**HUMANITARIAN INNOVATION FUND**

**Early Stage Innovation Interim Report**

|  |  |
| --- | --- |
| **Organisation Name** | Trilateral Research Ltd. |
| **Project Title** | PREP1: A social media analysis tool for PREParedness: validating user requirements |
| **Location** | UK |

|  |  |
| --- | --- |
| **Reporting Period** | 01/09/2017 – 15/02/2018 |
| **Total Spent During The Reporting Period (est.)** | Total spent: £ 5,997 in activities supported by HIF (GBP) |

**What activities have you carried out to date?**

The PREP1 project, led by Trilateral Research Ltd. in collaboration with the Global Disaster Preparedness Center (GDPC), begun on the 1st February 2017. Following on from a study funded by the GDPC on the availability and interest in the use of social media analysis tools for disaster preparedness and disaster risk reduction, the present study seeks to gather user requirements for the (future) development of a social media analysis tool for the humanitarian sector.

Following the previous interim report (August 2017), a request for a no-extra cost extension was granted to enable the project to spend additional time in communicating its findings to a wider practitioner and academic community.

Since September 2017, emphasis was placed on communication of the projects findings. The following activities have taken place:

* Participation in the 7th International Conference on Building Resilience
  + 27-29 November 2017, Bangkok, Thailand - [www.buildresilience.org/2017](http://www.buildresilience.org/2017)
  + **About the conference:** The conference sought to bridge the gap between the research community in disaster risk reduction, and policy and practice. Experts from all geographical regions – though mostly the pacific south east -- shared state of the

art research on resilience being conducted by Universities and research institutes. The conference series was initiated by The Global Disaster Resilience Centre (GDRC). Paper themes revolved around: Understanding disaster risk; Strengthening disaster risk governance to manage disaster risk; Investing in disaster risk reduction for resilience; Enhancing disaster preparedness for effective response and to “Build Back Better” in recovery, rehabilitation and reconstruction. Within these issues contributions focused on: Accountability, Multi-stakeholder approach, inclusion and empowerment of stakeholders, Land use and urban planning, Ecosystems-based disaster risk reduction, National and local platforms for DRR, Health systems and DRR, Finance, Insurance and risk transfer, Standards, Social protection, Cultural heritage, Tourism. The overall aim was to encourage multi-national and cross-cutting discussions, to better research on resilience by sharing across traditional boundaries of work.

* + **Approximate number of attendees:** 310 academics and practitioners.
  + **Paper given:** Policy paper “PREP1: Social Media Analysis Tools for Preparedness and Disaster Risk Reduction” *(available here:* <https://www.slideshare.net/Trilateral_UK/social-media-analysis-tools-for-preparedness-and-disaster-risk-reduction> ). The paper set the scene to start with, opening on the problem that across the Red Cross Red Crescent network, National Societies want to adopt the use of social media for preparedness and disaster risk reduction purposes but want to do it in a way that offers them insight into the effectiveness of their communication. Trilateral’s part was to look into what it means to build an analytics tool (along with supporting training materials) to support their use of social media for preparedness. Trilateral did so by blending the insights from the social sciences with the tools from data analytics to better understand the needs of and support the practices within humanitarian agencies. Idea behind this is that with improved use of social media, National Societies can play an instrumental role in supporting communities to be better prepared and aware of potential risks. Methods were then explained in very quick detail, enough to explain to the audience where the data came from. The first step involved identifying and validating user requirements from which to develop an initial design and functionality of an open access social media analysis tool (SMAT). The remainder (and majority) of the talk focused on the user requirements and related potential solutions identified (in the very broad send, not in terms of our specific prototype) as well as important related questions about what SMAT should support for each of the 4 main areas of concern identified: brand management, environmental scanning, sharing information, resource mobilisation.
  + **Paper feedback:** Afterwards we were approached by a range of audience members asking if we would be doing anything to push out the user requirements. Many of the questions received (or requests for follow up discussion) were regarding how to work with different risk communication needs in ways that allows insight into: 1) audience reception; 2) public understanding; 3) effectiveness/actions taken as a result of the communications. There was expressed disappointment that the deliverables/products so far from the project are confidential and requests that we

do something to publish this and help create a foundation for future work *(see below what we plan to do to rectify this)*. It seems like A) the red cross could potential set a strong example in these acts, especially with some transparency as to what they chose to do, and B) Trilateral could get a well cited publication, introducing this work into new areas (both thematically and geographically) of resilience research. Follow on questions/interactions came from:

* + - RCRC climate centre (Asia Pacific Focal Point)
    - Structural Engineering Professor (Philippines)
    - Civil Engineering Researcher (New Zealand, China)
    - Psychology (UK)
    - Overseas Development Institute (UK)
    - Disaster Anthropologist doing risk communication (Israel)
* The publication of a blog post “Facilitating two-way public communication in crisis and disaster management”, which included findings from PREP1 on the Crisis Response Journal (CRJ) website - (02/12/2017).
  + <https://www.crisis-response.com/comment/blogpost.php?post=366>
  + 2000 visits to the blog page since the start of 2018, 16,000 visits to the CRJ website since January 2018. Blog advertised in CRJ newsletter – sent out to 4000 contacts, as well as in the Trilateral annual newsletter (2000 contacts). The post was also advertised via social media channels *– unfortunately individual blog post visits are unbailable.*
* Continued advertising via company social media accounts.
  + The conference presentation was submitted to SlideShare and has received 383 views.
  + <https://www.slideshare.net/Trilateral_UK/social-media-analysis-tools-for-preparedness-and-disaster-risk-reduction>
* January 2018: Conference presentation submitted to HIF for publication on the project page.
* Post-project efforts: Following the request for further information from a number of participants to the 7th International Conference on Building Resilience, we have decided to expand our existing efforts of a journal article on domain requirements, to one that provides a more holistic view of the value of social media for preparedness and the core findings of this study. We will aim to submit the article to the Journal of International Humanitarian Action in the first quarter of 2018. The paper will be in the form of a Research Paper and will be made open access (no fee). By doing so, should the article be published, it will then be freely available for users to view. Should the article be published we will be sure to advertise widely to our contacts. We will also inform the HIF so that they can communicate information about the article should time be available to do so.

As such all research reports have been completed and submitted to the HIF.

**What evidence have you been able to gather** **with regards to the innovation??**

As reported in the previous report, over the course of the project, there has been considerable evidence that the end user community, i.e., representatives from the Red Cross Red Crescent network, are keen for a social media analysis tool that provides them with the functionality to perform their four core tasks in relation to disaster preparedness and disaster risk reduction. Those involved in the study, supported us by participating in interviews, surveys and a virtual seminar. This co-design process enabled the research team to develop and prioritise domain requirements into a system specification for the future development and testing of a social media analysis tool.

By working closely with the end user community, we were able to identify a significant gap in existing tools in that participants did not simply require a tool that supported them in analysing their performance on social media, but one that significantly improved the process of using social media and that ensured rich and relevant content and communication was facilitated by the tool. In this sense, PREP1 will go beyond being a simple social media analysis tool, to being a decision-support system that has in-built learning and training capabilities, thereby enhancing the use of social media by the Red Cross community.

This important step in our pursuit to develop a tool has enabled us to achieve our project objectives and will provide a means of taking the next steps in developing and testing PREP1 with the end user community that meets their needs.

More recently, through our promotion of results at an international conference we have found that there remains a great deal of interest in the findings and future goals of the project, and we are now taking steps to ensure that the findings that we can share are done so in a manner that supports open access to the journal article.

**Have you faced any obstacles? How did you overcome them?**

None experienced during this period.

**What are the next steps?**

Our next steps include:

* The write-up of domain requirements into an academic journal article. While we had initially expected to do this prior to the conference, feedback given has helped us to appreciate how best to frame the findings to ensure greater impact within the research and humanitarian community.

**Budget Considerations**

The use of resources outlined in this Section relate to the period covered by this report; i.e. the remaining period of the project (01/09/2017 – 15/02/2018) and thereby represents 30% of the total project time-frame.

The financial reporting table provides a breakdown of the budget spent allocated to the specific Tasks. The total reported costs are for this period of £ 5,997 in activities supported by HIF (GBP) and £ 3,978 in partner match (GBP).

In terms of overall budget, the total spent in activities supported by HIF (GBP) is £19,952 and £7,846 in partner match (GBP).