

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, dry, hilly terrain. The title text is overlaid on the image in a large, blue, sans-serif font.

# Understanding Paradise Camp Fire through Twitter

Liyi Monier  
Data Incubator  
February 21, 2019



# #CampFire

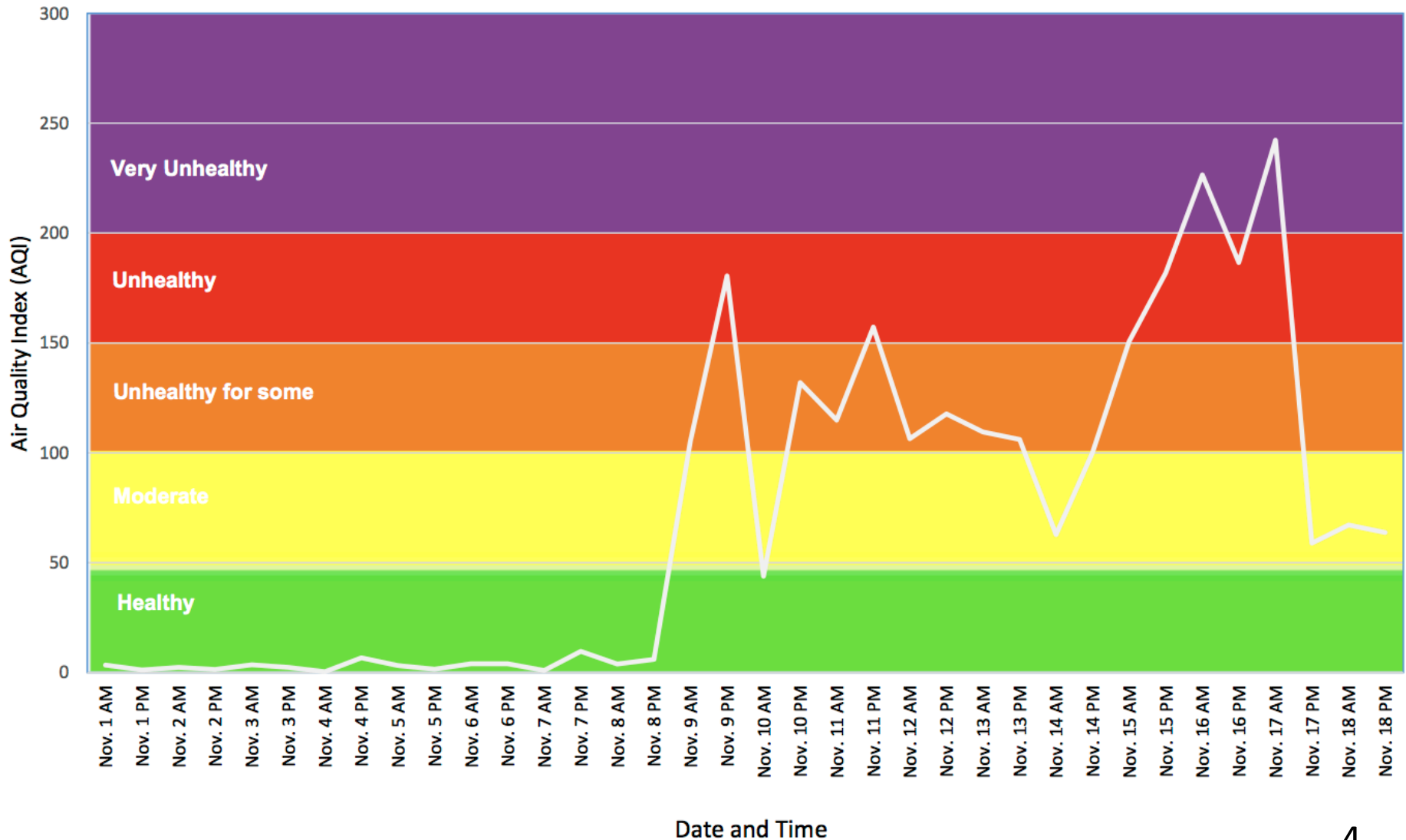


- Most deadly and devastating wildfire ever recorded in California
- Intense discussion and media focus
- Public awareness
- Public preparedness
- Future policy and disaster services

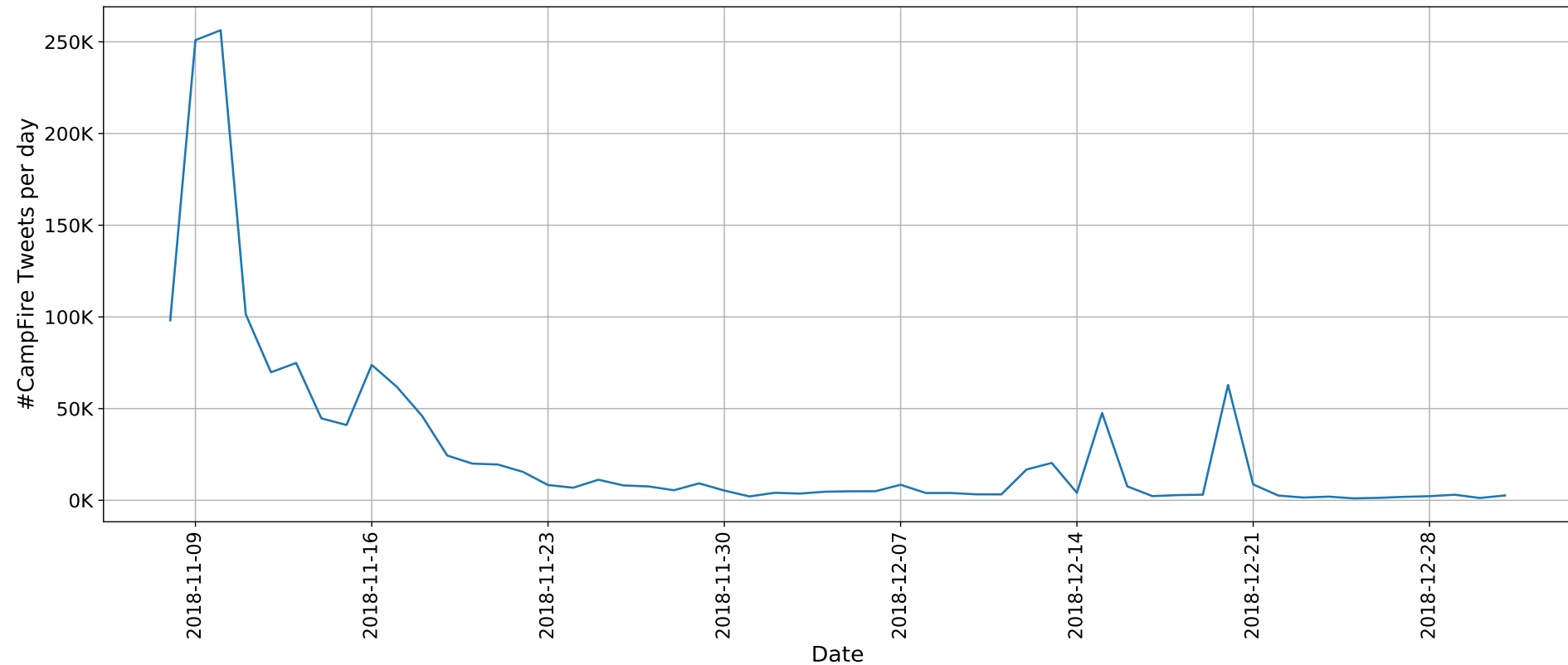
# Data

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	

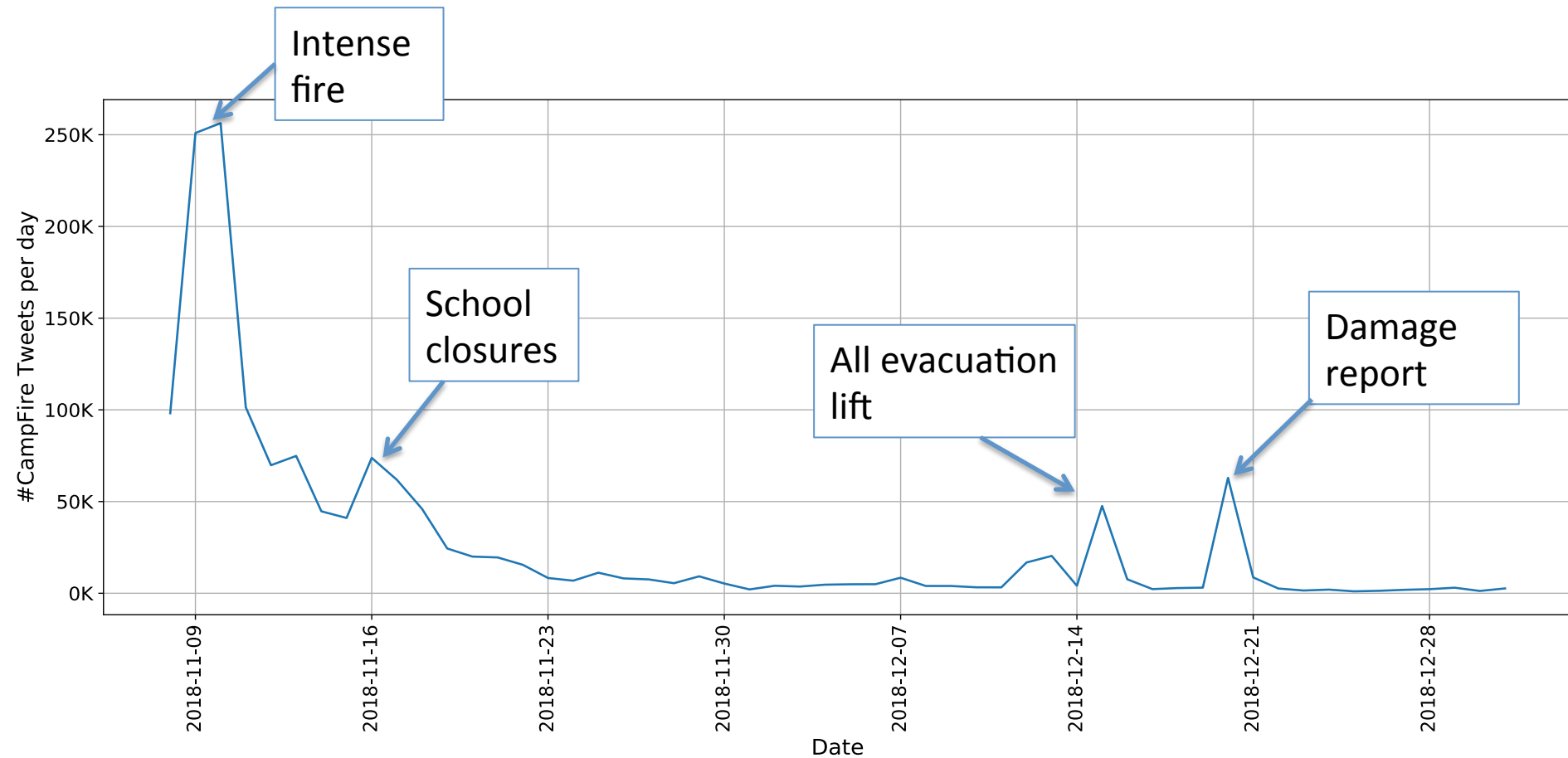
# Air Quality in San Francisco



# 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)

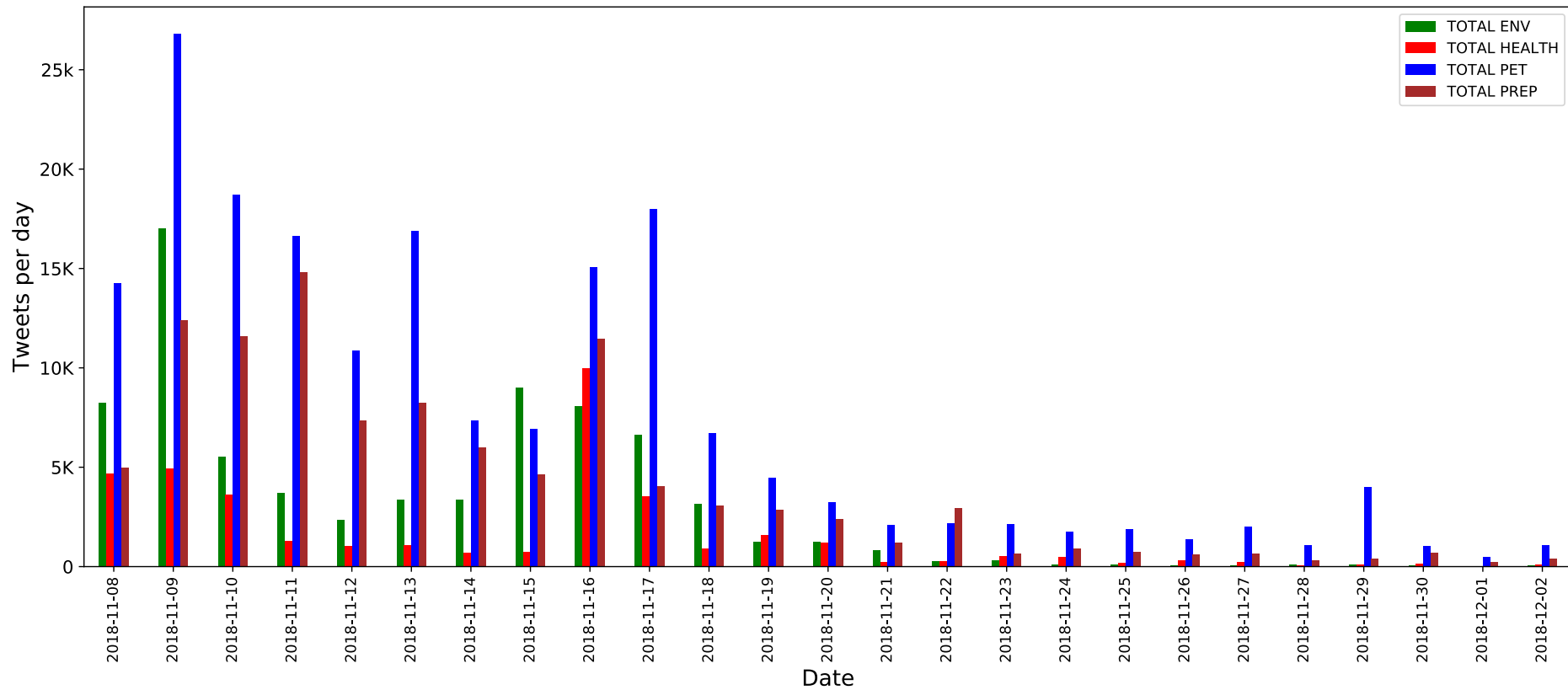
Food

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