

By the end of this presentation, you will understand:
Caseism.com
What Caseism.com is
How Caseism.com is different from other social media sites

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Caseism.com is a social media site that allows users to share their thoughts and opinions on various topics. It is a platform where users can connect with others who share similar interests and engage in discussions. Caseism.com is a free-to-use platform that provides a safe and secure environment for users to express their views and opinions.

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John Fahey, President and CEO of National Geographic Society, In-Class Comments, 02/11/2011, Video

By Team E:
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MDA2009
Assessment 2

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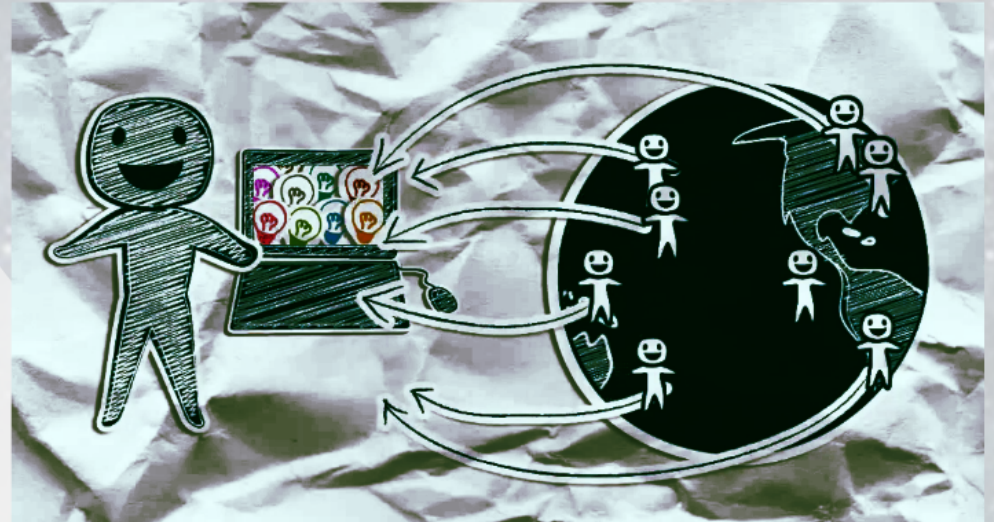
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- What Social Mapping is
- What Crowdsourcing is
- How it works in crisis situations



Web 2.0 Revolution and mobile apps technologies not just remove the barriers for people to access the internet but allowed them to create and share content (Beer, 2009). Through open-source, collaborative programs the creation and distribution of information has effectively been crowdsourced.

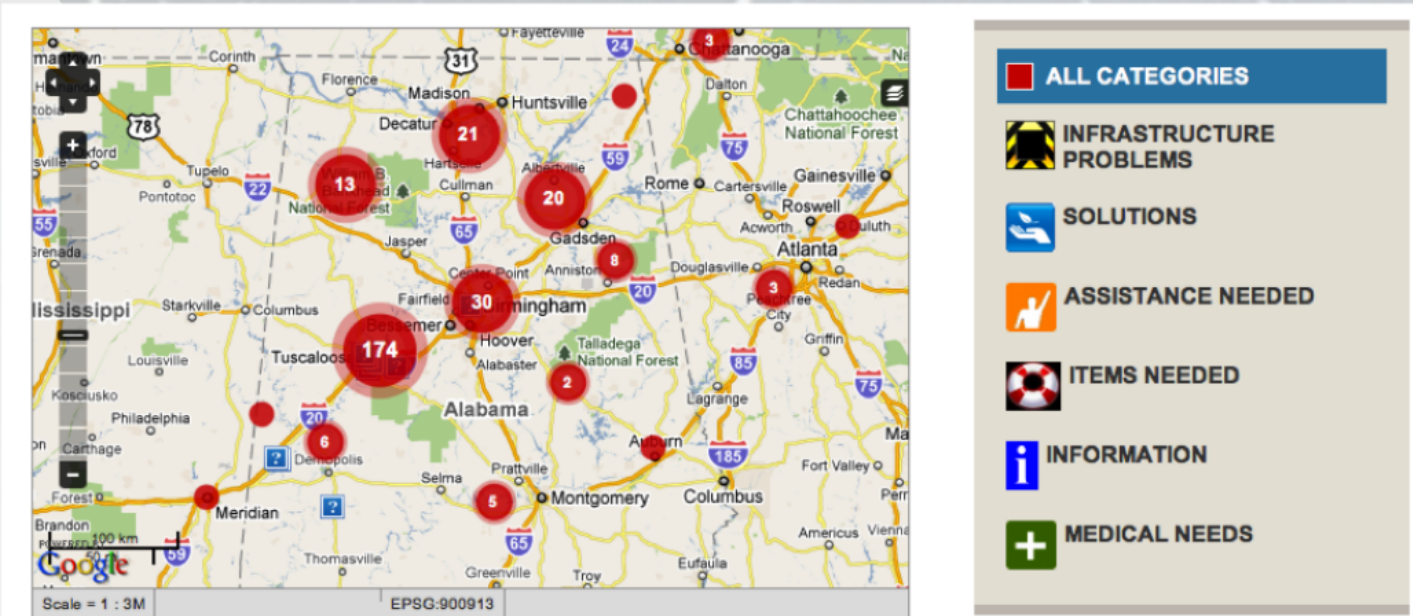
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Social mapping an important element of system on the way to acquire vast cognitive, affective and sociological communication. It assist in understanding the geographical area, people difference, language, cultural practices, social networks and interactions. It help people in using rapid appraisal techniques, cartography, effectively summarizing and presentation of data of social relevance. The different language and cultural background of the community was the main challenge encountered.

Simply put: a single map is worth more than a thousand words

Visual graphic and mapping of situation, especially in an important events such a crisis or disasters, playing vital role for all participant.



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The mapping feature is one way to highlight danger areas, but it is also a way to notify aid and crowdsource assistance. For example in the picture above there are various categories of information and needs situated on the map, with some areas requiring more aid than others. The map is a helpful tool with date submitted, links to original source, etc.

There is number of apps currently available enable anyone to publish and manage a crowdsourced story or event to which any other person can contribute photos or videos with captions. It is a very useful tool to engage a specific or general audience on the subject of your choice.

Ushahidi created a website in the aftermath of the argued elections in Kenya in 2007 where activists could report acts of violence by email and text messages and place them on a Google map. The platform has since been used and developed by many organisations and movements around the globe. Please see video below for further explanation of Ushahidi and its capability.

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Crowdsourcing refers to the act of using online platforms to distribute updated and trusted information regarding a real time crisis, to initiate a problem-solving plan established by digital communities aimed at reaching resolution. (Brabham 2013, pp.117)

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Crowdsourcing is a crucial communication tool that functions as a source of protection, particularly for those involved in danger situations. Having content spread widely to initiate immediate action and attempt to reach conflict resolution is necessary in times of natural disasters and life threatening occurrences. By creating strong social networks of updated and relevant information in times of a crisis, limiting and avoiding loss and destruction can be achieved.



People interact digitally, providing different resources and information which combines to eventually lead to an action plan. Different ideas and facts create various possibilities for resolution.

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Ideas spread from one person or group to another in order to reach an effective solution that involves wide input range.



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A large group of social media users is necessary for the creation of a supportive network with many links to obtain new information.



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