

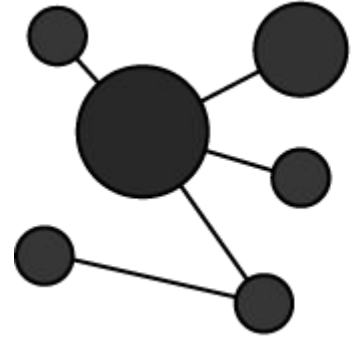
COORDINATED DATA SCRAMBLE:

CASE STUDIES FROM HAITI, ECUADOR, NEPAL, & WEST AFRICA

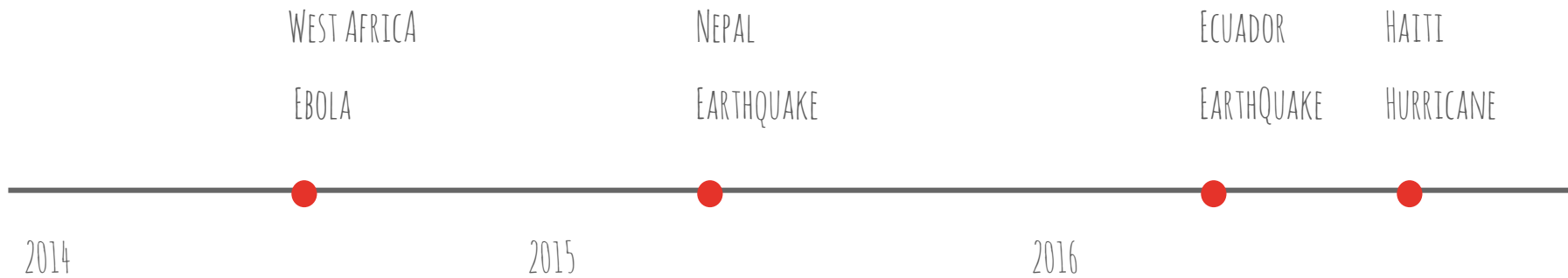
OCTOBER 19, 2016

ROXANNE MOORE

COMMUNICATION FLOW



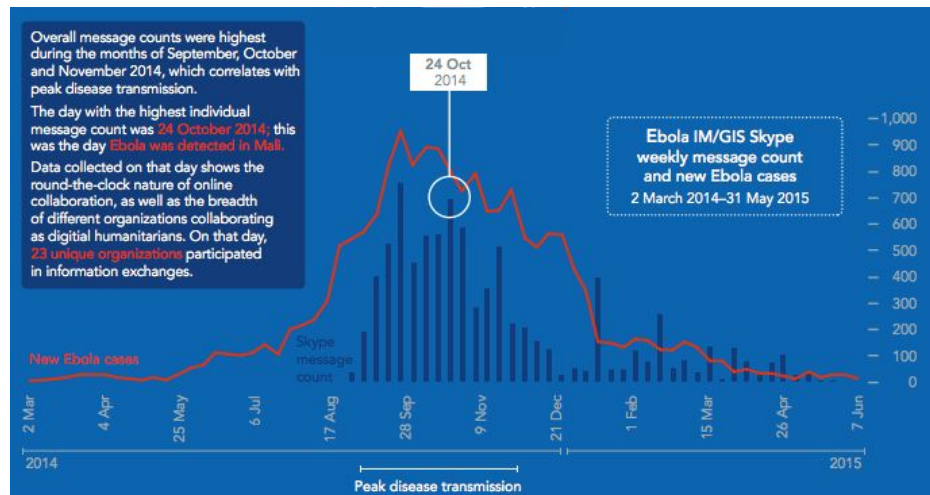
TIMELINE



WEST AFRICA: EBOLA VIRUS DISEASE - 2014-2015

10 months:

- Active: 232 persons, 92 organizations (missing=5)
- Avg notifications: Peak month (114), low month (2)
- Digital response mirrored ebola caseload
- 50% of all active Skype users were DHN affiliated. However, from August to December roughly authored 75% of Skype messages



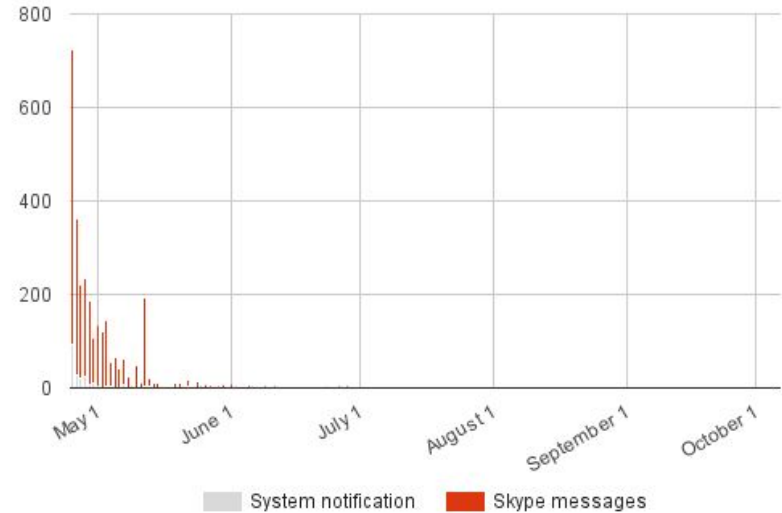
Source: [After action report: IM/GIS Ebola communications on Skype](#) / [World Humanitarian Data and Trends 2015](#)

NEPAL: EARTHQUAKE - APR 2015

7 months:

- People: Overall (202), active (169, 84%)
 - 46% of people using the contact sheet (94)
- Avg notifications: week one (282), week two (74), week three (43), next month (4), ad hoc
 - Avg notifications: weekend (65) vs. week (28)
 - 38% of all notifications during Nepal working hours
- Signal-to-noise: 6% actionable (Daily summaries/Skype)

Graph 1: Count of Skype notifications by message type



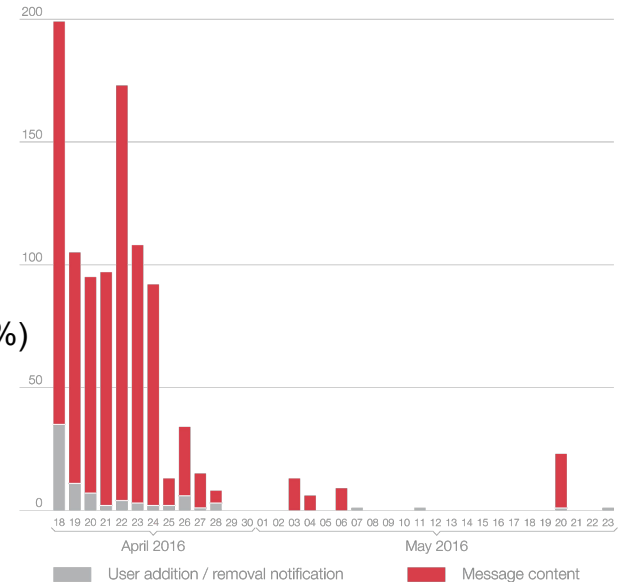
ECUADOR: EARTHQUAKE - APR 2016

36 days (7 day peak):

- People: Overall (79), active (47, 59%)
- Avg notifications: first 7 days (124), next 4 days (18), ad hoc
- Previous engagement in digital response:
 - Active: DHN (43%), “known” digital responder (60%), & org with previous digital response experience (72%)
 - Overall: DHN (30%), “known” (44%), and org with experience (56%)
- Signal-to-noise: 11% actionable (Daily summaries/Skype)
- Formal launch of CDS (Trello)

Source: [After action: Ecuador Earthquake](#)

Graph 1: Number of Skype notifications per day by message type (user addition/removal or content)

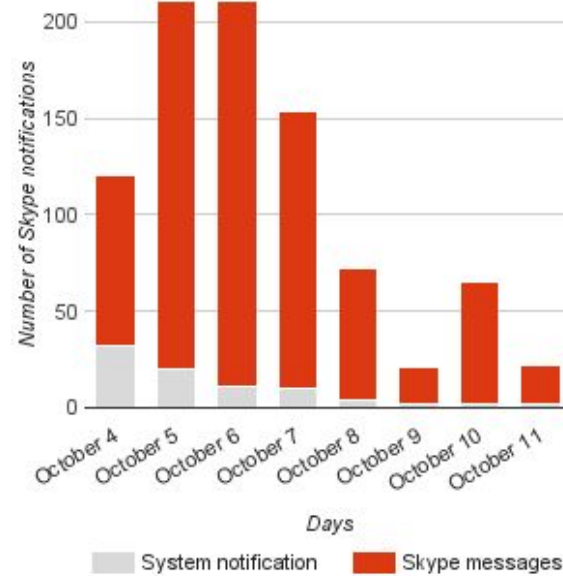


HAITI: HURRICANE MATTHEW - OCT 2016

7 days:



- Overall: 70 persons, 30 organization (4 missing)
 - Active: 45 persons (64%), 22 organizations (77%)
- Avg notifications: weekday (159) vs. weekend (47).
- Location: in-country (8%), remote/in-country (18%), remote (74%)
- Type: Formal (73%), informal (27%) for those active
- Signal-to-noise: 17% actionable (Daily summaries/Skype)
- Skype → CDS/Trello → Platforms (HDX, HR.info/ReliefWeb)

Graph 1: Number of skype notifications by message type



Source: [Skype Analysis: Hurricane M-16 Analysis \(one week\)](#)

WHAT HAVE WE LEARNED?

- Trust networks
- 100+ messages a day is too many 
 - Channel for general chat
- Curator (contacts and daily summaries)
 - Summaries: DateTime, URL, “who cares”, theme, POC, and channel
 - Slack & 
- Volunteers: “off-hours” / 24-hours support
- Global digital teams as “trainer” / surge

WHAT DO WE STILL NEED?

- Research
 - non-active participants
 - Time between messages / total time engaged
- Dissemination
 - Data/Product sharing   
 - Conversations
- Predictive activity planning
 - Map Filter 