Involving (hard-to-reach) communities in Disaster Risk Management: challenges and opportunities of crowdsourcing

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Panel 3 - Engaging the crowd: Integrating crowdsourcing into DRM

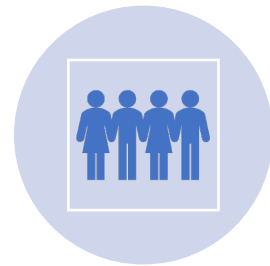LINKS final event – Rome, October 16, 2023

Engaging crowds in DRM through crowdsourcing

- New opportunities offered by technological developments.

- "...using the power of the Internet and social media to *virtually* **harness the power of individuals** and bring them together in support of a disaster" (Riccardi, 2016).

- "It's the practice of **obtaining solutions from a crowd** by means of an internet-disseminated open call" (Colovic, 2022).

Who can we engage?

Self-organized

Institutions/
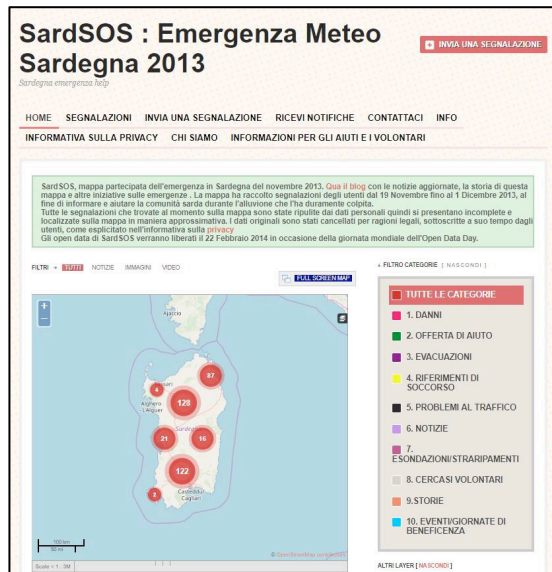Authorities are involved

Professionals/Experts/

Stakeholders

Communities

WHO Framework for Managing
COVID-19 Infodemic

SardSOS, floods in Sardinia (Italy), 2013

The Crisis Map of the Czech Republic, floods in 2013

Crowdsourcing to ensure a broader community engagement in DRM…

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frontiers | Frontiers in Public Health

Engaging Remote Aboriginal Communities in COVID-19 Public Health Messaging *via* Crowdsourcing

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https://au.rollingstone.com/music/music-news/indigenous-artists-viral-covid-19-awareness-video-10342/

Crowdsourcing to ensure a broader community engagement in DRM…

The Deepwater Horizon Spill, 2010

Fig. 1. Comparison of EPA Air Monitoring Sites and LABB Map Reports (Source: LABB 2010)

McCormick (2012).

- Expert assessments are often limited in their ability to capture the impacts on the most vulnerable populations.

- Online gathering systems allow a broader range of participation, a larger amount of **more diverse data that potentially represent a broader range of impacts.**

- **Environmental justice.**

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… and in disaster (qualitative) research

- Accessible online environment (e.g., social networking apps).

- Research participation can occur anywhere, anytime, using any device.

- Recruitment from a geographically broad population is facilitated.

- Participants have space and time to voice their opinions rather than succumbing to a dominant crowd participant (e.g., FGD).

- It eliminates the need for transcriptions.

- People with low literacy or inconsistent internet access may be excluded.

- Possible withdrawals.

- Direct personal contact is limited or nonexistent.

- Possible reluctancy of IRBs.

Thank you!

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