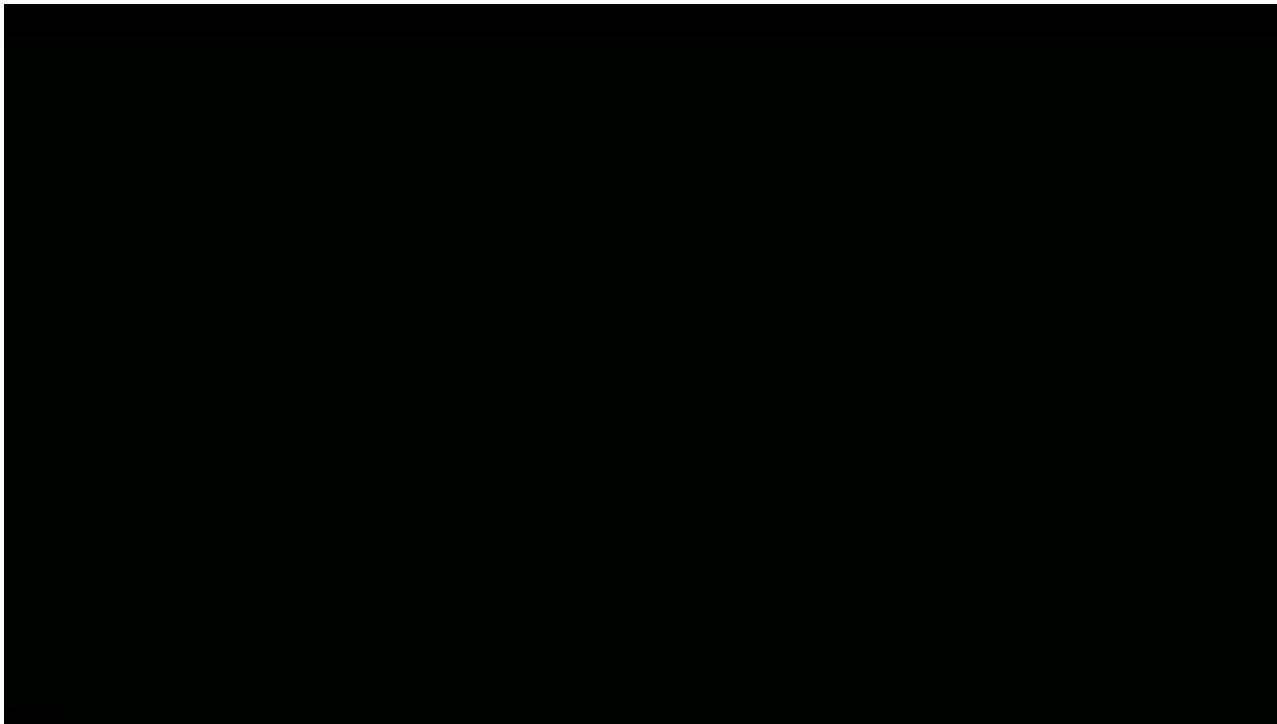


The Use of Social Networking in Crisis Management

A Life on Facebook



Barack Obama the first sitting head of State to visit Facebook headquarters 20th April 2011



- President Barack Obama discussed the economy, technology, innovation. and more during a packed town hall at Facebook headquarters

Source: Mashable 20th April 2011

Facebook hits 800m user milestone



- November 2011
- If a country it would be third largest behind China & India

Facebook hits 500m user milestone. (2010). *BBC News*, (21st July). Retrieved from <http://www.bbc.co.uk/news/technology-10713199>



Source: <http://www.newsweek.com/2011/03/06/mark-zuckerberg-s-650-million-friends-and-counting.html>

Photos

- Over 100 million photos are uploaded to Facebook each day.
- Facebook Users Uploaded 750 million Photos over New Year Weekend (2010-11)

Facebook Users Uploaded 750 million Photos On New Year's Eve. (2011). *SlyVisions*. Retrieved from <http://slyvisions.com/2011/01/04/facebook-users-uploaded-750-million-photos-on-new-years-eve/>

People on Facebook

As of October 2011

- More than 800 million active users
- 50% of active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on Facebook

Mobile

As of 24 October 2011



- There are more than 350 million active users currently accessing Facebook through their mobile devices.
- People who use Facebook on their mobile devices are twice as active on Facebook than non-mobile users.
- There are more than 475 million mobile operators in 60 countries working to deploy and promote Facebook mobile products

How People get News

facebook



- How users get to the top news sites; how long they stay during each visit; how deep they go into a site; and where they go when they leave.
- Google remains the primary entry point. The search engine accounts on average for 30% of the traffic to these sites.
- **Social media**, however, and Facebook in particular, are **emerging as a powerful news referring source. At five of the top sites, Facebook is the second or third most important driver of traffic.**

Source: Pew research 9th May 2011:
http://www.journalism.org/analysis_report/navigating_news_online

Gartner Prediction

- Gartner Says Social-Networking Services to Replace E-Mail as the Primary Vehicle for **Interpersonal Communications for 20 Percent of Business Users by 2014**

Gartner Says Social-Networking Services to Replace E-Mail as the Primary Vehicle for Interpersonal Communications for 20 Percent of Business Users by 2014. (2010). *Gartner*. Retrieved from <http://www.gartner.com/it/page.jsp?id=1467313>

Facebook Stats

- 10,000 websites integrate with Facebook every day. That's 3.65 million new websites per year.
- More people play games on Facebook than on the top three gaming consoles combined. In other words, there are more FarmVille addicts than Xbox, Wii and PS3 fanatics.

Parr, B. (2010, 3rd November). 10,000 Websites Integrate with Facebook Every Day. <http://mashable.com/2010/10/26/10000-websites-integrate-with-facebook-every-day/>.

Facebook Penetration by Country (31st March 2011)

Australia : Facebook Penetration Rate 46.0%



Canada : Facebook Penetration Rate 54.7%



Facebook Penetration by Country (31st March 2011)

Europe : Facebook Penetration Rate

24.5%



United States : Facebook Penetration Rate

49.5%



Hong Kong : Facebook Penetration Rate

51.3%



Facebook Penetration by Country (31st March 2011)

United Kingdom : Facebook Penetration Rate 48.3% 

New Zealand : Facebook Penetration Rate 44.0% 

Israel : Facebook Penetration Rate 43.70% 

Numbers Using Other Social Networking Sites

- Twitter – 200 million in 2011
- Foursquare – 7.5 million, adding 35,000 users daily
- LinkedIn 100 million – Adding a new user every second

Twitter Ref: <http://www.tgdaily.com/software-brief/52284-twitter-on-pace-to-reach200-million-users-by-2011>

Foursquare Ref: <http://latimesblogs.latimes.com/technology/2011/03/attention-facebook-foursquare-is-still-going-places.html>

LinkedIn Ref: <http://www.sec.gov/Archives/edgar/data/1271024/000119312511016022/ds1.htm>

LinkedIn

- 100 million users (March 2011)
- 2 billion searches in 2010
- 200 countries & territories
- Over half membership outside USA

Source: <http://press.linkedin.com/about/>



twitter



Twitter

- **1 week.** The time it now takes for users to send a billion Tweets.
- **50 million.** The average number of Tweets people sent per day, one year ago.
- **140 million.** The average number of Tweets people sent per day, in the last month.

Twitter Figures Current at 14th March 2011. Source: <http://blog.twitter.com/> (14th March 2011)

 twitter

Twitter

- **177 million.** Tweets sent on March 11, 2011.
- **456.** Tweets per second (TPS) when Michael Jackson died on June 25, 2009 (a record at that time).
- **6,939.** Current TPS record, set 4 seconds after midnight in Japan on New Year's Day.



Twitter Accounts

- **572,000.** Number of new accounts created on March 12, 2011.
- **460,000.** Average number of new accounts per day over the last month.
- **182%.** Increase in number of mobile users over the past year.

Bin Laden raid was revealed on Twitter

- The raid that killed Osama Bin Laden was revealed first on Twitter.
- An IT consultant, living in Abbottabad, unknowingly tweeted details of the US-led operation as it happened.
- Sohaib Athar wrote that a helicopter was hovering overhead shortly before the assault began and said that it might not be a Pakistani aircraft



Libya 20th February 2011



Seif Al-Islam Al-Qadhafi, Libyan Leader's Son

- "We all know – and I am not going to beat about the bush, because these are difficult times, requiring candor and truthfulness... Today, I will tell you nothing but the truth. We know that there are opposition elements living abroad who have many friends, helpers, and people connected to them within Libya. This is no secret. **Libya has oppositionists. They began to imitate what happened in Egypt, using the so-called 'Facebook Revolution.'**"

Source: Memri, <http://www.memritv.org/report/en/5027.htm>

Egypt 2010



- A man in Egypt has named his newborn daughter "Facebook" in honour of the role the social media network played in bringing about a revolution, according to a new report.

Source CNN:

<http://edition.cnn.com/2011/WORLD/meast/02/21/egypt.child.facebook/>

QUEENSLAND FLOODS 2011

- 20 dead; 14 missing presumed dead
- 2.1 million people live in the 51 areas labelled as disaster zones
- 500,000 sq km area affected by flood
- 20,000 homes and businesses were flooded
- the estimated cost of rebuilding \$10 billion
- \$9b in lost revenue for the State

SOCIAL NETWORKING & CRISIS MANAGEMENT

- Qld has 1.4m Facebook users
- Queensland Police only started their Facebook page in May 2010
- instituted rules that only Qpol could post onto the page (with their badge etc) and other people can comment on the posting but not post themselves

SCALE OF GROWTH DURING CRISIS

- In December 2010 Qpol had 7,000 friends on Facebook
- By January 10 they had grown from 12,000 (at the beginning of the month) to 60,000 friends
- During January Qpol website received 39 Million hits
- They uploaded live streaming onto facebook during the floods

- Council websites had accessed cloud computing to supplement their capacity many people but multiple simultaneous access still created access problems
- so Qpol mirrored the Council maps and info onto their Facebook page
- Facebook has no problems with capacity (Lady Gaga has 24 million friends worldwide)

- Qpol now has Facebook 172,000 friends
- Twitter is a different demographic but was effectively used to push out accurate information ahead of the media
- during the recent earthquake in NZ- Qpol received a tweet from a person trapped in the rubble looking to contact someone for help as they were unable to make a call

- Mobile texting uses less power and so battery life can be extended
- Monitoring of entries allows immediate dismissal of spurious and false accounts made on talkback radio (Crowd Journalism/Sourcing)
- Reduced impact of crowd journalism factor by verification and dissemination of important information quite rapidly despite nature of the event

- Some agencies allow the public to post onto their Facebook page
- Qpol have a 'Terms of Use' condition for their Facebook
- Working with Facebook, they have 'black listed' some commentators
- The page needs and is given constant monitoring to ensure its integrity

<http://www.google.com/crisisresponse/japanquake2011.html>

Japanese Earthquake

- Make a donation – Japanese Red Cross/UNICEF
- Person Finder – I'm looking for someone/I have information about someone
- Alerts & Status – Power/Gov't Agencies/Transit Status(Railways, Metro etc)
- Missing Persons – Telephone lines
- Translations – Japanese to English

Computing Speed

- “It took decades for the supercomputing industry to ramp up to petaflop speeds.
- But two years after the launch of the first petaflop machine -- capable of performing one thousand trillion calculations per second -- at least seven such supercomputers now exist in the United States, Europe and Asia.”

Source: Networkworld 18th November 2010

Computing Speed – The Future

- “So what’s next? The exascale, a thousand times faster than petascale computing.
- A panel of experts generally agreed that the industry will achieve exascale by 2020” Source: Networkworld
18th November 2010
- Cloud Computing – Amazon Web Services

Questions?