



CROWDSOURCED MOBILE SOLUTIONS FOR FLOODPLAIN MANAGEMENT



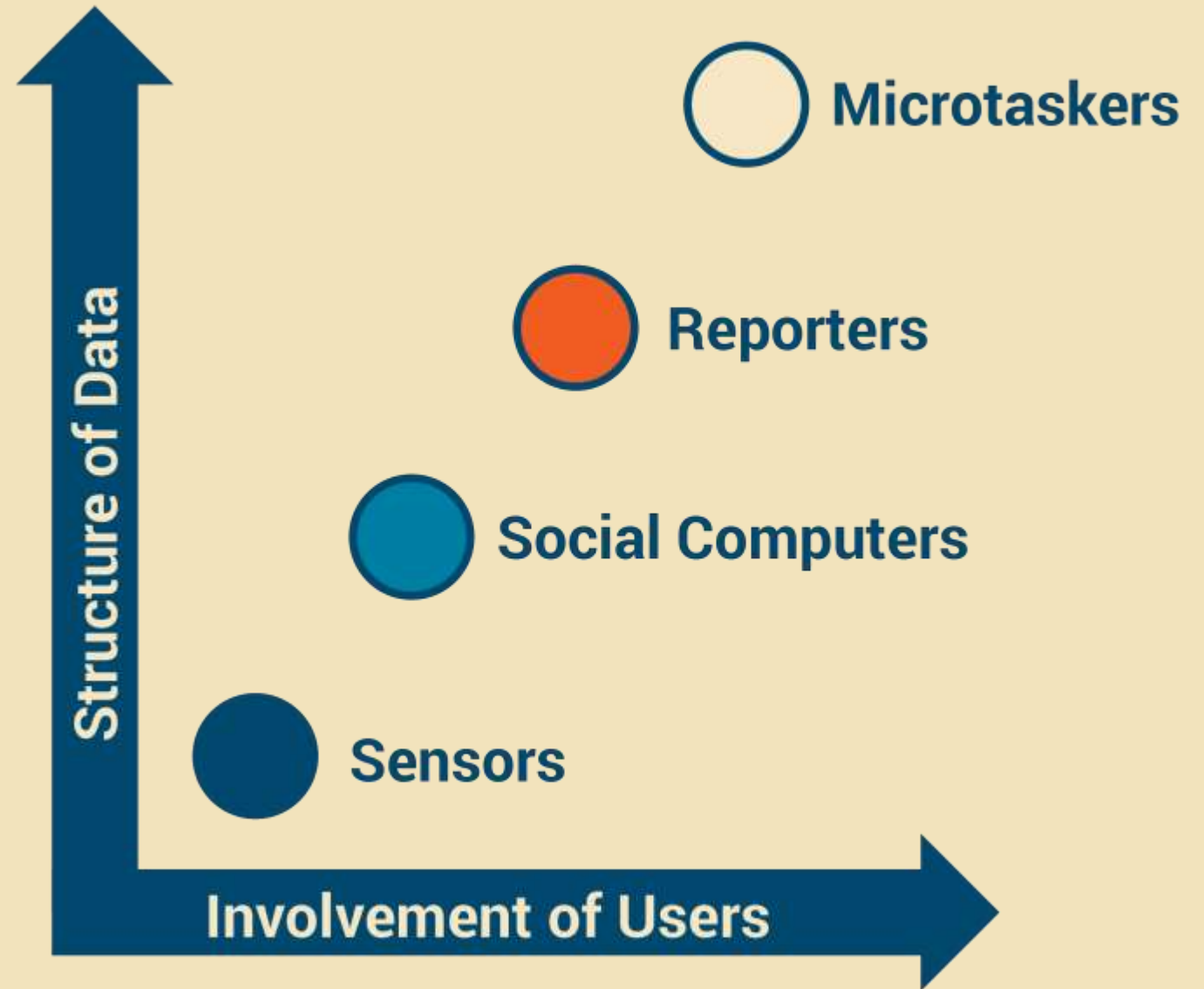
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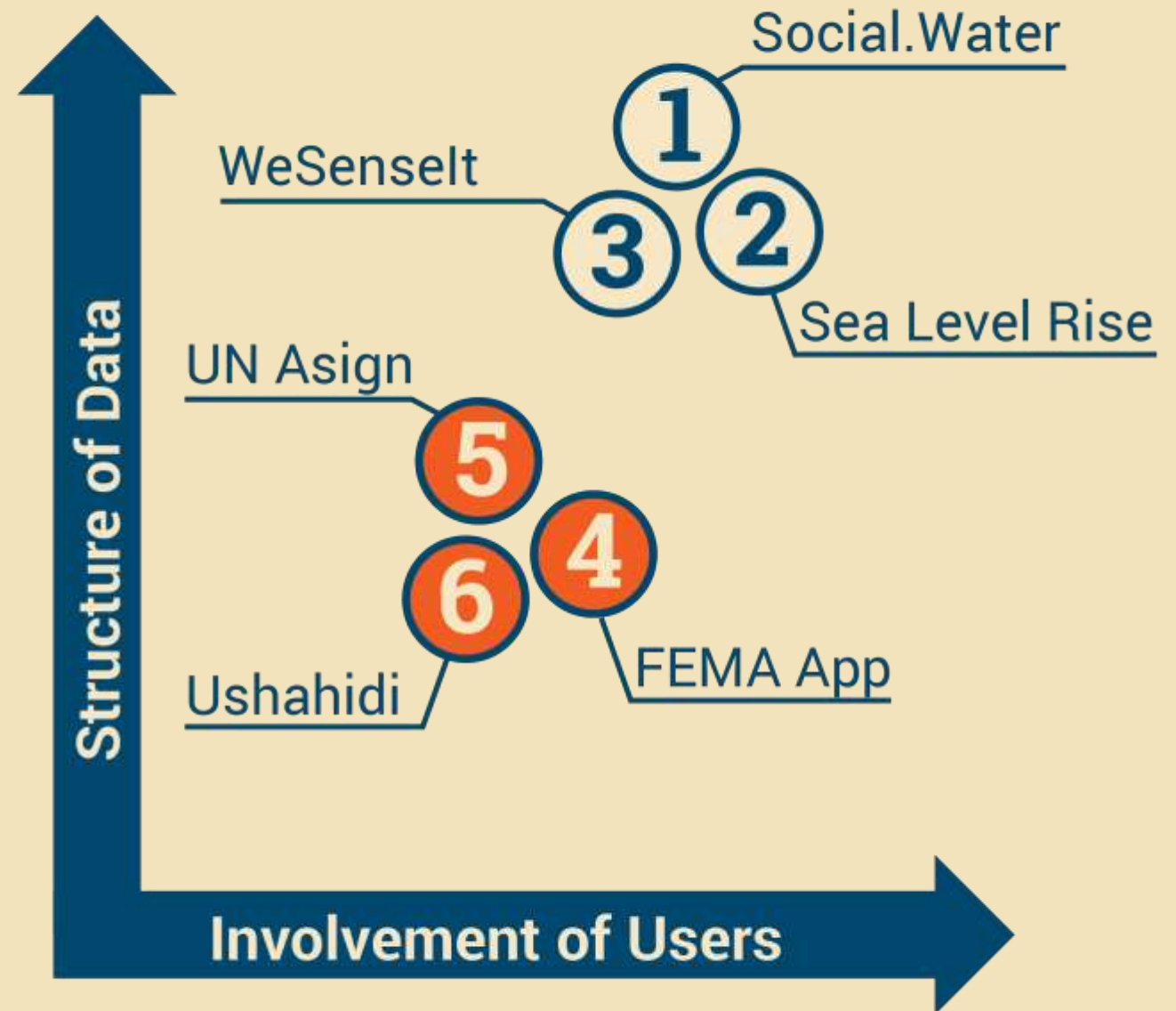
Overview

- What are the different types of crowdsourcing in mobile solutions?
- What are the current crowdsourced mobile solutions?
- How is social media used in crowdsourcing?
- What analytics can be applied to crowdsourced data?
- What are some future directions for crowdsourcing?

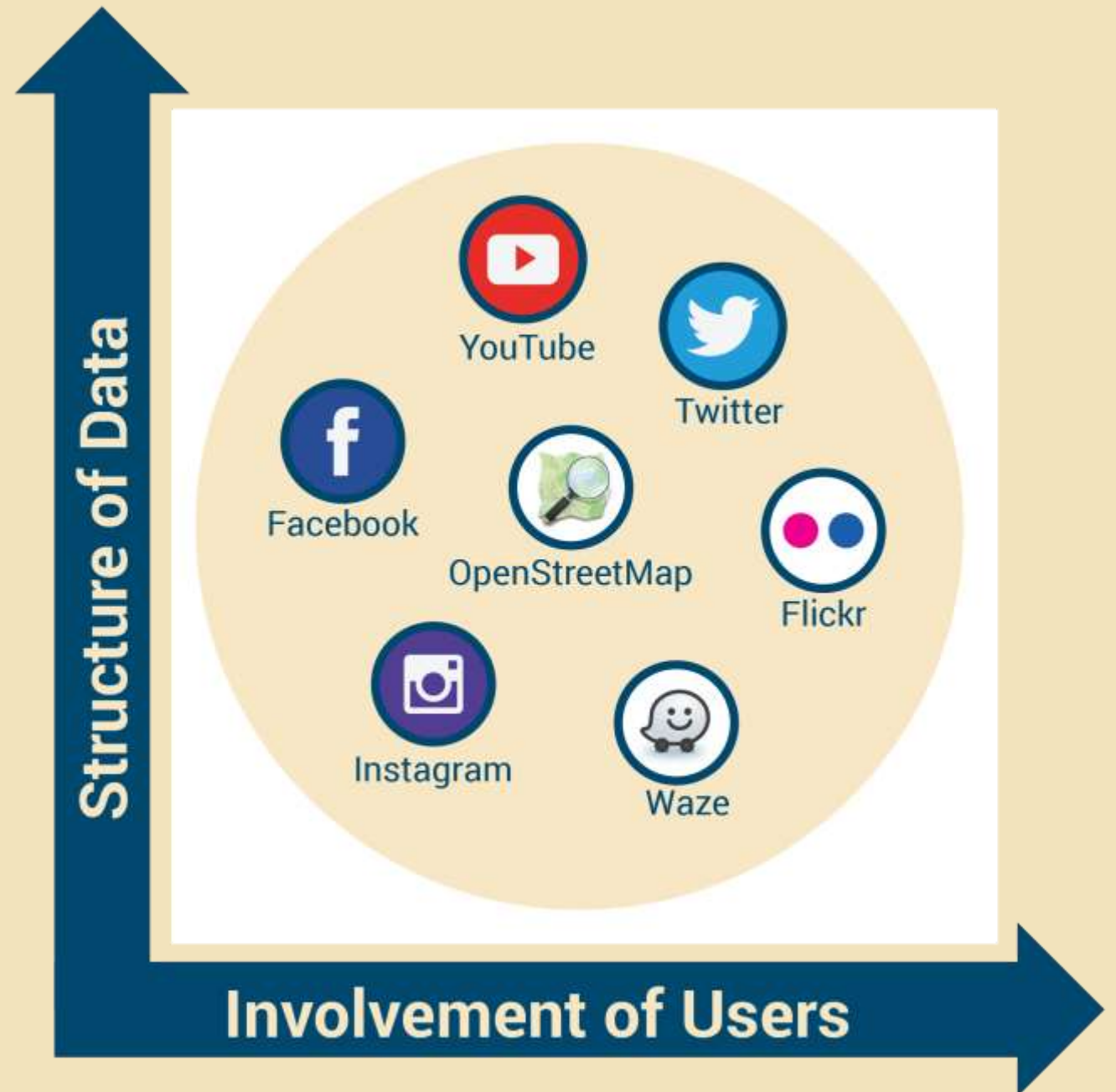
**Solution users
produce more
structured data
when they are
more engaged.**



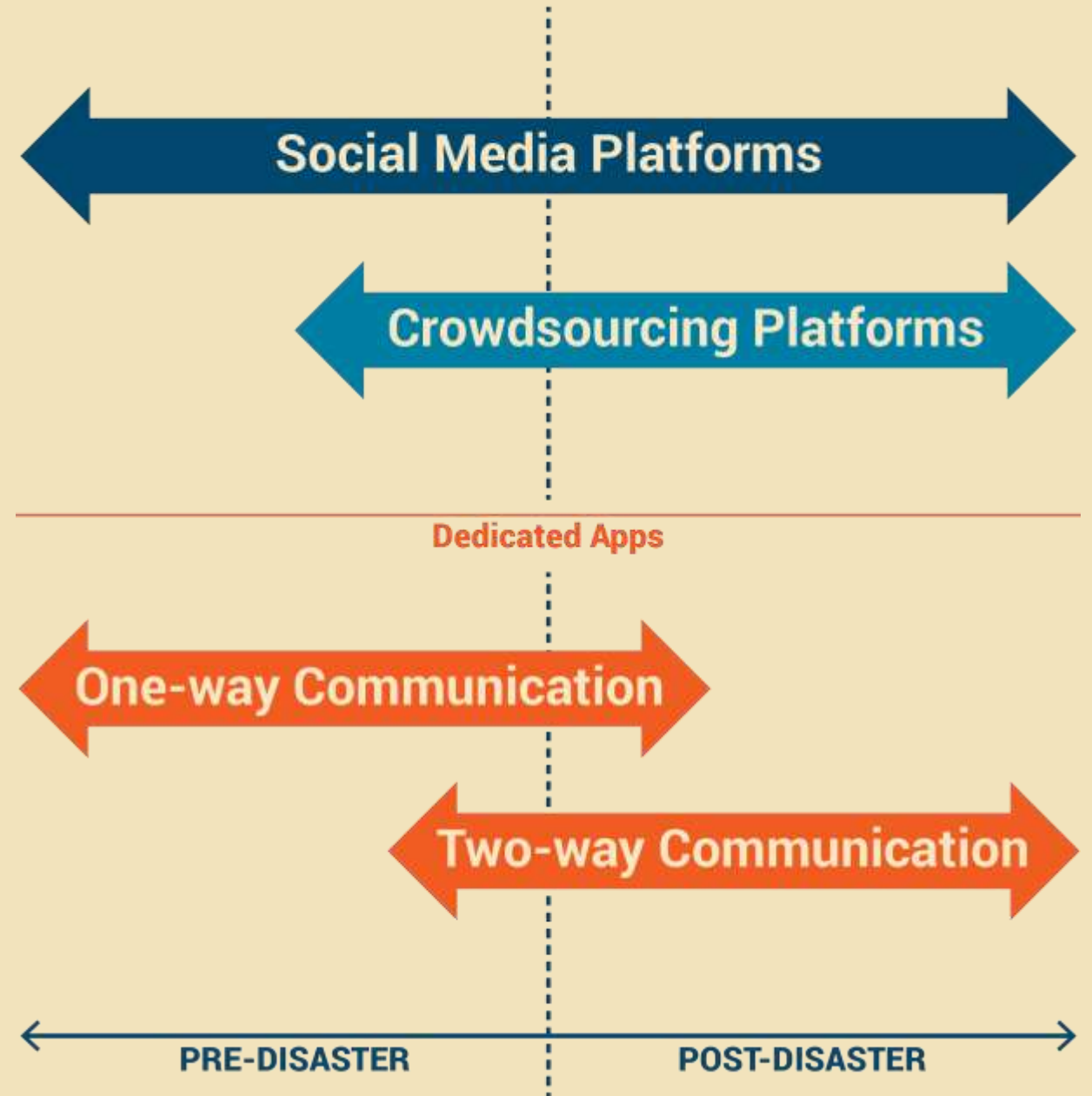
**Dedicated apps
and crowdsourcing
platforms engage
users and produce
well-structured data.**



Social media platforms produce all levels of data structure because users can choose their level of involvement.



Communication direction varies with disaster phase, but social media platforms allow users to choose how and when they receive or send information.



Using social media for crowdsourcing means we have to reduce the noise and boost the signal.



- No specific location in tweet
- No hashtags to categorize content
- No specific change in flood conditions noted



- Tagged local office of emergency management
- Hashtags include regional and topical tags
- Specific values for flood conditions noted

The basic steps in analyzing social media data are straightforward.

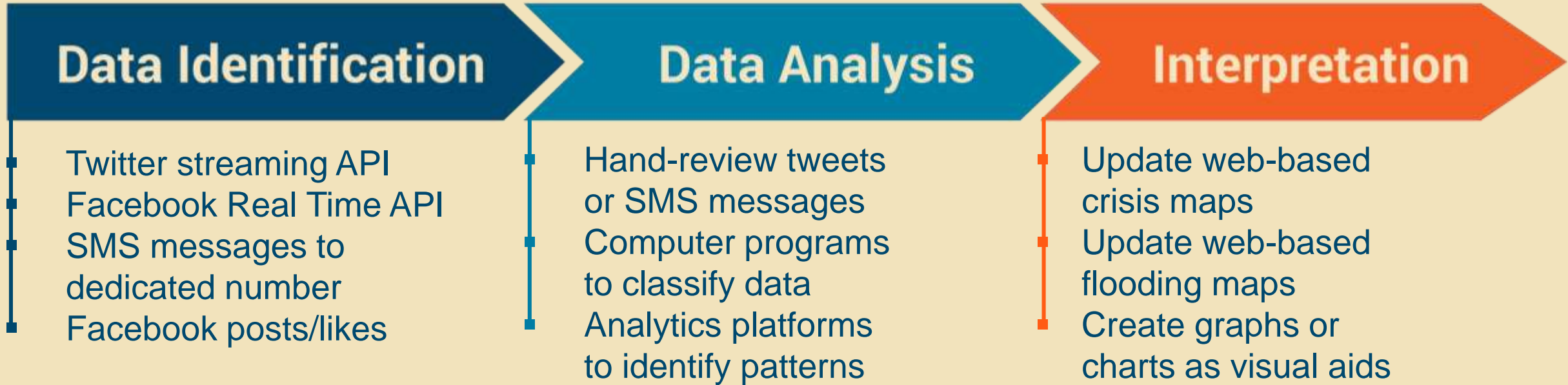
Identify Data

Analyze Data

Interpret Information

Decide Next Steps

The actual analysis of social media data can be a major time investment.



Next Steps:

Decide who is notified and what they need to know

The future of crowdsourcing for floodplain management...



**Improved
Analytics**

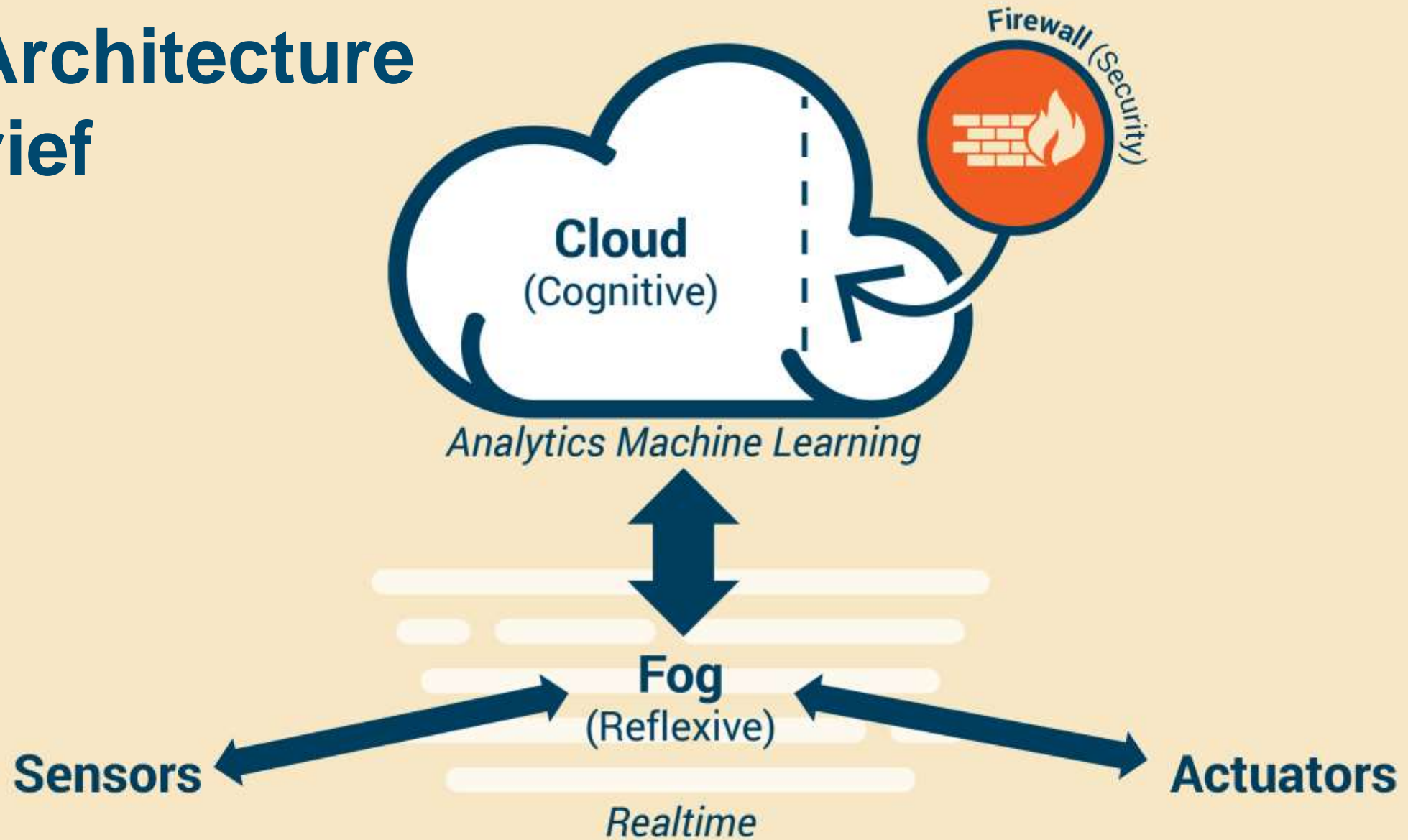


**Improved
Security**



**Resilient
Networks**

IoT Architecture in Brief



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