

An aerial photograph of a large wildfire. The fire is visible as a bright orange and red area in the upper right, with a large plume of white and grey smoke rising from it. The surrounding landscape is a mix of green forested areas and brown, cleared land. The text is overlaid on the image.

Understanding Paradise Camp Fire through Twitter

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Data Incubator

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#CampFire

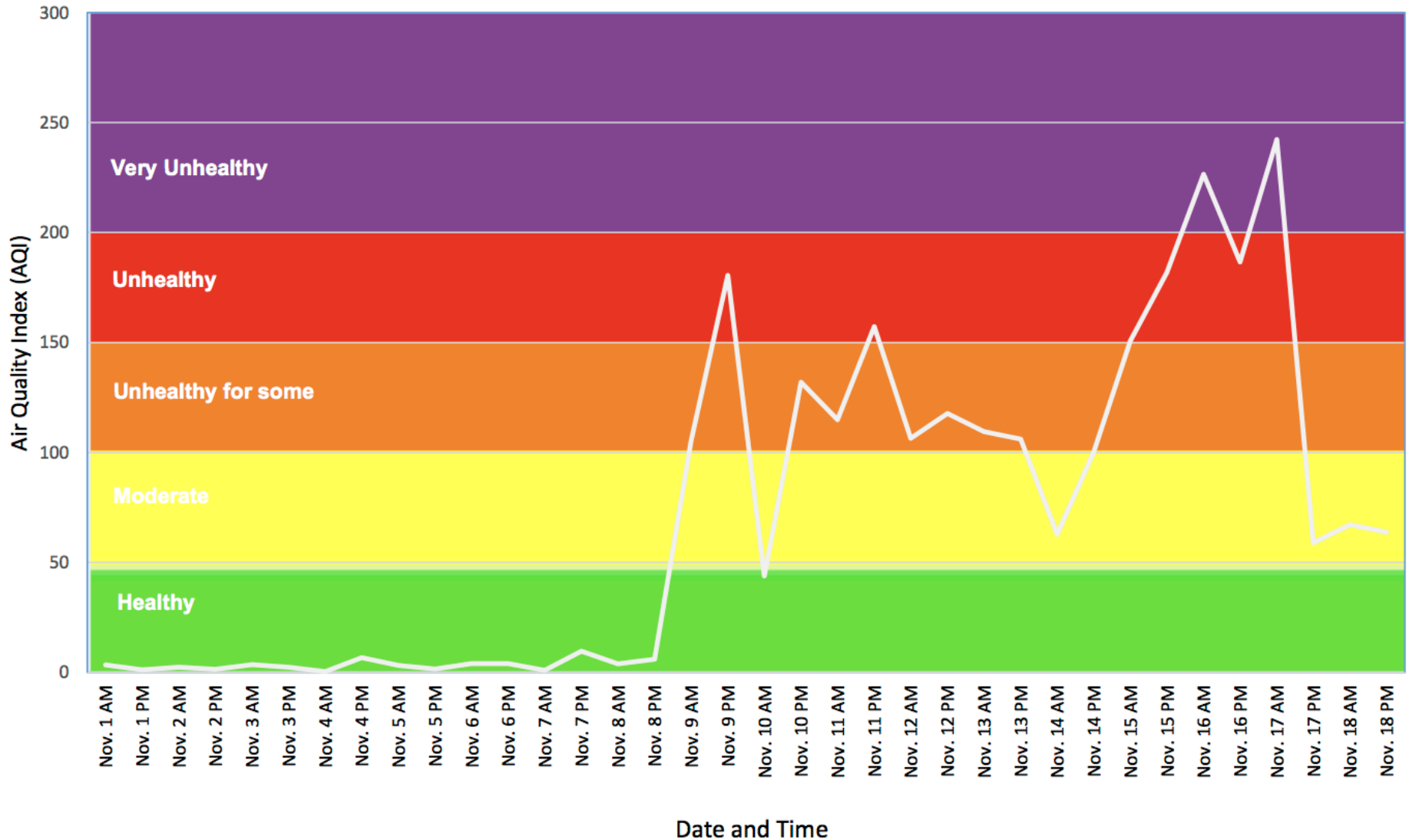


- Most deadly and devastating wildfire ever recorded in California
- Intense discussion and media focus
- Public awareness
- Public preparedness
- Future policy and disaster services

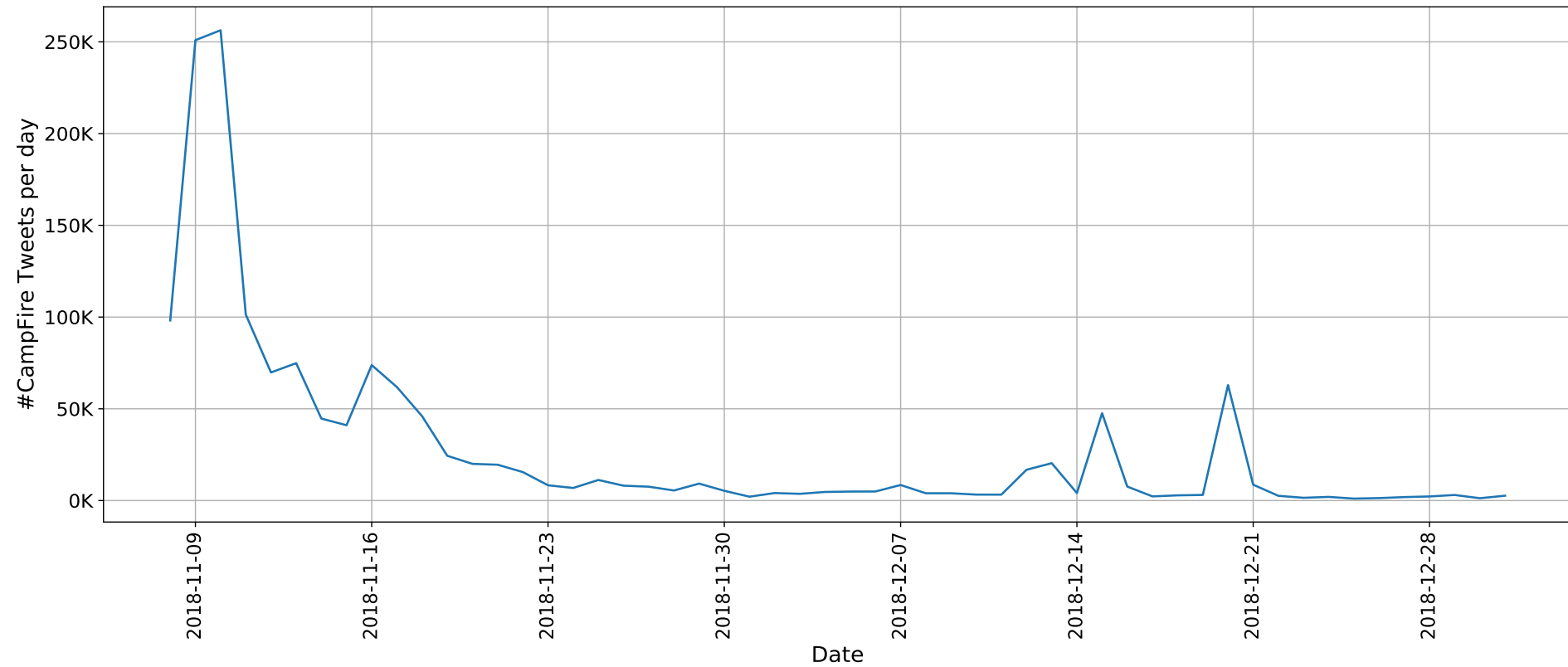
Data

Variables	Sources	Start date	End date
Tweets	Twitter	11/08/2018	12/31/2018
Twitter User Location	Twitter	NA	NA
PM2.5	US EPA	11/08/2018	11/25/2018
PM10	US EPA	11/08/2018	11/25/2018
AQI	US EPA	11/08/2018	11/25/2018
Population	US Census	2010	
Voter Registration	US Census	2010	

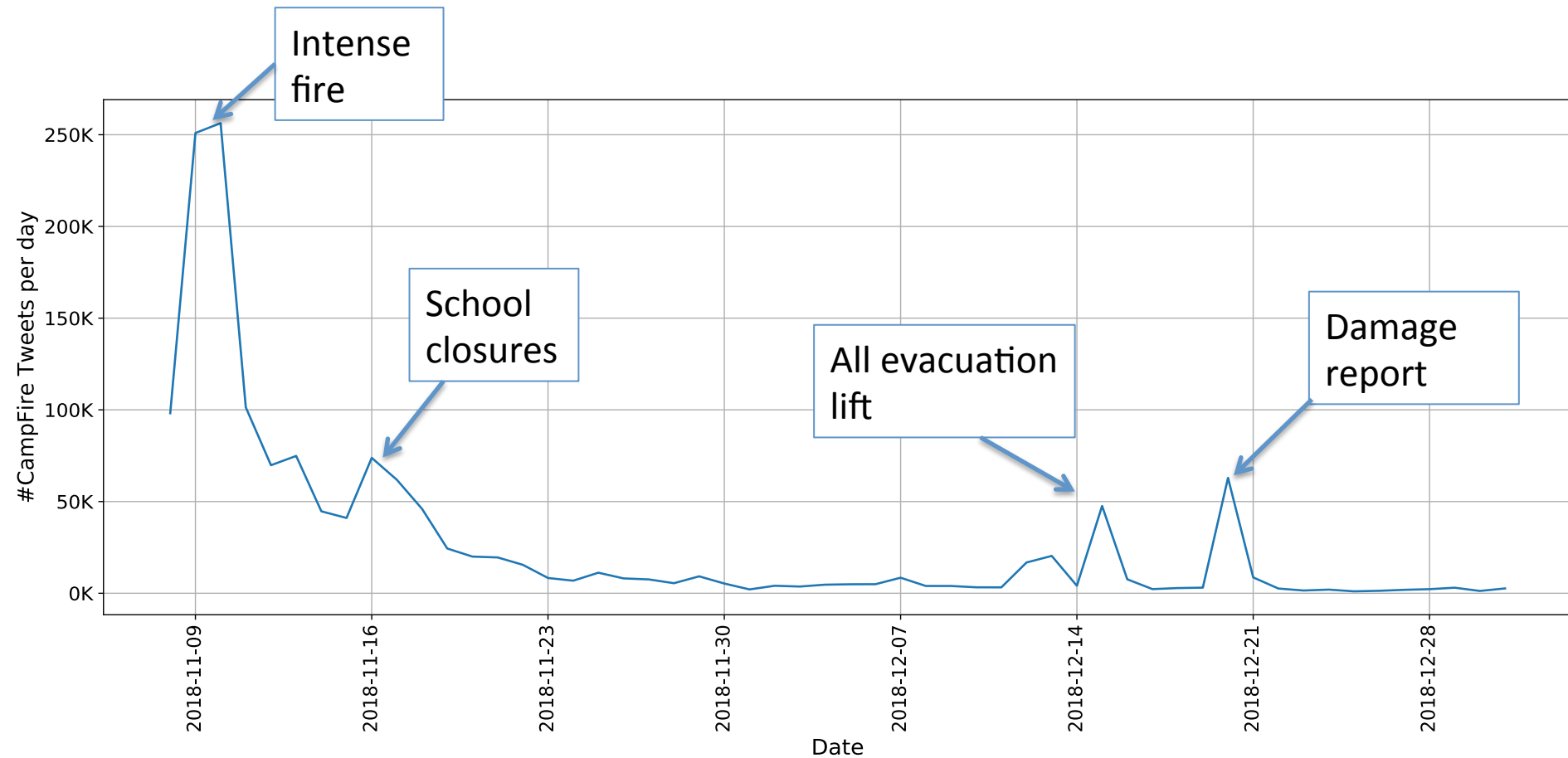
Air Quality in San Francisco



Total Number of Tweets



Total Number of Tweets



Tweet Categories

Environment

Smoke

Flame

Air pollution

Air quality

AQI

Flume

Health

Breath(ing)

Hospital(ization)

Asthma

Sore throat

Cough(s, ing)

Eye(s)

Nose

Pet

Cat(s)

Dog(s)

Pet(s)

Preparation

Mask(s)

Blanket(s)

Cloth(es, ing)

Coat(s)

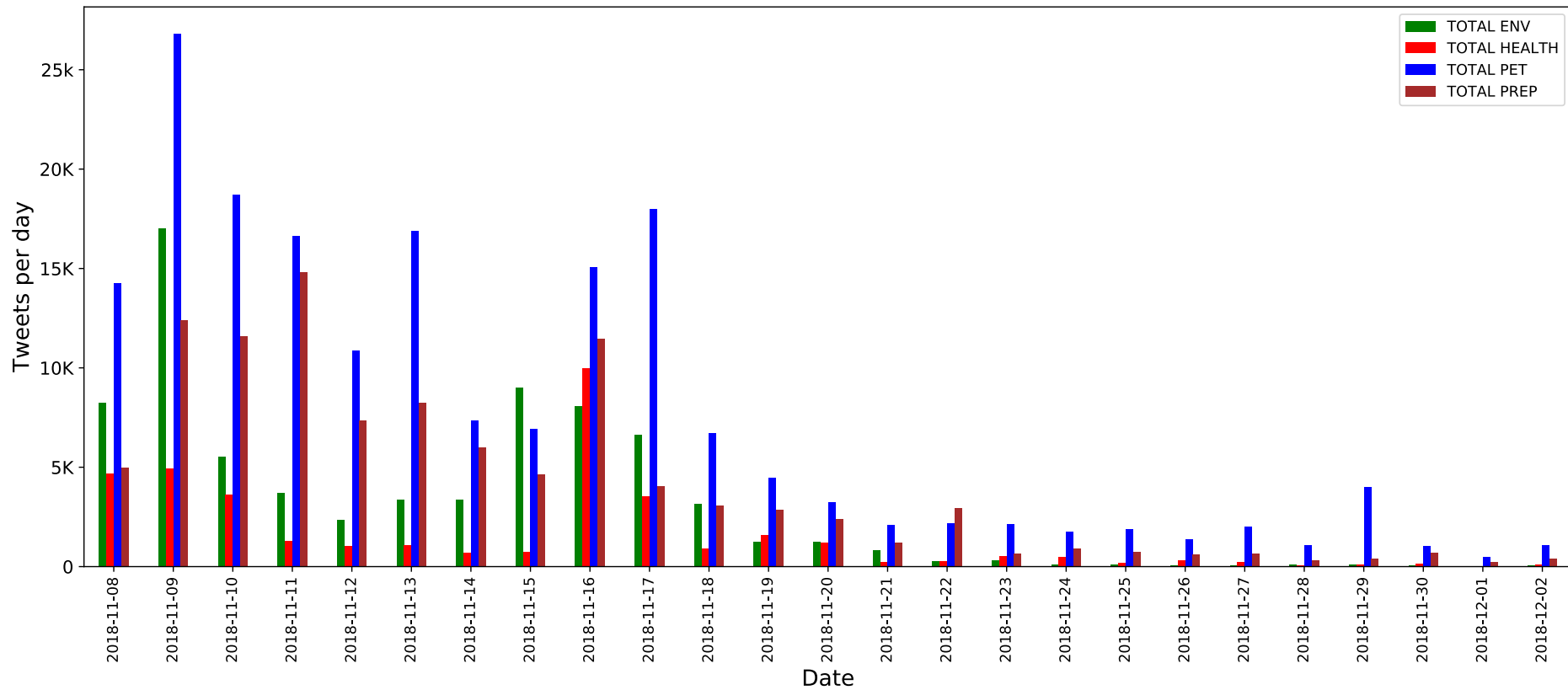
Food

Sleep(ing)

Jacket(s)

Shelter

Tweets by Category



Summary

- Twitter is a valuable platform for information exchange during disaster.
- Tweets regarding pets consistently outnumbered other categories, except during Thanksgiving.
- Next step, spatial distribution/differences
 - Red states vs. Blue states
 - Red counties vs. Blue counties