



tornado



blizzard



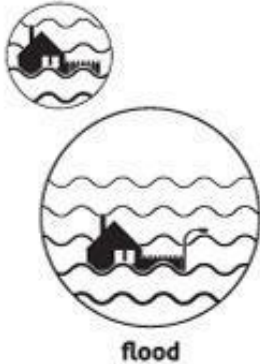
drought



wildfire



hurricane



flood



landslide



avalanche



thunderstorm



volcano



tsunami



earthquake

Tweak the Tweet

Grace Jang
Allie Choy
Mary Jones
Christina Quan

Background

Who?

- people in the affected area during a disaster event
- volunteers who modify raw tweets from citizen reports about disaster event to be categorized and mapped

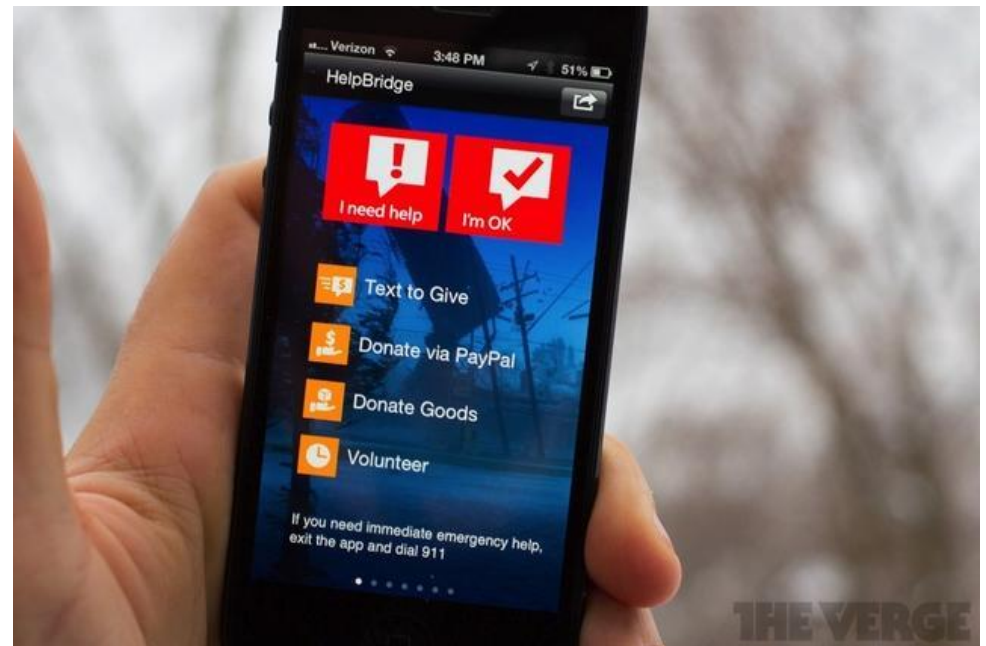
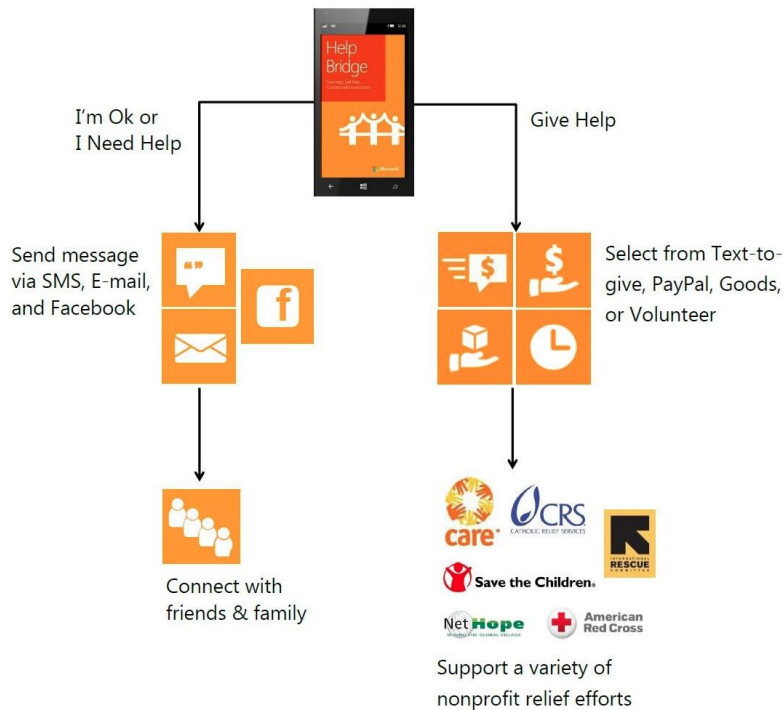
What?

- syntax for use during disaster events
- categorizes and maps

Related work

Microsoft HelpBridge

- helps connect families and friends in a disaster event



Prior Work

- Kate Starbird, creator of the Tweak the Tweet microsyntax
- has not been an app to help user create syntax



Project EPIC Tweak the Tweet: Instructions			
Main Event Tag (Must be included)	Main Category Tags (choose only one)	Location tag (always include if you have location info)	Other Data Tags (choose as many as you need and can fit)
#zombies_TEST	#missing #attack #need #photo #violence #road #damage #ruok After main category tag, write what is needed/offered or damaged, etc.	#loc To add location, type #loc, then write your location information, then end with another tag symbol OR add location anywhere in tweet in lat, long form: 46.8771863,-96.7898034 OR enable geo-location on your phone and Twitter client settings for locating the tweet where you are.	#src: #time: #contact: #loc: #details: After data tags, write the info that goes with these tags... i.e. #contact Mary 555-5555 #time 3pm #source @CNN

1. Include an Event Tag
2. Include **one** main category tag
3. Include location info like this... #loc location info #
4. Include as many other data tags as you need and can fit.

Example Tweets:

#zombies_TEST [#your primary tag] information for primary tag
#loc gps coordinates #src where the information came from

[#your primary tag] information for primary tag #loc street address #contact whom to contact #zombies_TEST

[#your primary tag] information for primary tag #loc place name
#more additional information #zombies_TEST

I'm ready to tweet!

Creating or Modifying Tweet



- create or modify tweet

Collecting Data through Tweets

EVENT	Report Type	Report	Time - EDT	Location	Text	Contact	Details	Date
#zombie	#rising	from the grassy area in front of	2/6/2013 23:04:16	Sieg Hall	report of #zombies #rising from the grassy area in front of #loc Sieg Hall	NA	NA	NA
#zombie	#need	NA	2/12/2013 3:37:47	NA	#warning #zombie #need #food #to be #sign #art http://t.co/Qz3ABJ2M	NA	NA	NA
#zombie	#need	totrain	2/12/2013 13:08:09	NA	So excited!!! #zombies #run #obstaclecourse #bam #cantwait #needtotrain #awesome http://t.co/g9pZfIHf	NA	NA	NA
#zombie	#need	bandages	2/12/2013 21:56:47	4040 7th Ave NE	#zombies_TEST #need bandages #loc 4040 7th Ave NE #time 8:56 pm	NA	NA	
#zombie	#road	blocked road! Zombies coming from the forefront!	2/12/2013 22:03:17	NA	#zombies_TEST #road blocked road! Zombies coming from the forefront! #loc4732 Brooklyn Ave NE Seattle, WA 98105 #contact 789-9878	789-9878	NA	NA
#zombie	#road	blocked road! Zombies coming from the forefront!	2/12/2013 22:03:27	4732 Brooklyn Ave NE Seattle, WA 98105	#zombies_TEST #road blocked road! Zombies coming from the forefront! #loc 4732 Brooklyn Ave NE Seattle, WA 98105 #contact 789-9878	789-9878	NA	NA

- Aggregated
- Categorized
- Can be referenced by aid providers

Mapping

Layers

- #snow / #ice
- #visibility / #whiteout
- #temp
- #need
- #offer
- #shelter
- #road
- #closed
- #damage
- Photo
- #wxreport
- Other

Map | Satellite | Hybrid

United States

POWERED BY Google

Map data ©2013 Google - Terms of Use

May take up to a minute to load data. May not work in IE.

Problems

Problems

- no mobile app yet
- instruction guides unsuccessful
- need to decrease volunteer work

Solutions

- make it easy!
- backend that sends tweets via Twitter API or SMS
- UI that facilitates creation of tweets
- help people learn to tweet in TtT syntax

Interviews

User #1

Tweet volunteer

Background

uses TtT during the disaster on a desktop at home

Kate showed him how to use TtT

Findings

originally had trouble inputting # after location

Kate told him what he was doing wrong

wants to be able to create his own maps

WRONG



RIGHT!



Interviews

User #2 Tweet volunteer

Background

primarily modifies/tweaks tweets to go to map/spreadsheet

usually works at home

started with Haiti quake

felt instruction sheet was very clear

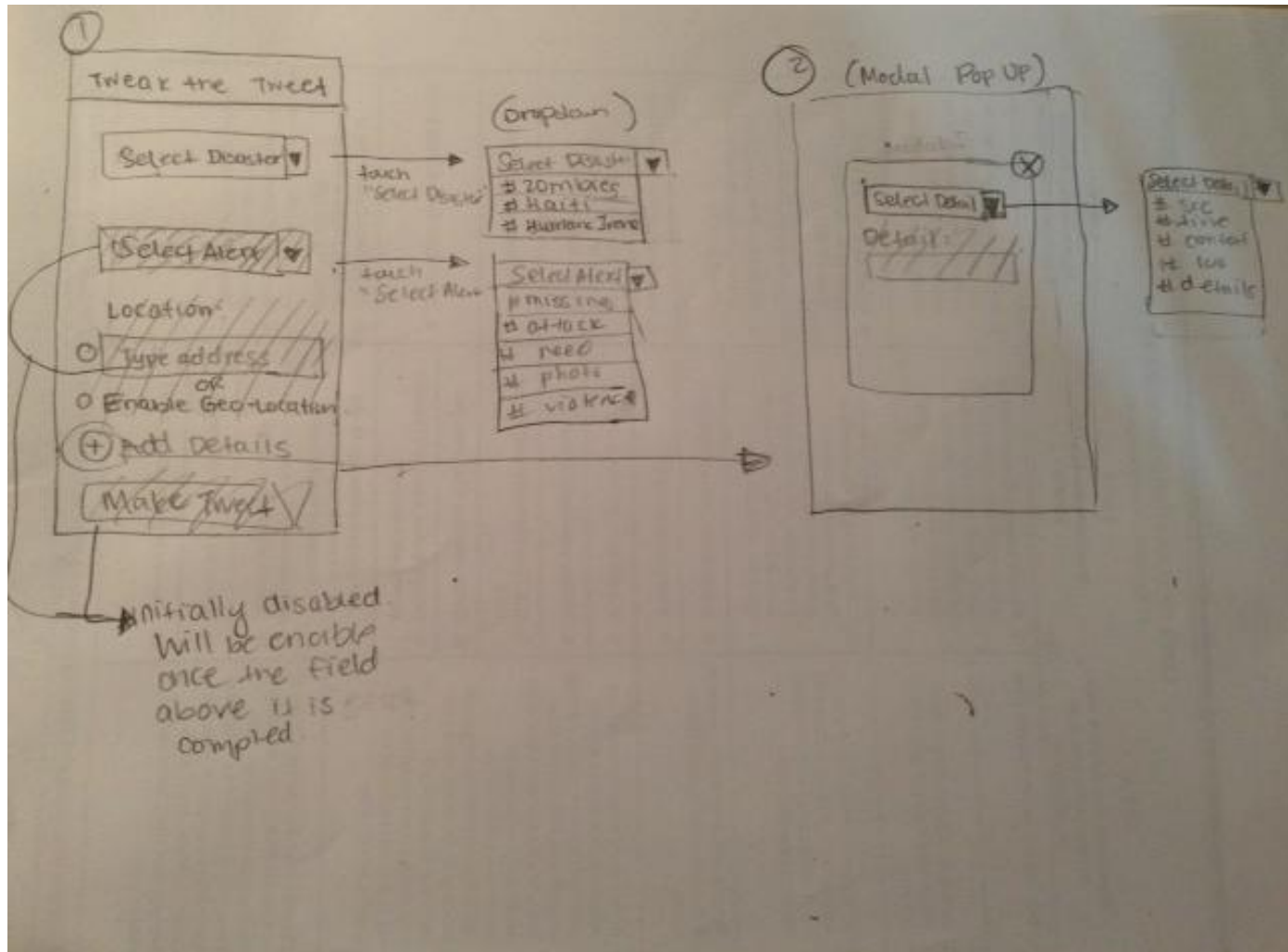
Findings

did not find location hashtags difficult

always puts disaster event at the end

"what, where, when, from who

Basic scenario



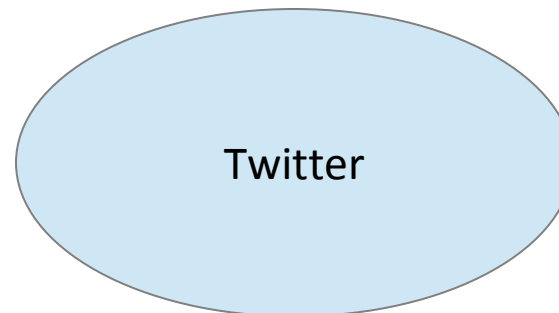
Architecture

Frontend

- UI that guides user to tweet in TtT syntax
- creates text representation of a tweet

Backend

- Creates tweet then sends to Twitter via either the API or SMS depending on user preferences and phone capabilities



Plan for next quarter

- **Week 1 - 2**
 - Complete conducting user research
 - ideate design ideas and user tasks using sketches
 - Explore frontend building elements available for android to appropriately scope the front-end design
 - Decide on design for first prototype
 - Backend development begins
- **Weeks 3 - 4**
 - Build lo-fi prototype of the tasks
 - Conduct Usability Testing and translate findings into re-design ideas

Plan for next quarter

Week 6

- Build working hi-fi prototype

• Week 7

- Conduct usability Testing and interviews (or other research)
- Re-design.

• Week 8

- Re-design
- Front-end Development continues

Week 9

- All Development complete