



# ISCAM 2018

Rochester Institute of Technology  
Rochester, NY, USA

## Incorporating Digital Volunteers into Exercises: A Case Study on CAUSE

### V

15<sup>th</sup> International Conference on  
INFORMATION SYSTEMS FOR CRISIS RESPONSE AND  
MANAGEMENT

*“Visualizing Crisis”*

Workshops and Doctoral Symposium May 20<sup>th</sup>, 2018

Conference May 21<sup>nd</sup>-23<sup>th</sup>, 2018

**Rochester New York - USA**

Rochester Institute of Technology (RIT)

<https://iscram2018.rit.edu/>

#### INTRODUCTION TO THE POSTER

The U.S. Department of Homeland Security (DHS) Science and Technology Directorate (S&T) and Canada Department of National Defence's Centre for Security Science conducted its fifth Canada-U.S. Enhanced Resiliency Experiment (CAUSE V) on November 15 - 16, 2017 along the border between the Canadian province of British Columbia and the state of Washington. The experiment tested emerging technologies to promote more effective communication and information sharing for emergency management officials and first responder agencies on both sides of the border in response to a Mt. Baker volcanic eruption and lahar mudflow scenario. The CAUSE V experiment explored the use of trained digital volunteers to provide operational and public information support to emergency management professionals. These digital volunteers were assigned to monitor simulated social media platforms,

identifying information according to pre-assigned mission assignments, including misinformation and rumor control, and reporting this information to emergency management officials and first responder agencies. Researchers from the University of Washington were in attendance to specifically observe the efforts of the digital volunteers during the experiment. Research observations, and the benefits of integrating the research and practitioner communities, will be highlighted on the poster.

### **POSTER SUBJECT**

This poster is a practitioner-driven work-in-progress that highlights the value gained by incorporating social media into the scenario for CAUSE V and recommends inserting researchers within the planned exercise environment. The recommendation is based off successes experienced having researchers present to observe social media analysis during CAUSE V. The intention of having researchers present is to gather reactionary undocumented visual and auditory cues of social media analysts (digital volunteers) within an environment that closely resembles an operational response to a real-world disaster. The benefits of this approach can help break down barriers between the two communities and provide a feedback loop between research and practical operations.

The authors suggest forming the researcher-practitioner relationship far in advance of an exercise/experiment so mutually beneficial, measurable topics and desired outcomes can be identified. These relationships may also reveal previously unknown or underexplored areas of study in crisis response and management which could provide further justification of the value of social media for practitioners during the response and recovery phases of an emergency.

## POSTER PRESENTER

Mr. Peterson is the chair of the U.S. Department of Homeland Security Social Media Working Group for Emergency Services and Disaster Management. He attended the ISCRAM 2016 Conference in Rio de Janeiro, Brazil where he presented on recommending researchers study concurrent usages of information systems. Mr. Peterson has presented on various dimensions of the social media phenomenon. His conceptualizations address not only the current state of social media, but its potential to positively impact the effectiveness of emergency management operations.

Mr. Gusty is a program manager for the U.S. Department of Homeland Security Science & Technology Directorate (DHS S&T) and leads the Social Media Working Group for Emergency Services and Disaster Management and the Canada-U.S. Enhanced Resiliency Experiment series. He has presented at past conferences including RESCON and the Natural Hazards Center on information sharing and digital communications tools including social media.

Mr. Peterson will be in attendance at the conference.

	<p>Steve Peterson</p> <p><a href="mailto:steve.peterson@nih.gov">steve.peterson@nih.gov</a></p> <p>National Institutes of Health, Division of Emergency Management</p>
	<p>Denis Gusty</p> <p><a href="mailto:Denis.gusty@hq.dhs.gov">Denis.gusty@hq.dhs.gov</a></p> <p>Department of Homeland Security Science and Technology Directorate, First Responders Group</p>



**ISCRAM 2018**

Rochester Institute of Technology  
Rochester, NY, USA

