
Contents

Foreword	xi
Acknowledgments	xv
Author's Note	xvii

SECTION I SOCIAL MEDIA, ORGANIZATIONAL ENGAGEMENT, AND THE IMPACT OF CITIZENS

1	Introduction to the Application of Social Media in Modern Emergency Management	3
	Chapter Objectives	3
	Modern Emergency Management	4
	The Rise of Social Media	7
	Social Media Users	10
	Centralized versus Decentralized Organizational Structure	11
	Systems Fade, Concepts Remain	13
	Overview of Chapters	14
	Practitioner Profile: Jeannette Sutton, PhD, Disaster Sociologist	15
	Chapter Terms	16
	Chapter Questions	16
	General Questions	16
	Essay Questions	17
	Works Cited	17
2	Social Media Systems: Overview and Purpose	19
	Chapter Objectives	19
	Foundations of Social Media	19
	Social Networks	21
	Blogs	24
	Microblogs	25
	Photo Sharing	29
	Video Sharing	30

	Video Streaming	31
	Skype and Video Calling	32
	Other Systems.....	33
	Practitioner Profile: Hal Grieb, Previstar.....	34
	Chapter Terms.....	35
	Chapter Questions.....	36
	General Questions	36
	Essay Questions.....	36
	Works Cited.....	36
3	Citizen Journalism: The Rise and Impact of New Media	39
	Chapter Objectives	39
	Journalism—Traditional and Participatory.....	40
	Acceptance by the General Public.....	45
	Acceptance by News Media	48
	Available Tools of a Citizen Journalist.....	50
	Challenges to Citizen Journalism.....	51
	Practitioner Profile: Tom Erickson, Johnson County Sheriff's Office.....	53
	Chapter Terms.....	54
	Chapter Questions.....	54
	General Questions	54
	Essay Questions.....	55
	Works Cited.....	55
4	Mountains or Molehills: Engagement Challenges in the Application of Social Media	59
	Chapter Objectives	59
	Hurdles and Hindrances.....	60
	Programmatic Implementation	62
	The Challenge of Privacy	64
	Policy Implementation	66
	Challenges to Implementation	71
	Practitioner Profile: Jason Lindesmith, Federal Emergency Management Agency Headquarters	74
	Chapter Terms.....	75
	Chapter Questions.....	76
	General Questions	76
	Essay Questions.....	76
	Works Cited.....	77
5	The Yellow Tape Conundrum: Citizen and Responder Responsibility.....	79
	Chapter Objectives	79
	A Change in Public Expectations.....	81

Rise of New Systems	83
Incident-Based Risk	86
First Responder Responsibility	88
Citizen Responsibility	91
Social Media “How” versus Social Media “Why”	93
Practitioner Profile: Alisha Griswold, Medical Reserve Corps, Kansas City	93
Chapter Terms	95
Chapter Questions	95
General Questions	95
Essay Questions	95
Works Cited	96

SECTION II SOCIAL MEDIA POLICY, PROCEDURE, INTEGRATION, AND ANALYSIS

6	Who’s the Sheriff in These Parts? Monitoring and Analysis of Social Media Information	101
	Chapter Objectives	101
	Traditional Media Monitoring	102
	Social Media Monitoring	104
	Real-Time Instantaneous Monitoring	105
	Real-Time Collective Monitoring	109
	Basic Monitoring Analytics	112
	Measuring Influence and Success	114
	Practitioner Profile: Ethan M. Riley, Arizona Division of Emergency Management	116
	Chapter Terms	117
	Chapter Questions	118
	General Questions	118
	Essay Questions	118
	Works Cited	118
7	White Hot or White Noise? Aggregation and Validation of Social Media Information	121
	Chapter Objectives	121
	Impact of Demographics	123
	Power of Aggregation	125
	Theory of Social Validation	128
	The Power of the Virtual Voice	130
	RSS and Other Aggregation Tools	132
	Integration with Traditional Systems	133
	Practitioner Profile: Lee Arning, Southern Methodist University	134

Chapter Terms.....	135
Chapter Questions.....	136
General Questions.....	136
Essay Questions.....	136
Works Cited.....	136
8 When Status Quo Becomes Obsolete: Modern Integrated	
Emergency Warning and Notification Strategies.....	139
Chapter Objectives.....	139
The Fallacy of Traditional Approaches.....	141
Mobility and Portability.....	143
Dynamic and Diverse Emergency Notification Strategies.....	147
Next Generation 9-1-1.....	151
Limitations to Modernization.....	153
Practitioner Profile: Walt Way, Johnson County Emergency	
Communications Center.....	155
Chapter Terms.....	156
Chapter Questions.....	157
General Questions.....	157
Essay Questions.....	157
Works Cited.....	157
9 Volunteer and Donations Management 2.0: How Social Media	
Has Revolutionized the Management and Recruitment of People	
and Supplies.....	161
Chapter Objectives.....	161
Demographics of Volunteerism.....	162
Contemporary Volunteer Management.....	165
Voluntweeters and Other Crowdsourcing Opportunities.....	167
Donations Management 2.0.....	169
Measurements of Success.....	173
Practitioner Profile: Heather Blanchard, Co-Founder	
of CrisisCommons.....	175
Chapter Terms.....	176
Chapter Questions.....	176
General Questions.....	176
Essay Questions.....	177
Works Cited.....	177
10 The Elephant in the Emergency Operations Center: The	
Fundamental Flaw within Formal Response Systems.....	181
Chapter Objectives.....	181
National Preparedness and Response Systems.....	182
Conflicts and Contradictions.....	186

Take the Filter Off.....	190
Contrasting Opinions.....	191
Challenges to Social Media and Exercise Management.....	192
Practitioner Profile: Gerald Baron, Public Relations and Crisis Communications Consultant.....	194
Chapter Terms.....	196
Chapter Questions.....	196
General Questions.....	196
Essay Questions.....	197
Works Cited.....	197

SECTION III SOCIAL MEDIA TOOLS AND THE POWER OF VIRTUAL COMMUNITY

11 It Takes a Village to Raise a Prepared Community: The Power and Purpose of Crowdsourcing.....	201
Chapter Objectives	201
What Is Crowdsourcing?	202
How Crowdsourcing Works.....	204
Witnessing Disaster	205
Crowdsourcing by Virtual Volunteers.....	207
Organizational Implementation of Crowdsourcing.....	210
Crowdsourcing by Impacted Citizens	213
Crowdsourcing Usage by Governmental Response	214
Practitioner Profile: Jim Garrow, Philadelphia Department of Public Health.....	216
Chapter Terms.....	217
Chapter Questions.....	218
General Questions.....	218
Essay Questions.....	218
Works Cited.....	218
12 The Beaten Browser: The Rise of Video, Voice, and Information on the Go.....	221
Chapter Objectives	221
The Web Is Changing.....	222
The Rise of Mobile Engagement	225
Mobile Apps in Disaster Response.....	228
The Rise of User-Controlled Video Information	231
Information via Voice Systems.....	234
Information on the Go	236
Practitioner Profile: Lach Mullin, Benton County Emergency Management.....	239

Chapter Terms	240
Chapter Questions	240
General Questions	240
Essay Questions	241
Works Cited	241
13 Location, Location, Location: The Power of Geospatial Technologies and the Environment on Social Systems.....	245
Chapter Objectives	245
Location-Based Social Networking	247
Potential Emergency Management Uses of Location-Based Social Networking	249
Impact of Geospatial Programming	252
Enhanced Information via Physical Interface	256
Practitioner Profile: Cheryl Bledsoe, Clark Regional Emergency Services	259
Chapter Terms	260
Chapter Questions	260
General Questions	260
Essay Questions	261
Works Cited	261
14 Get Your Head into the Cloud: Available Tools and Systems to Improve Emergency Management Functions.....	265
Chapter Objectives	265
Open Government and Gamification	267
Functional and Accessibility Challenges	270
Hackers, Zombies, and Second Life: Potential Improvements to Operational Efficiency	271
Additional Web 2.0 and Social Media Tools	273
Collaborative and Contributory Systems	277
Practitioner Profile: Kim Stephens, Emergency Management Researcher, Practitioner, and Blogger	280
Chapter Terms	281
Chapter Questions	282
General Questions	282
Essay Questions	282
Works Cited	282
Appendix A: Disasters Referenced by Chapter.....	285
Appendix B: Answer Key.....	289
Index	293