

INFORMATION DIFFUSION IN COMPLEX EMERGENCIES

A model-based evaluation of information sharing strategies

Problem: How to increase the diffusion of information?

Humanitarians often have to make decisions while simultaneously being confronted with **information overload**, **information gaps** and potentially with **wrong, outdated or biased** information.



Displaced people carrying food items across flooded land. Photo: AP Photo/Dar Yasin

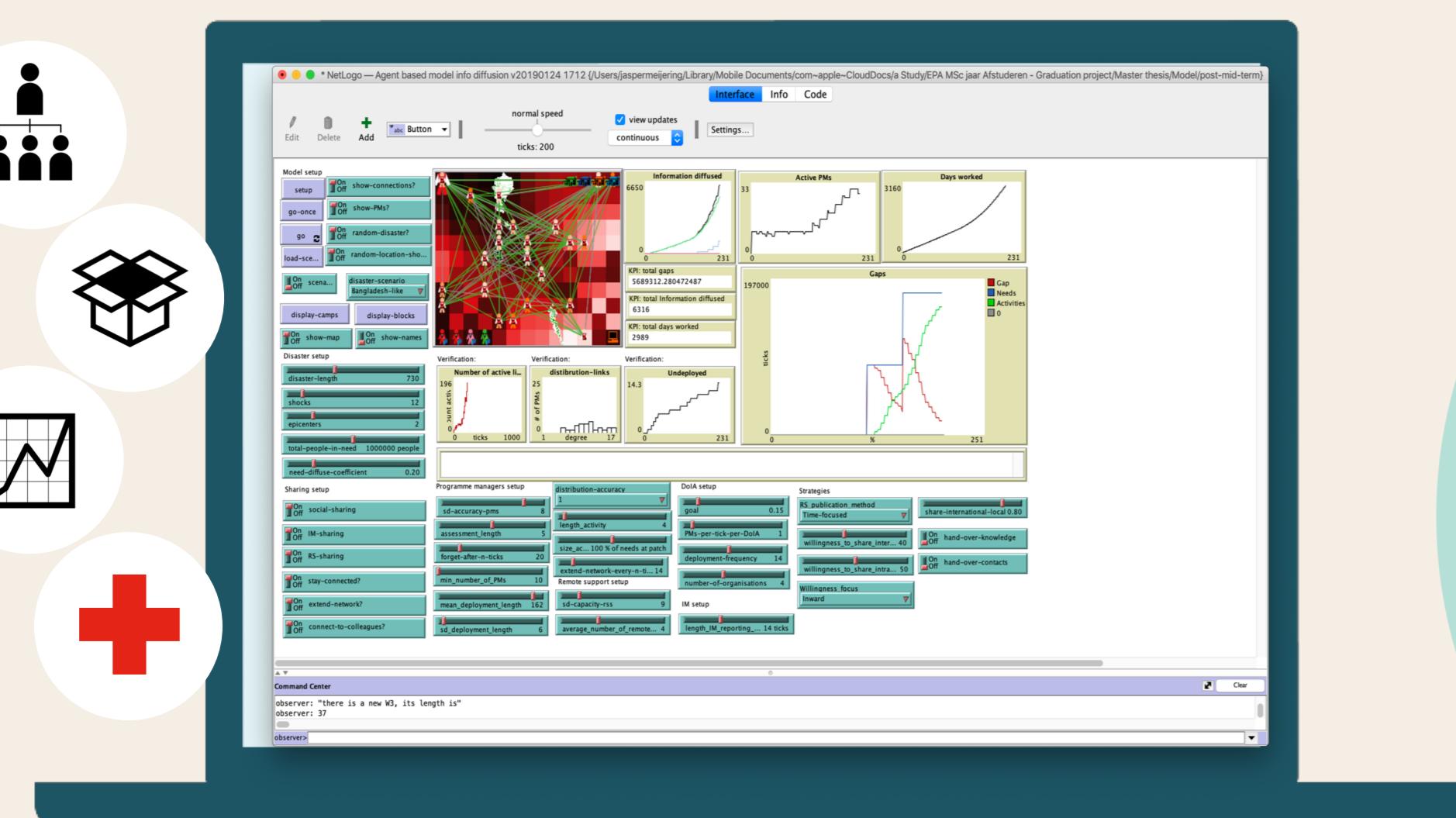
Various organisations including 510 aim to make humanitarian response **faster** and more (**cost**) **effective**, amongst others by sharing information about geographic areas that are most affected by a disaster.

It is currently unknown how diffusion of information is affected by **information sharing strategies**, constantly **changing information needs** and the **social networks** of humanitarians.



Helping **users** and **producers** of humanitarian data to better understand how information diffuses.

Approach: Agent based modelling



This study evaluates the effects of information sharing strategies using an **agent-based model** based on an analysis of **hygiene kit distribution** in the **WASH sector** in the **Bangladesh-Myanmar** displacement crisis.

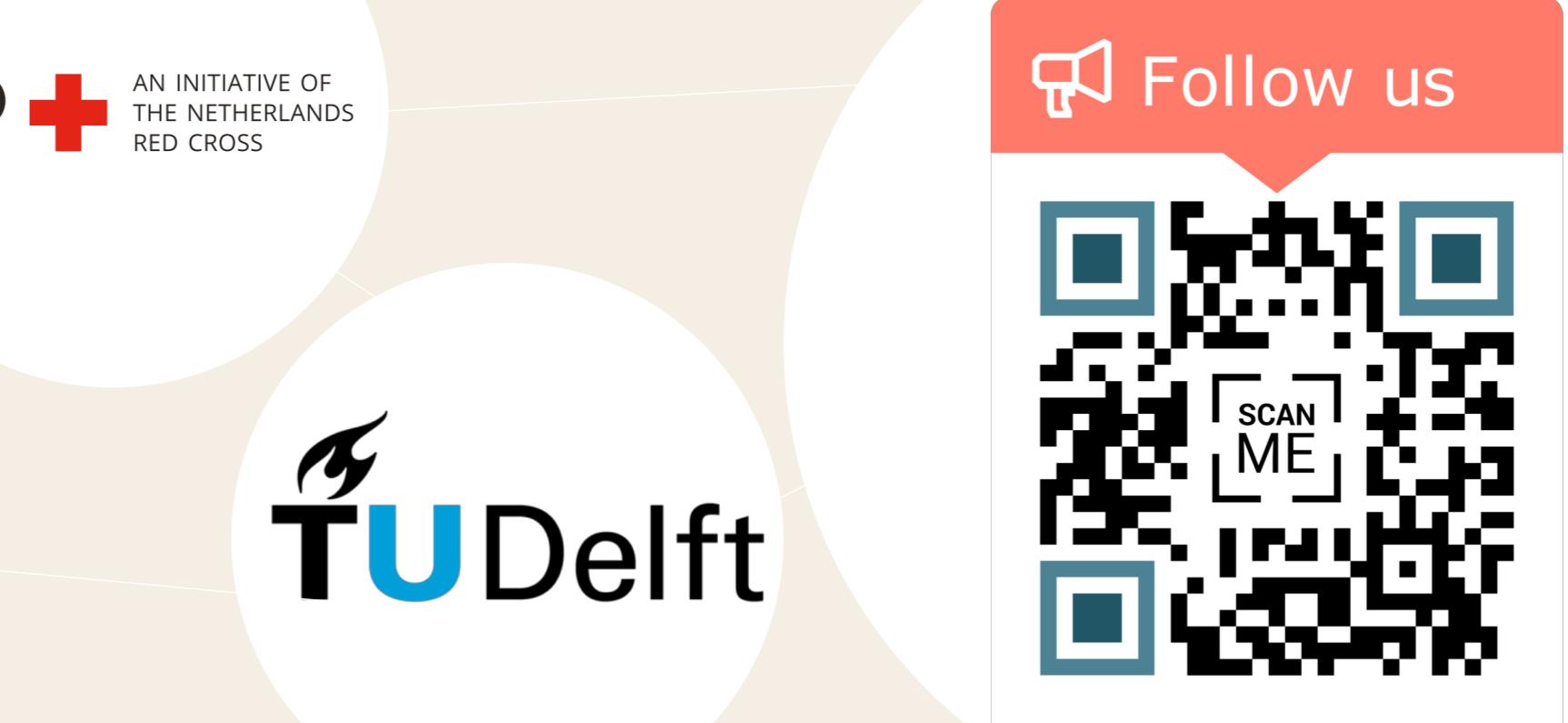
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More info?
Questions?
Use our code?
Ask Jasper!



510 + AN INITIATIVE OF THE NETHERLANDS RED CROSS

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Analysis of over 10.000 model runs indicates that a **locally staffed** team, with an **outward focused** organisation that produces **near real-time** information products is most effective in diffusing information.

Analysis suggests that **handing over knowledge** is not an effective strategy to increase the diffusion of information. **Handing over contacts**, increasing the share of **local delegates** and **changing publication method** is more effective.

Please join us in the **discussion** about the **outcomes** and on how this **approach** can be used in the wider field of humanitarian response.