# Problem 3:

Following are OEMs Info from their Website.

OEM’s Mission:

The Oklahoma Department of Emergency Management (OEM) prepares for, responds to, recovers from and mitigates against disasters and emergencies. The department maintains the State Emergency Operations Center which serves as a command center for reporting emergencies and coordinating state response activities. OEM delivers service to Oklahoma cities, towns and counties through the network of more than 400 local emergency managers.

OEM also maintains, regularly updates and exercises the State Emergency Operations Plan. The department provides funding and/or assistance to more than 400 local emergency management departments throughout the state.

 During emergencies, OEM coordinates state emergency operations including:

* Monitoring potentially severe events
* Evaluating the possibility for securing state, federal disaster assistance
* Managing state and local resources
* Providing emergency public information
* Developing and distributing situation reports
* Conducting preliminary damage assessments

Society: Public that visits the OEM website out of curiosity or to verify something they read somewhere else.

(a) Factors to be considered for getting information from the Web and social media:

* + Source of Information (Reliability)
  + Value (to the target audience)
  + Accuracy (multiple sources/official release/news organization, etc.)
  + Shock Factor (Can it be published to gain notoriety/fame?)

Impacts on users:

* Users rely on accuracy of the information to prepare themselves from any upcoming emergencies.
* They need accurate information fast. They don’t have time to wade through 1,000 tweets or Facebook posts to find information they need
* If a wrong story (speculative) gets in the system, they may be misled to make wrong decisions or chaos around the state.

Impact on OEM:

* A non-accurate story may ruin OEM’s reputation
* They may spend more time explaining than protecting Americans from disasters.
* To avoid wrongful information making its way to the website, they may have to allocate some staff to review incoming information. This can be overwhelming task.

Impact on Society:

* Public may assume information to be accurate since they found it on OEM’s website.
* May create hysteria
* Public may never trust OEM again

1. Following is ACTUAL OEM data-structure for recent disaster as published.

Actual database showing all these data fields in their website.

About disaster (Situation\_Update, Oklahoma\_Support\_for\_Harvey, State\_of\_Emergency, Oklahoma\_Response, Avoid\_Charity\_Scams, How\_can\_Oklahomans\_Help, How\_to\_Help, Price\_Gouging)

After splitting the table into two

Disaster Details (Situation\_Update, Oklahoma\_Support\_for\_Harvey, State\_of\_Emergency)

What to do (Oklahoma\_Response, Avoid\_Charity\_Scams, How\_can\_Oklahomans\_Help, How\_to\_Help, Price\_Gouging)

Here we can see that the second table has no information about what to do during what(?) so the users who are trying to use the website to see the info might be misleaded when reading about some stuff. And can end up in a completely different page and can lead to them reading about wrong things to do for a Hurricane(as the example mentions).

IMPACTS:

Users:

* Users may be led to believe much higher destruction because of the report.
* Unwanted alarm bells
* Can lead to wrong advice to their constituents.

OEM:

* Loss of granularity in the data
* May draw wrong conclusion resulting in waste of resources

Society:

* Disaster seems a lot more destructive than it is.
* May affect travel decisions to affected countries/states.
* Unwanted panic.