Workshop – Using Social Media for Situational Awareness

GeOnG 2012
By: Timo Luege
Check-Ins Pre and Post „Sandy“

PRE-SANDY CHECK-INS SATURDAY, 10/27

POST-SANDY CHECK-INS WEDNESDAY, 10/31

Source: foursquare
Why use Social Media for Situational Awareness?

- Immediate / in real time (as long as networks and internet are up)
- Many eyes and ears
- Allows information collection on the aggregate and the individual level
What we are going to do

- Look and play with „Geofeedia“, www.geofeedia.com

- Look at methods to verify user generated information found on social media
See what's happening right now, anywhere

Geofeedia's powerful tools, easy-to-use interface, and patent-pending technology allow you to perform precision location-based searches to monitor social media.

Use Geofeedia to find:
- Tweets from the protests in Cairo
- Instagram pictures from within 100 feet of your store
- Employee posts from your factory floor
- User generated content from your concert, event, or conference

Geofeedia delivers a one-of-a-kind, aggregated search experience for user-generated content by using the powerful API's of Twitter, Instagram, YouTube, Flickr, and Picasa. Geofeedia is not endorsed or certified by any of the preceding service providers.
Why use Geofeedia?

- Rich media can frequently not be found via text search because they don‘t contain captions or meta data
Red Hook Brooklyn... SMH I'm kinda scared
Why use Geofeedia?

- Geofeedia shows geotagged content within a defined geographic area (Twitter, Picasa, Flickr, YouTube and Instagram)
- Many social media channels offer limited geographic search, but not as conveniently.
- **BUT:** Information that was NOT geotagged cannot be found. On Twitter geotagging is OFF by default!
Walkthrough
Walkthrough

- Interface
- Search: Chambery
  - Map
    - Satellite and Map
    - Zoom into conference center
    - Search: Circle and Polygon
    - Narrow by Content Type
    - Filters
    - Narrow by Date (now)
    - Search: Date
  - Collage
    - Go from Collage to single item
    - Search within 300 meters of single item
    - Search within 300 meters of single item by date
  - Save as
Tasks

- Find information related to Hurricane Sandy in New York, Hoboken (New Jersey) and/or Ocean City (New Jersey) on October 29 – 31

- Look at a location with recent fighting in Syria or pick another current humanitarian emergency in a middle-income country.
  
  - Find information by entering the name of the city, finding a place on the map, drawing a circle or polygon AND finding messages that are nearby to one of the selected assets.
How to verify photos:
Examples from Hurricane Sandy
Official Reuters Photo by Eduardo Munoz
REAL

Posted by @andjelicaaaa
http://instagram.com/p/RYtQghtKAu/
From the Duluth Zoo Flood:
http://kare11.tv/PQF1l

FAKE
Snopes outed the fake: http://bit.ly/Ru8qL8
Image taken Aug 28, 2011
All real/fake photos from „The Atlantic“
All real/fake photos from „The Atlantic“
Reverse image search

- TinEye ([http://www.tineye.com/](http://www.tineye.com/))
  - Enter URL of image or upload image

  - Click the camera icon in the „search“ box
  - Paste URL or upload photo
Mistakes happen

The BBC mistakenly posted this photo from Iraq 2003 in May 2012.
What can you do to verify information on social media?

Suggestions? Ideas?
Tips to verify information

- History of the account
- Does the bio make sense in the context?
- Are other’s reporting the same?
- Local knowledge (license plates, alphabet, language, weather)
- Contact the author
- Geolocation
- Etc ...
Resource

- Truth in the Age of Social Media

http://www.nieman.harvard.edu/reports/issue/100072/Summer-2012.aspx
Thank you!

Timo Lüge
Social Media for Good
www.sm4good.com

timo.luege@gmail.com
Twitter: @timolue

Tel: +49 170 311 22 43