

# Threats and challenges related to the use of social media in crisis management

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# DELIVERABLES 3.2.1 AND 4.2.1

## Chapter 3

COSMIC WP3 – Task 3.2

D3.21 - Opportunities from the use of emerging technologies



Project acronym:  
Project title:  
Grant number:  
Programme:  
Objective:  
Contract type:  
Start date of project:  
Duration:  
Website:

COSMIC  
The COntribution of Social Media In Crisis management  
312737  
Seventh Framework Programme – Security Research  
SEC-2012.6.1-3  
Coordination and support action  
01 April 2013  
24 months  
[www.cosmic-project.eu](http://www.cosmic-project.eu)

### Deliverable D3.21

Political, social and industrial opportunities arising from the use of emerging technologies

Author(s):

Ioannis Kotsiopoulos & Angelos Yannopoulos (ED); Hayley Watson, Rachel Finn & Kush Wadhwa (TRI); Alex Papadimitriou (HRT)

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Public  
Final  
1  
Due 31<sup>st</sup> October 2013

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COSMIC WP4 – Task 4.2

Citizen Involvement and Ethics



Project acronym:  
Project title:  
Grant number:  
Programme:  
Objective:  
Contract type:  
Start date of project:  
Duration:  
Website:

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SEC-2012.6.1-3  
Coordination and support action  
01 April 2013  
24 months  
[www.cosmic-project.eu](http://www.cosmic-project.eu)

### Deliverable D4.2:

Report on citizen involvement and ethics

Author(s):

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Hayley Watson, Kim Hagen, Kush Wadhwa - Trilateral Research & Consulting  
Zeynep Güneş, Haluk Mert Bal, Salvatore Scifo, Yusuf Salzman (Koc University)

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<http://www.cosmic-project.eu/>



- Increasing use of social media in crisis management
- Opportunities
- Challenges and threats.



# Threats and Challenges

- Consent



## Election Protests Iran, 2009

Where is my vote?

Large role of social media *hour ago from web*

Information publicly available, not anonymized

Officials analyzed citizen's social media usage to identify and target online dissidents

Challenges with regard to safety and wellbeing.

# Threats and Challenges

- Consent
- Privacy
  - the interest that individuals have in sustaining a 'personal space', free from interference by other people and organisations

# Threats and Challenges

- Consent
- Privacy
  - The person
  - Personal data
  - Personal behavior
  - Personal communication
  - Thoughts and feelings
  - Location and space
  - Association

## Clarke 1997

Clarke, Roger, "Introduction to Dataveillance and Information Privacy, and Definitions of Terms", Xamax Consultancy, Aug 1997.

## Finn et al. 2013

Finn, Rachel L., David Wright, and Michael Friedewald, "Seven types of privacy", in Serge Gutwirth, Yves Poullet et al. (eds.), *European Data Protection: Coming of Age*, Springer, Dordrecht, 2013





## **Eyjafjallajökull eruption, Iceland 2010**

Many airlines communicated via social media

Access to information required sharing personal details

Challenges with regard to protection of personal data



## Gezi park protests, Turkey 2013

Social media played large role in the protests

Government banned Twitter and YouTube


Challenges with regard to personal communication.

**#occupygezi**

# Threats and Challenges

- Consent
- Privacy
- Transparency





## Hurricane Sandy, New York, 2012

Tweets in addition to/instead of emergency number

Request for further information via Twitter

- Inform public about policies
- Trust.

# Threats and Challenges

- Consent
- Privacy
- Transparency- trust
- Security- reliability



## **Boston marathon bombings, 2013**

Large role of social media

Reddit used to gather pictures

Unregulated crowdsourcing

Challenges with regard to reliability of information

# Threats and Challenges

- Consent
- Privacy
- Transparency- trust
- Security- reliability  
- protection



## **Boston marathon bombings, 2013**

Malicious e-mails were sent around with subject lines related to the bombings



Link to YouTube video on the bombings, which then triggered an infection to the user's computer

Challenges around protection of information

# Policies

## Charter of Fundamental Rights of the European Union (2000/C 364/01)- Article 8: Protection of personal data

- 1995 Data Protection Directive (95/46/EC)
  - Outdated
  - Implementation differs per EU Member States
  - Addresses EU Member States, not third countries processing data of EU residents
- General Data Protection Regulation (GDPR)





# Policies

## General Data Protection Regulation (GDPR)

- Two legislative proposals:
  - a Regulation setting out a general EU framework for data protection
  - a Directive on protecting personal data processed for the purposes of prevention, detection, investigation or prosecution of criminal offences.

# Policies

## GDPR

### – Privacy

*‘Personal data which are, by their nature, particularly sensitive and vulnerable in relation to fundamental rights or privacy, deserve specific protection. (...) A personal data breach should be considered as adversely affecting the personal data or privacy of a data subject where it could result in, for example, identity theft or fraud, physical harm, significant humiliation or damage to reputation.’*

# Policies

## GDPR

- Privacy
- Consent

*‘Consent should be given explicitly by any appropriate method enabling a freely given specific and informed indication of the data subject's wishes, either by a statement or by a clear affirmative action that is the result of choice by the data subject, ensuring that individuals are aware that they give their consent to the processing of personal data. (...) Silence, mere use of a service, or inactivity should therefore not constitute consent.’*





## **Black Saturday Bushfires, Victoria, Australia, 2009**

Federal privacy laws restricted emergency services to access private telephone numbers

This prohibited a nationwide fire alert telephone system

181 casualties.

# Policies

## GDPR

- Privacy
- Consent → policies should be flexible
  - Amendment 60 of the GDPR:

*‘Derogations should apply to data required for the protection of important grounds of public interest, for example data transfers should be allowed between services competent for social security matters, including the fight against terrorism.’*

- What is ‘legitimate interest’?

# Policies

Creating legislation is not a straightforward matter

Legislation mainly addresses data that isn't in the public domain

What about the data that is in the public domain?

# Discussion

What should a strategy aimed at reducing challenges associated with the use of social media look like?



# THANK YOU

FOR FURTHER INFORMATION PLEASE SEE D3.2. & D4.2 ON THE COSMIC WEBSITE

<http://www.cosmic-project.eu/>

