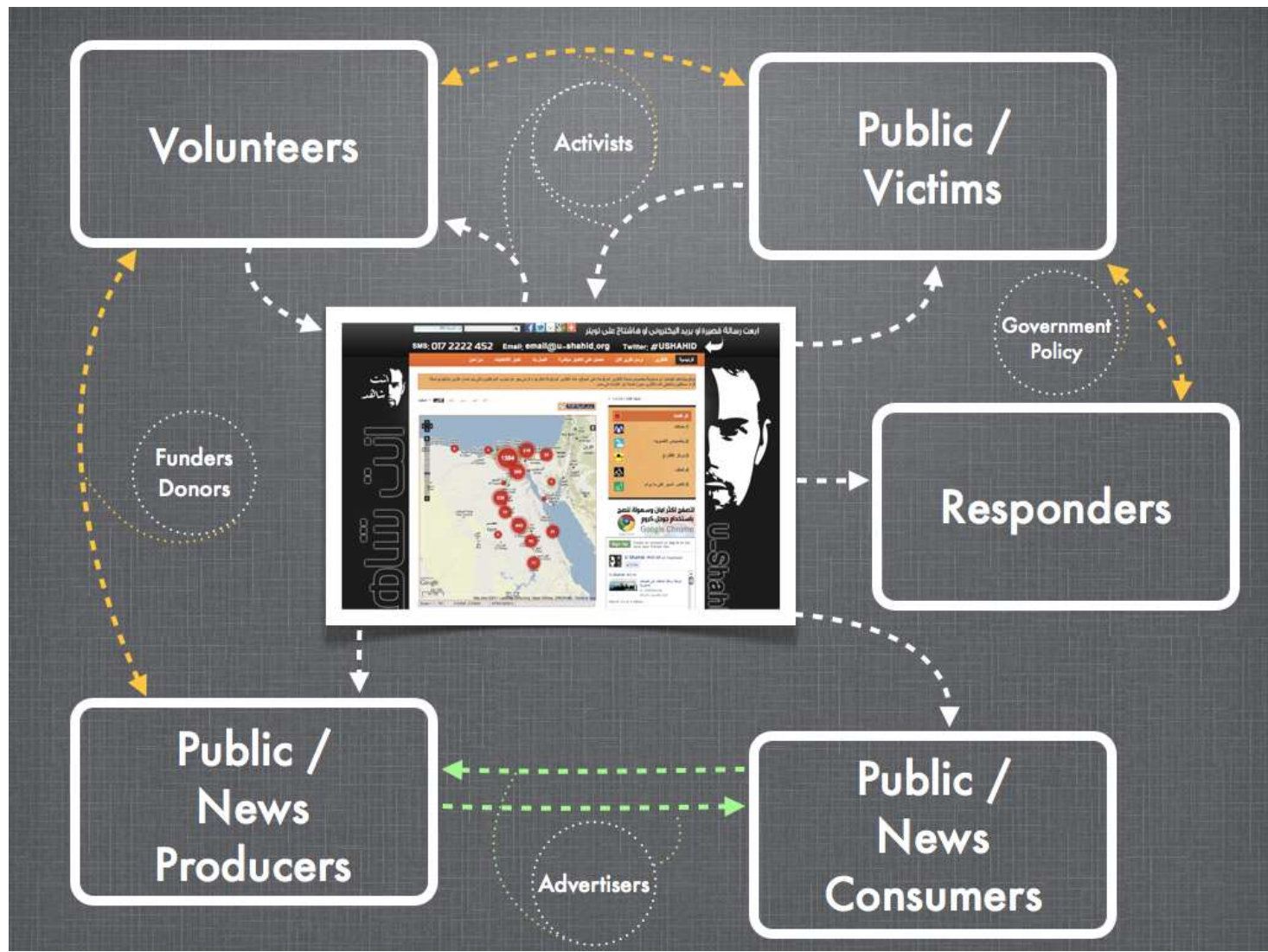




*“The process of making sure or demonstrating that something is true, accurate or justified” –
Oxford English Dictionary*

- Anonymity & Privacy
- Trustworthiness
- Triangulation
- ~~Steakeholders~~ Stakeholders
- Motivation of the authors

- A “yes” or “no” answer
- Much of the work happens outside the application – phoning people on the ground near reported incidents, checking media reports...

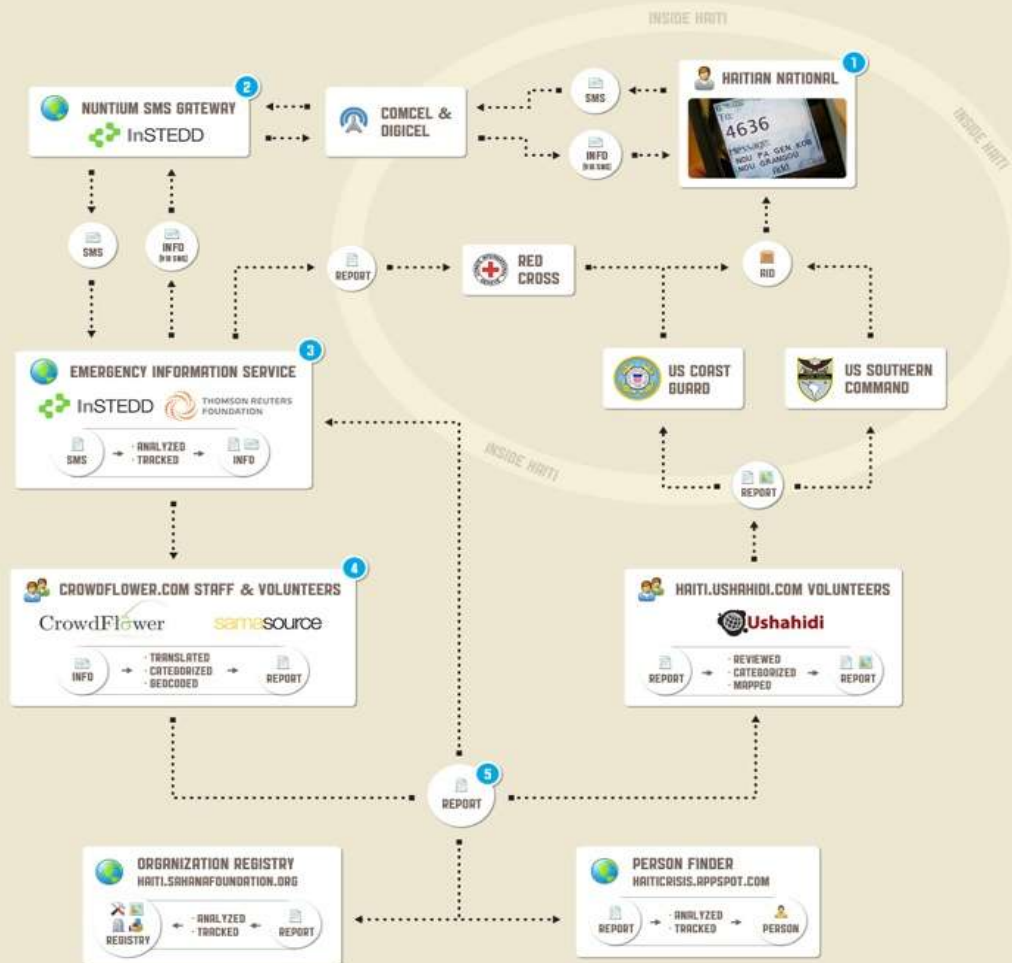


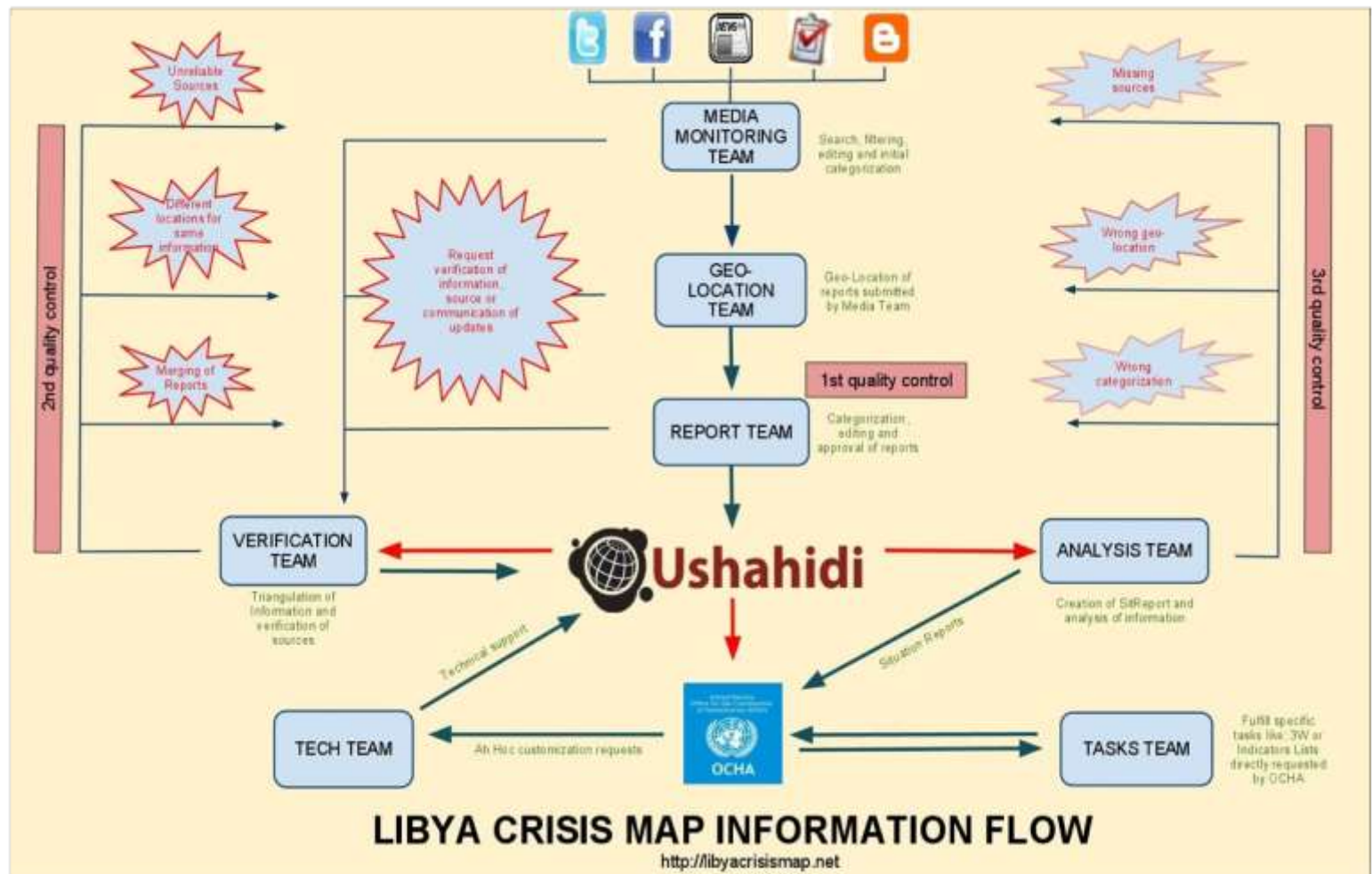
Project 4636

How a simple SMS, sent from a Haitian in need, can be transformed into a powerful resource that fuels the crisis response and recovery effort.

- 1 A Haitian with a need sends an SMS to the 4636 shortcode.
- 2 The SMS is then routed through the Nuntium SMS gateway and onto the Emergency Information Service (EIS).
- 3 Once at EIS, the information in the SMS is analyzed, tracked and then forwarded to the crowdflower.com website.
- 4 A Haitian volunteer or staff member logs onto the website and translates the SMS, adding meta and geospatial information.
- 5 After translation, the information is turned into a report that goes out to multiple organizations involved in the crisis response and recovery effort.

A product of  **Ushahidi Labs**





- Overly simplistic and an area of contestation where different stakeholders with varying levels of reputation and risk are involved
- Verification workflow
- Doesn't scale where there is a large volume of reports.

Useful Links: [Google Person Finder](#) [Accommodation](#) [Student Volunteer Army](#) [Business](#)

Christchurch Recovery Map

Community information for the Christchurch Earthquake of 22 Feb 2011. [+ SUBMIT A REPORT](#)

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⚠ IF YOU HAVE AN EMERGENCY PLEASE CALL 111. The Quake helpline is 0800 779 997
If you are in Christchurch, you can contribute information via email (eqnzfeb@gmail.com) or free TXT 5627.

Where are you?
Locating where you are on the map helps identify what reports are most relevant to you.

Submit a report
Submitting a report helps others identify hazards/solutions in your area.

[+ SUBMIT A REPORT](#)

Request help
Clicking on this button requests help from the Student Volunteer Army.

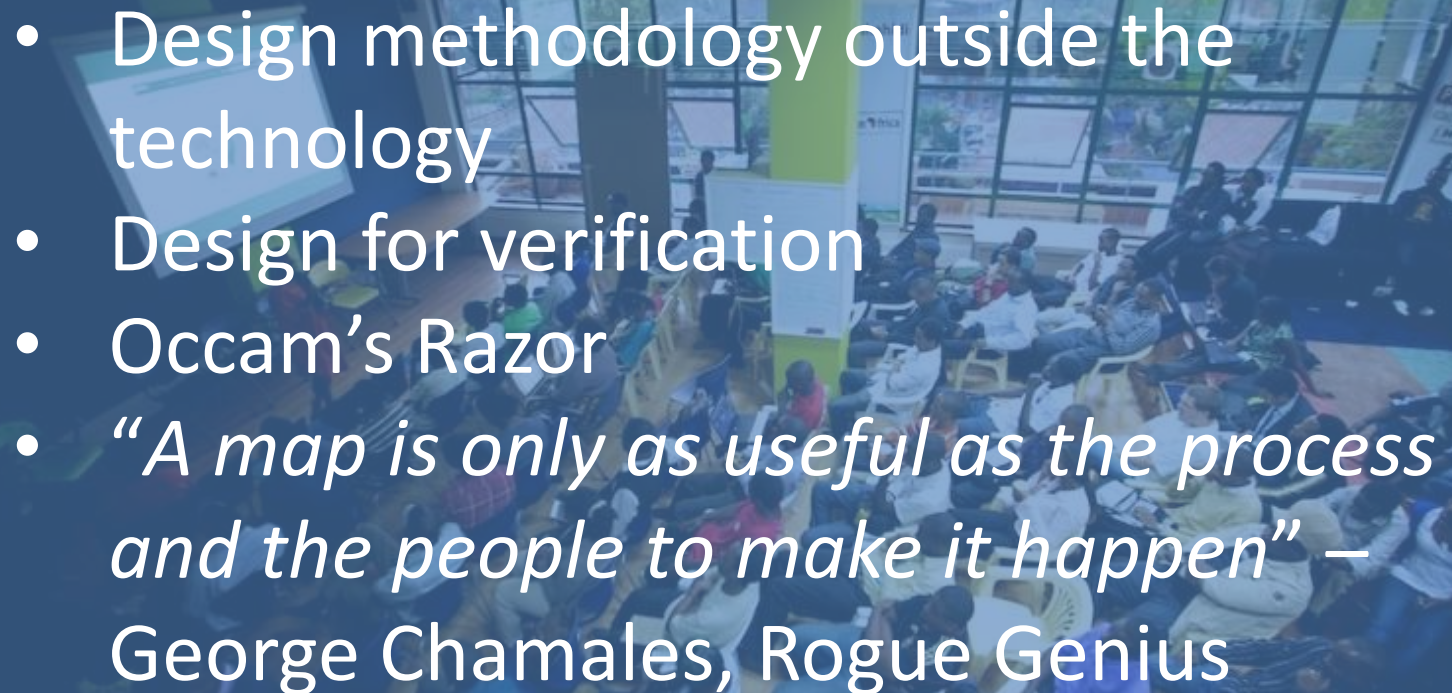
[+ REQUEST HELP](#)

Click on map icons to see local reports

Full Screen Map

↓ CATEGORY FILTER [HIDE]

- All Categories
- Notices and information
- Other

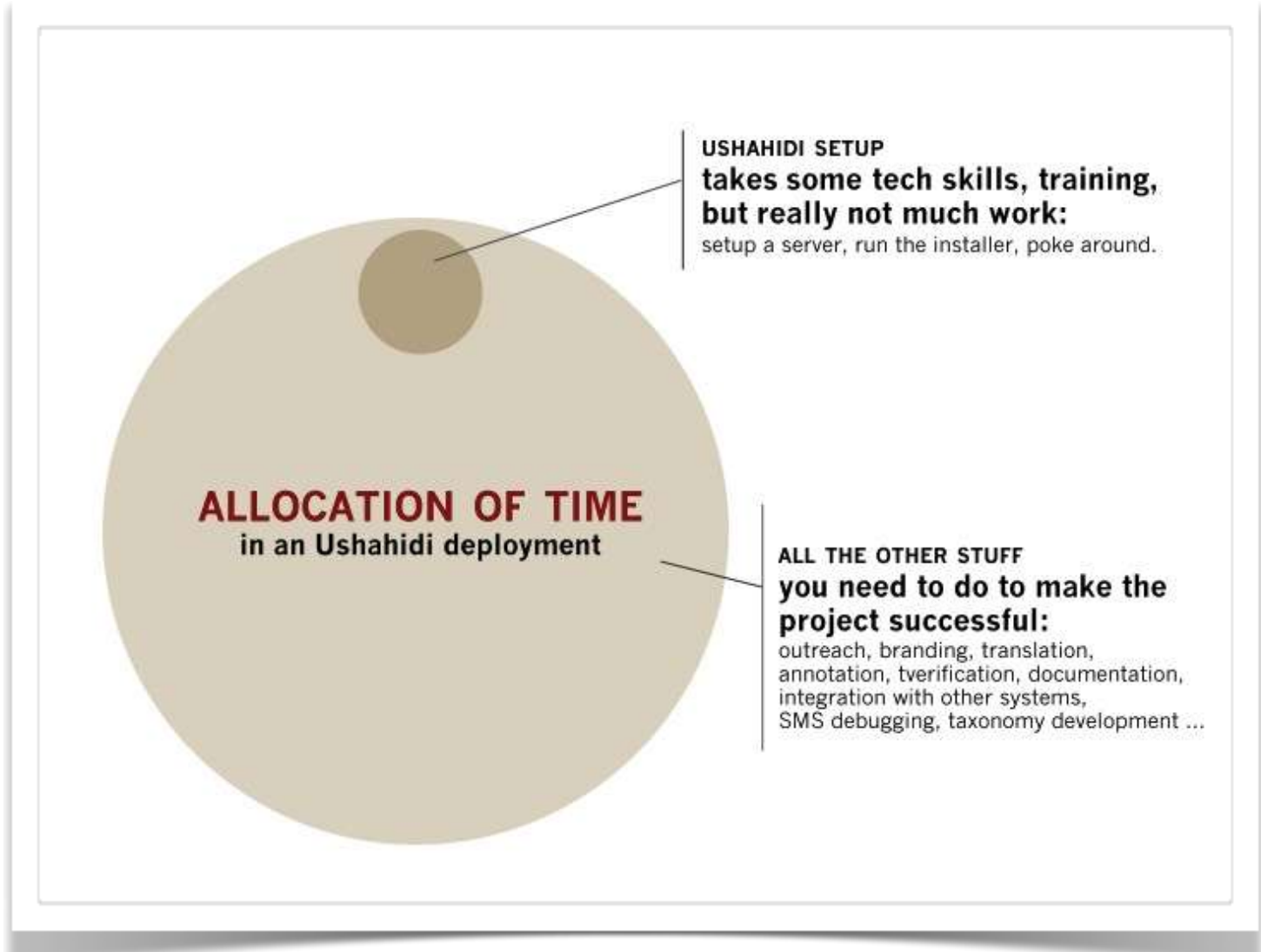
- 
- Design methodology outside the technology
 - Design for verification
 - Occam's Razor
 - *"A map is only as useful as the process and the people to make it happen"* – George Chamales, Rogue Genius



Collaborate

- Open Street Map
- FrontlineSMS
- Standby Task Force
- SODNET







www.ushahidi.com



www.crowdmap.com