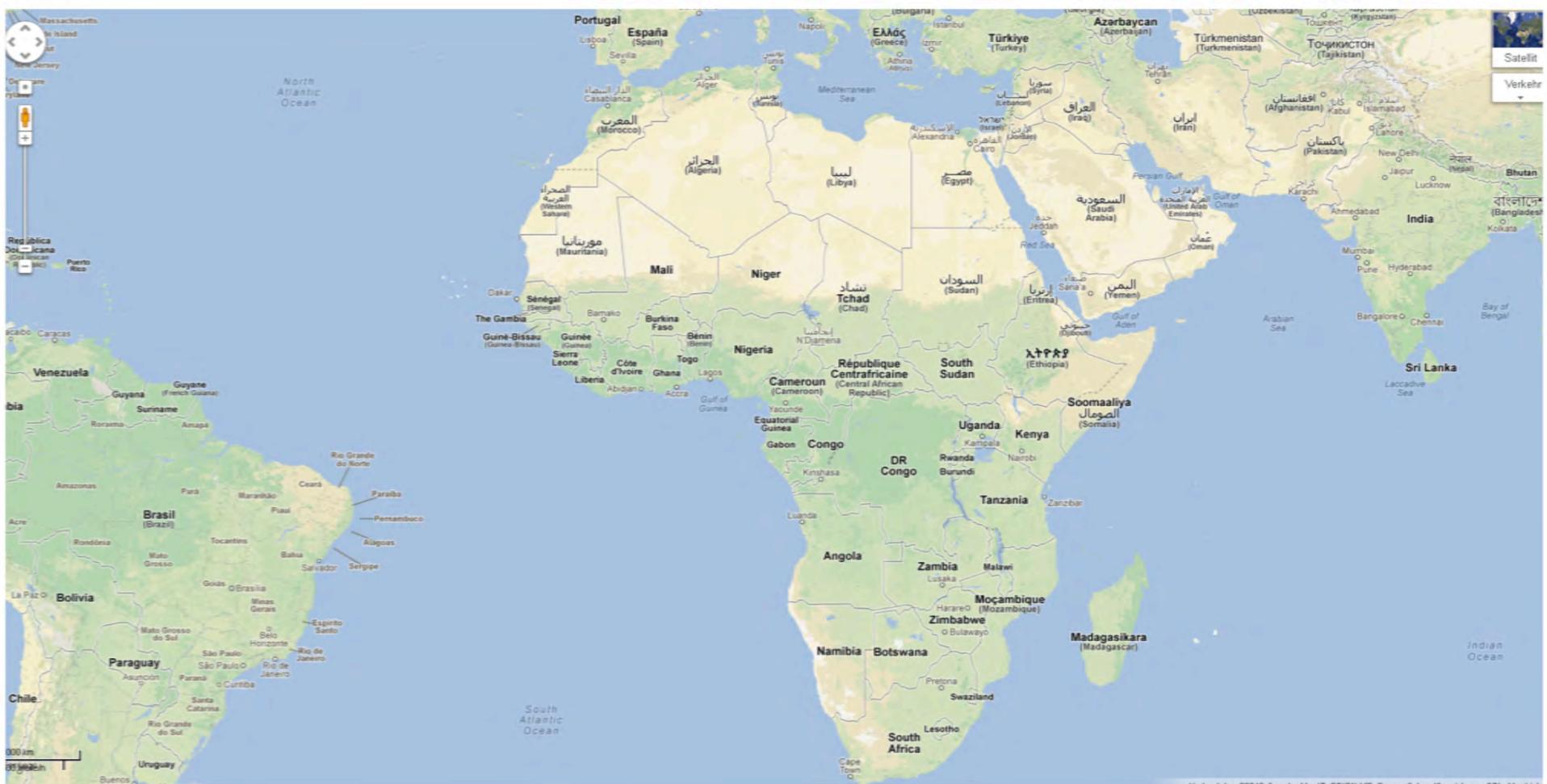


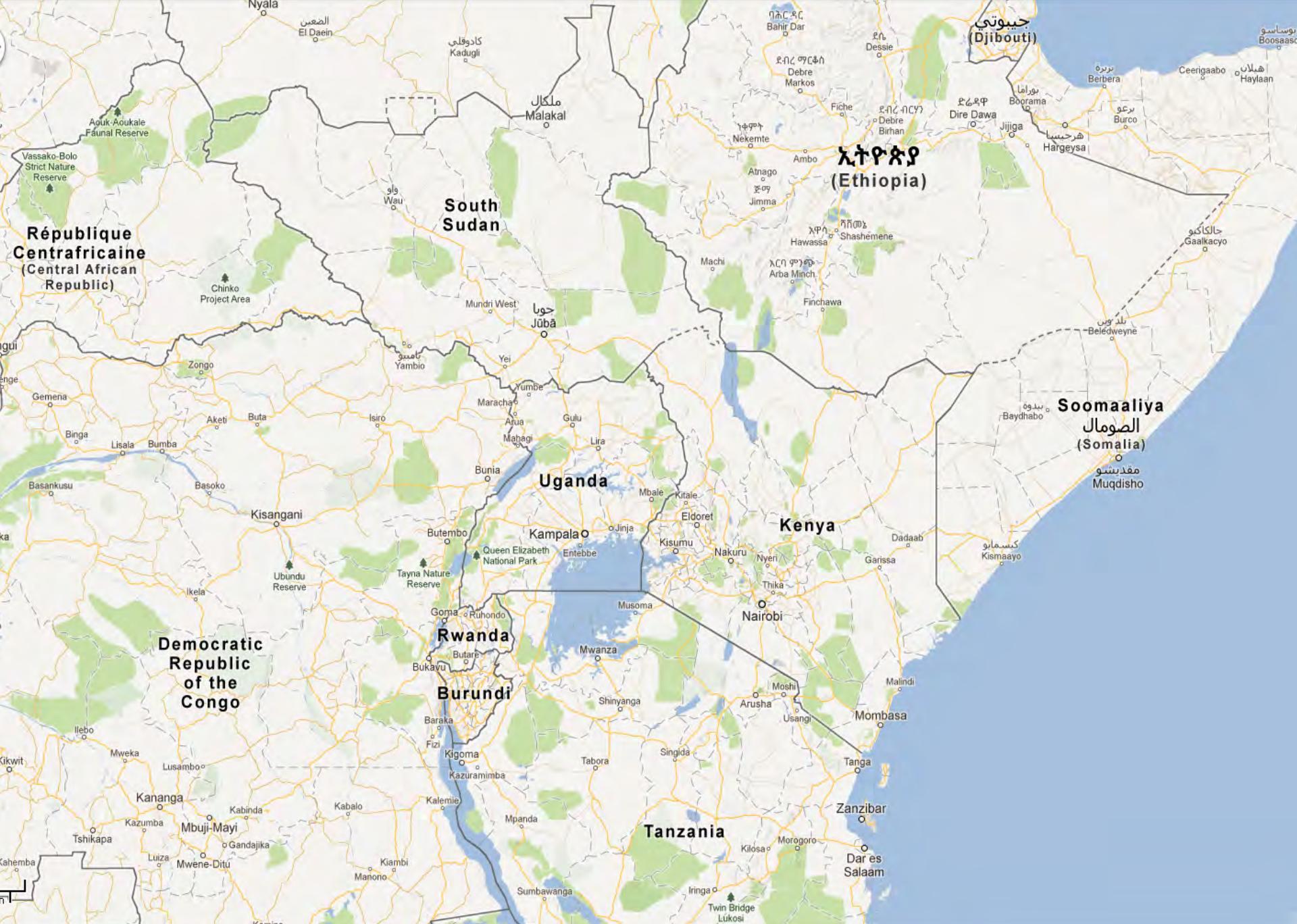
**Crowdsourced Event mapping
and it's way to a
semantic web approach?**

Am Beispiel der kenianischen Crises-Mapping Platform Ushahidi









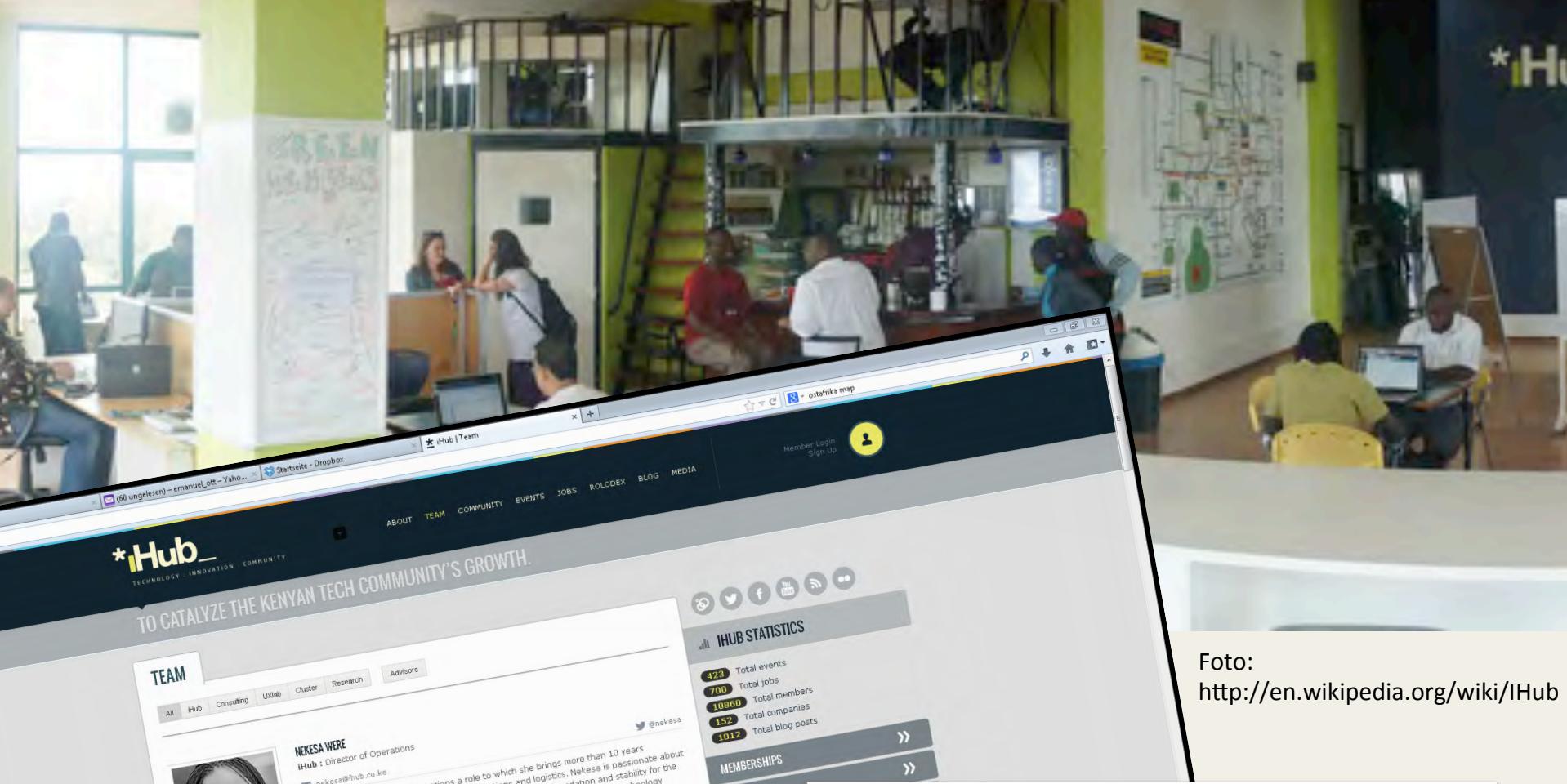


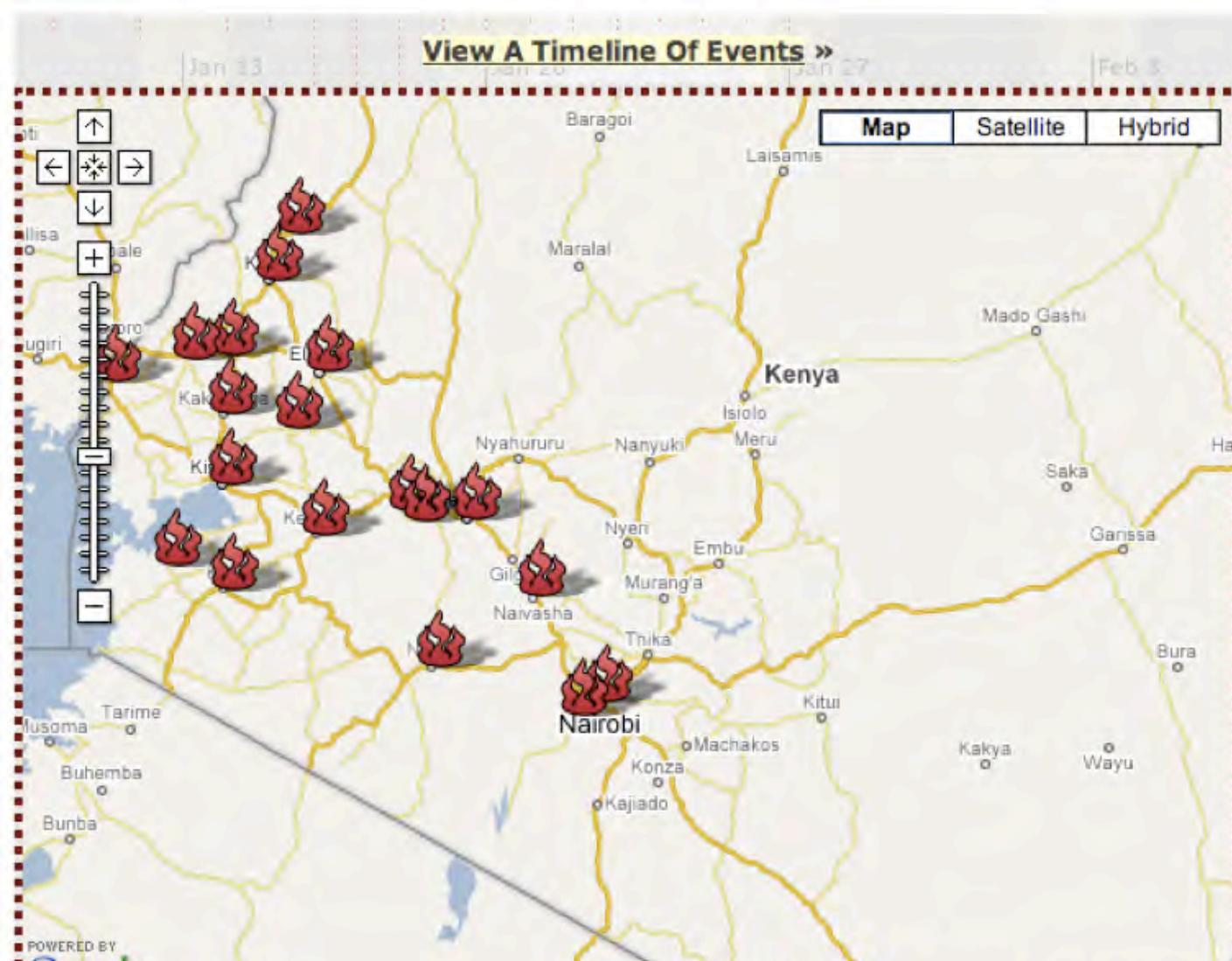
Foto:
<http://en.wikipedia.org/wiki/IHub>



Grafiken: www.ihub.co.ke



Ushahidi



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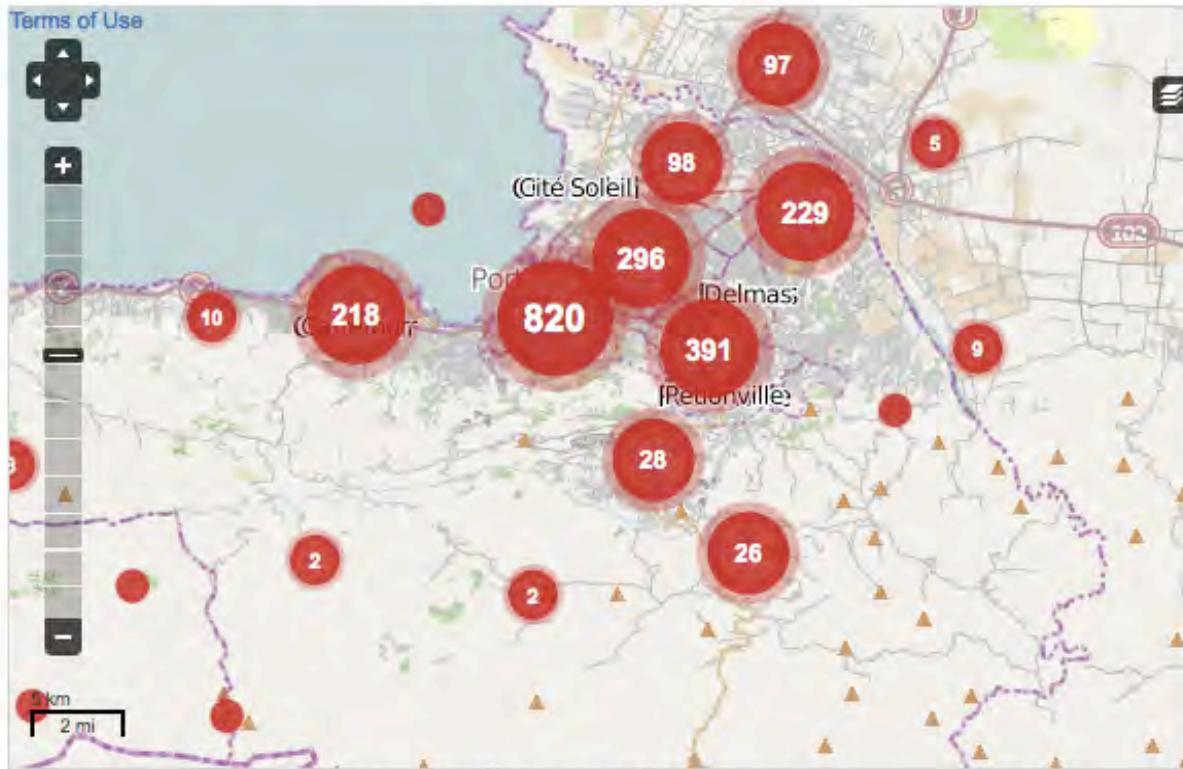
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FILTERS → REPORTS NEWS PICTURES VIDEO TODO VIEWS → CLUSTERS ↓ CATEGORY FILTER

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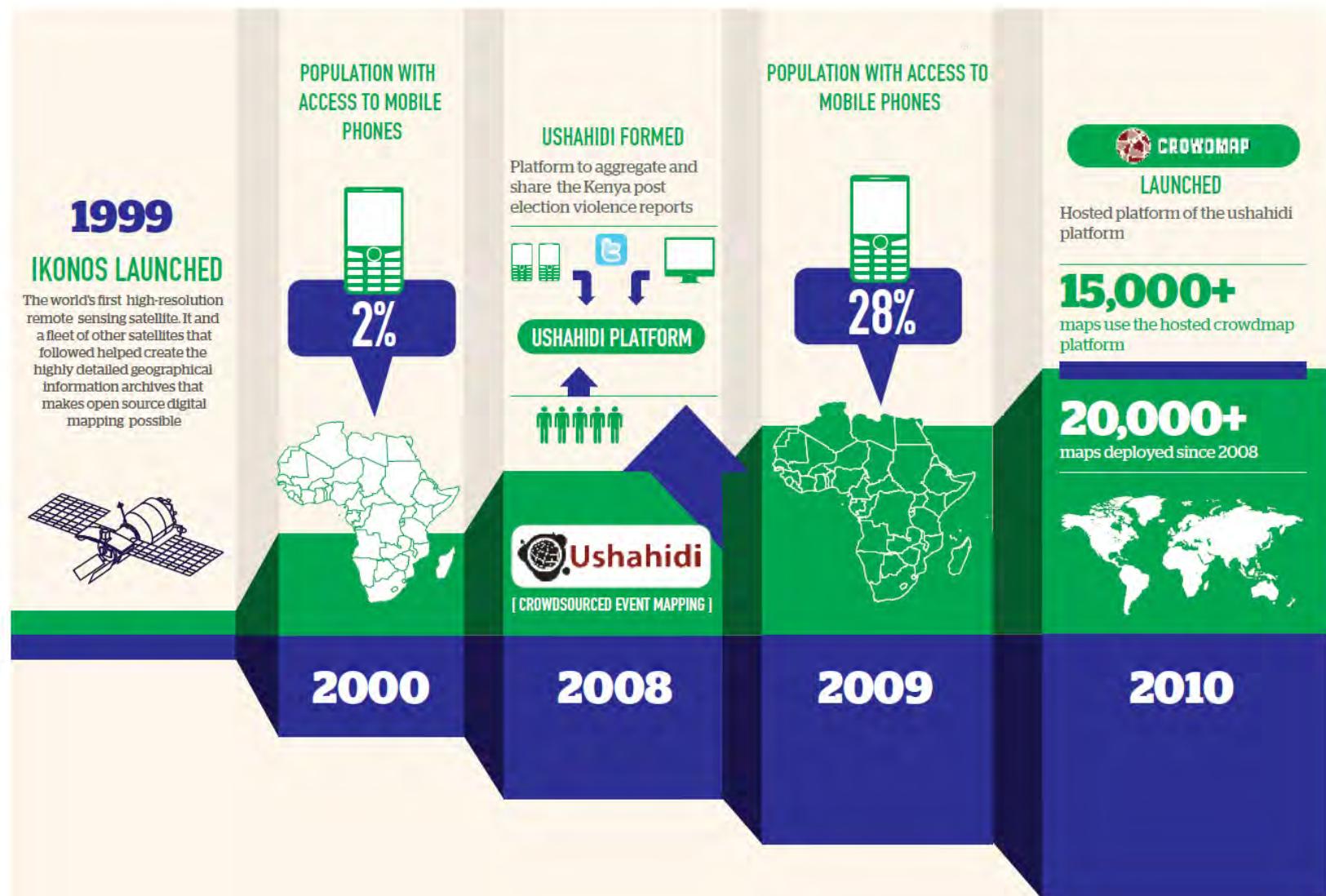


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2 mi



- ALL CATEGORIES**
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 - 3. URGENCES LOGISTIQUES | VITAL LINES**
 - 4. SECOURS | RESPONSE**
 - 5. AUTRE | OTHER**
 - 6. NOUVELLES DE PERSONNES | PERSONS NEWS**

FIGURE 3: INFO-GRAPHIC ON THE TECHNOLOGY HISTORY LEADING TO THE CREATION OF CROWDMAP



Grafik: Mapping the Maps Report –
Internews – Juli 2012



Vorraussetzungen

- PHP 5.2.3
- MySQL 5.0
- HTTP Server

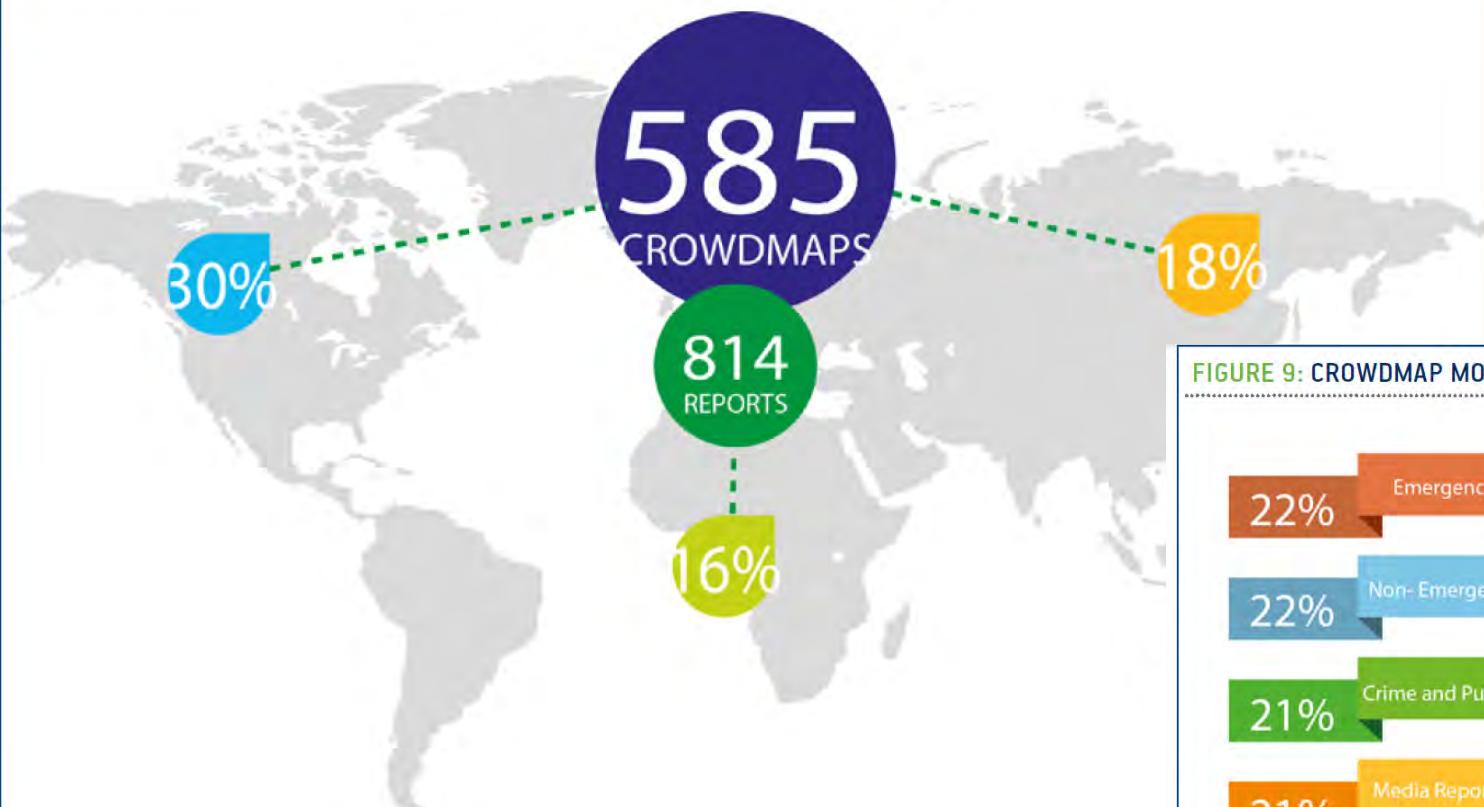
Basierend auf

- Kohana Framework

Einfache Alternative:



FIGURE 8: GEOGRAPHICAL DISTRIBUTION OF THE CROWDMAPS ANALYZED



Grafiken: Mapping the Maps Report –
Internews – Juli 2012

FIGURE 9: CROWDMAP MOST FREQUENT THEMES



Mapping the Maps Report:

„the majority of Crowdmap users who set up an account do not actually end up creating a map“

Challanges

- „Keeping reports up-to-date“
- „Embedding pictures & documents“
- „Need to display the data on something other than a map“
- "Getting people to submit reports"

Mapping the Maps Report – Internews – Juli 2012

Hands on

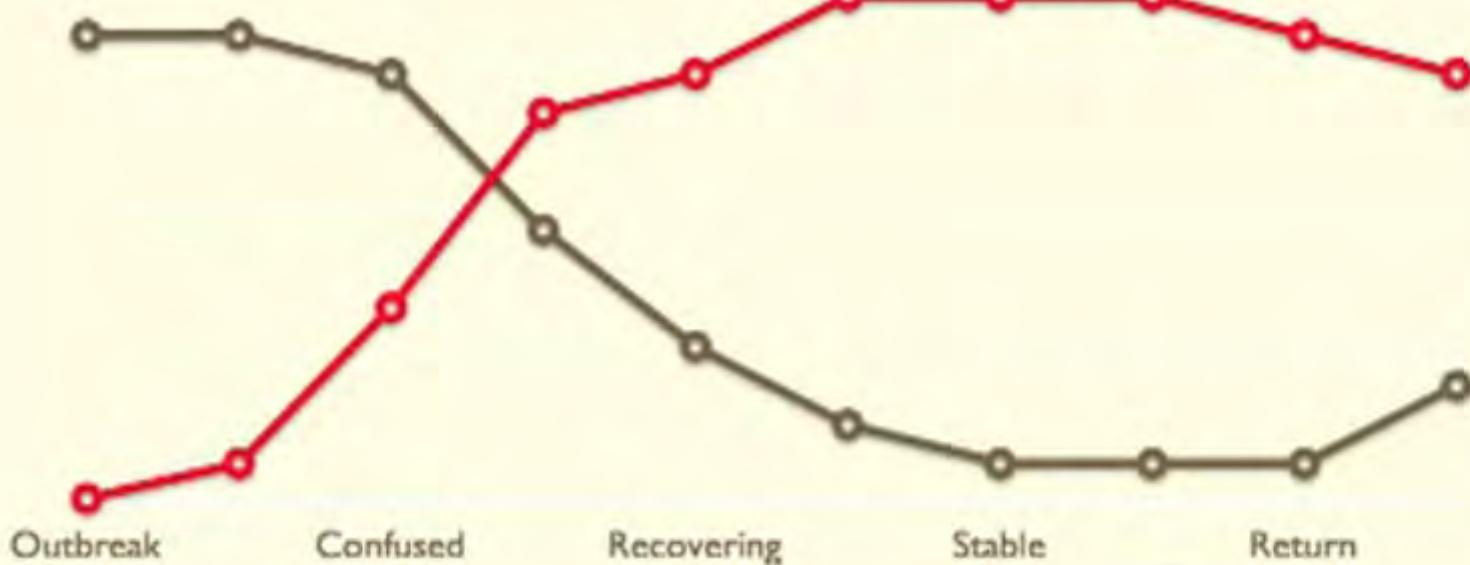
- <http://demo.ushahidi.com/>

Rolf Grütter:

On-To-Knowledge Methodology:

- Informationsverbraucher: Zugriff auf Informationen:
 - Einfach
 - Nachhaltig
 - Kostengünstig
- Informationslieferant: Bereitstellen und Pflegen von Textinformationen und semistrukturierten Informationen in Großen Mengen
 - Wenig arbeitsintensiv
 - kostengünstig

- Amount of Information
- Stability Level



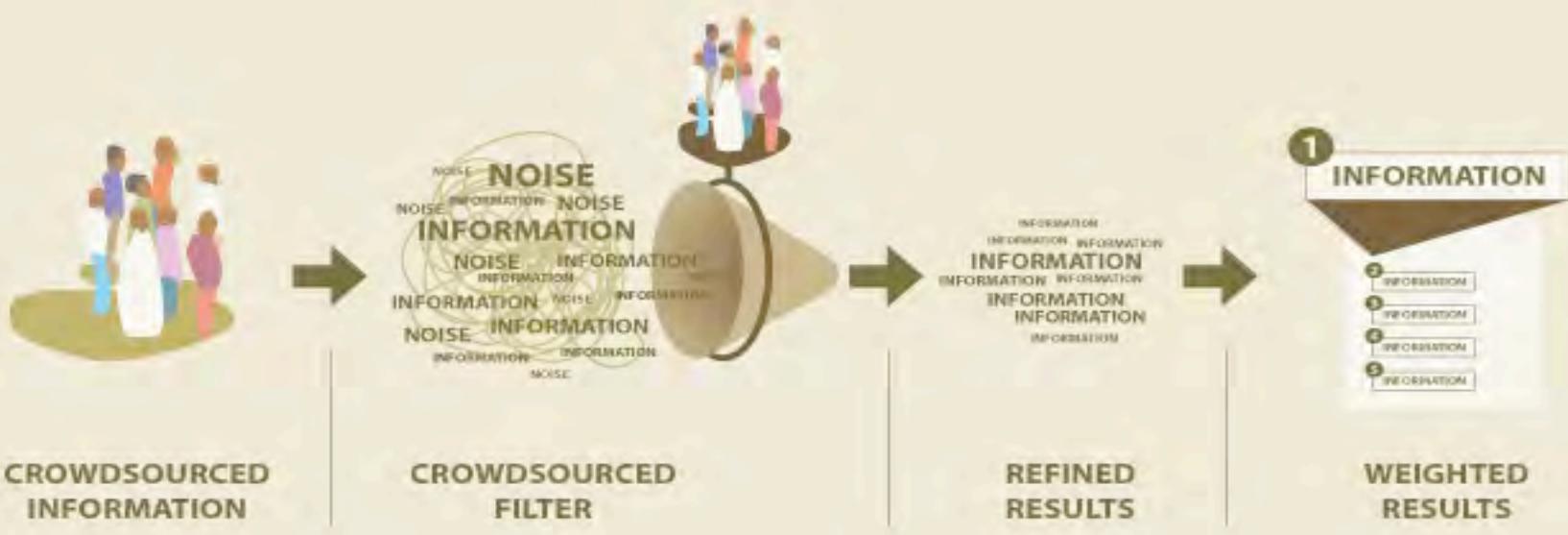


It's not Information Overload.
It's filter failure.

Clay Shirky (NY-University)



SwiftRiver





The Brain as an API

- ▶ Breaks content (data) into *pieces*
- ▶ Analyzes *pieces* separately
- ▶ Conditionally prioritizes
- ▶ Learns from experience
- ▶ Processing is distributed
- ▶ Recombination of *pieces*



LOCATION
DISAMBIGUATION

GeoDict

TAGGING /
LEXICAL
ANALYSIS

SiLCC

DUPICA-
TION FILTER

SiCDS

CONTENT
INFLUENCE
MONITORING

REVERBERATIONS

REPUTATION
DATA STORE
+
AUTH

RIVER ID

SwiftRiver Core



Ushahidi

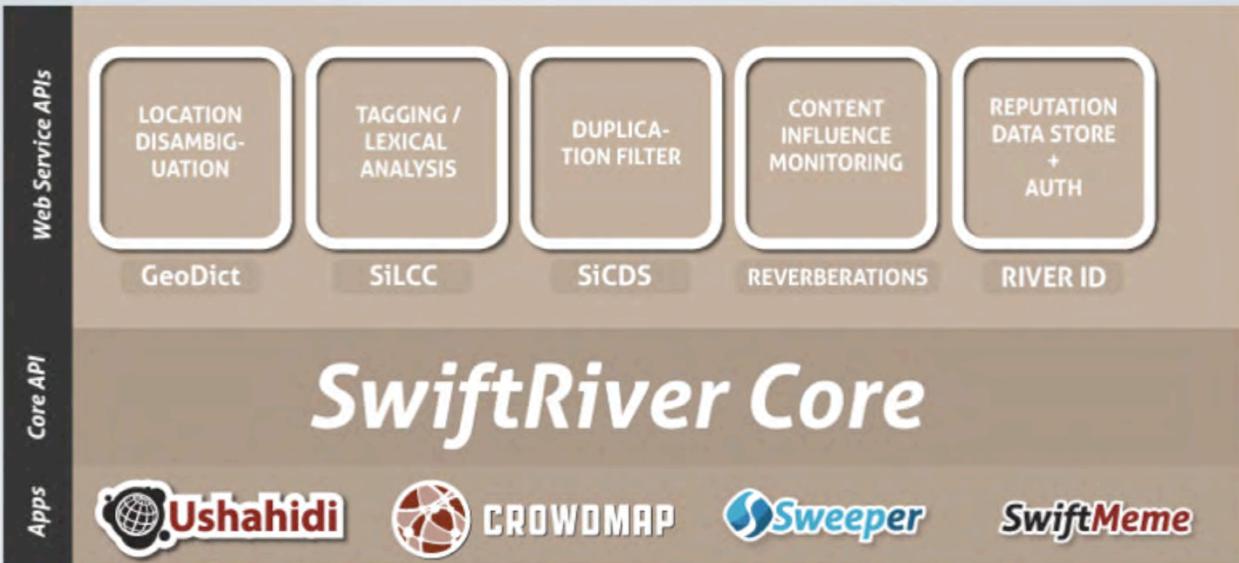


CROWDMap



Sweeper

SwiftMeme



APIs

- ▶ **Tagging API** - parses text and adds taxonomy
- ▶ **Location API** - detects origin location of content
- ▶ **Influence API** - measures influence of content online
- ▶ **Reputation API** - stores information about user behavior
- ▶ **Duplication Filter API** - receives feeds and filters out duplicate content to cut down on retweets

Applications

- ▶ **Sweeper** - sweep, structure and sort realtime data-streams
- ▶ **SwiftMeme** - meme/keyword tracker, content discovery
- ▶ **SwiftMail** - sort email by relevance

„The semantic Web is ... an extension of the current web in which information is given well-defined meaning, better enabling computers and people to work in cooperation“

(Berners-Lee, Hendler und Lassila (2001))

Quellen

- Offizielle Webseite: www.ushahidi.com
- Ushahidi/SwiftRiver Präsentationen:
<http://www.slideshare.net/Ushahidi>
- Mapping the Maps Report:
http://irevolution.files.wordpress.com/2013/01/internewswpcrowdglobe_web-1.pdf
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Modul:
Kreativwirtschaft und Technik
Informatik, Prof. Dr. Gräbe
Universität Leipzig