Documenting the #BigWet:

Crisis Communications in Cyclones, Floods and beyond.

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Slings and sandbags against the sky

- Queensland Storm Season 2010-2011
  - “Big Wet”
  - Tropical Wet Season
    - QLD Floods (12/1/10 to 1/8/11)
    - Brisbane Floods (1/9/11 to 1/13/11)
      - including Lockyer Valley and Toowoomba
    - Tropical Cyclone Anthony (1/22/11 to 1/31/11)
    - Severe Tropical Cyclone Yasi (1/30/11 to 2/3/11)
  - Then the NZ earthquake, and Queensland sends rescue teams *because we’re okay, they’re in trouble*
Queensland Context

- Three floods
  - Lockyer Valley, Brisbane River,
- Two cyclones
  - TC Yasi, TC Anthony.
- One “Where’d that come from?”
  - Toowoomba Range Flood
Just the context

Social Marketing in the storms

Lessons from dry land
Social Media, Social Marketing

• Key tenet of social marketing
  – Adapt
  – Adopt
  – Export

• Lessons from QLD
  – Crisis Communication
  – Behaviour change

Social Marketing

• “the adaptation and adoption of commercial marketing activities, institutions and processes as a means to induce behavioral change in a targeted audience on a temporary or permanent basis to achieve a social goal”
  – Dann (2010)
Dann 2010 Expanded

- Social marketing is the adaptation and adoption of commercial marketing activities, institutions and processes as a means to induce behavioral change in a targeted audience on a temporary or permanent basis to achieve a social goal.

- Behavioral change is achieved through the creation, communication, delivery and exchange of a competitive social marketing offer that induces voluntary change in the targeted audience, and which results in benefit to the social change campaign’s recipients, partners and the broader society at large.

Footnotes to Dann 2010

[i] "induce" rather than "influence" in order to frame social marketing as a social leadership approach which involves the deliberate use of influence and persuasion to move a target market towards a specific course of action

[ii] "behavioral change" is the process of altering, maintaining or encouraging the cessation of a specific activity undertaken by the targeted audience

[iii] "Targeted audience" reflects the use of the customer orientation by targeting social marketing activity on specific, identifiable and reachable market segmentation within a broader community population

[iv] "social goal" represents the objective of the campaign to change or maintain society in accordance with the long term objectives of the campaign’s organizers

[v] "competitive social marketing offer" is an alternative product offering that has been developed through the identification or anticipation of a market need for a socially beneficial alternative behavior that satisfies the same needs an individual in the targeted audience is currently meeting through the consumption or use of less socially desirable products

[vi] "Benefit" is where the return on social investment through actual or perceived returns exceeds the financial and non financial costs of the social marketing activity
Queensland Extreme Weather Event

• induce behavioral change in a **targeted audience** on a **temporary basis**

  – Objectives:
    • Informed public
    • Safe public
    • Storm / extreme event survival

How was this achieved?

• Many media channels
  – Twitter
  – Facebook
  – Radio
  – TV
  – Print

• Multiple targeted messages
Queensland Police Media Services

@QPSmedia

Media Flow Chart

Twitter → Headlines → Radio
Detail → Headlines
Facebook → Livestream → Print
Livestream → TV
Facebook

• Media releases
  – “Event X has occurred"
• Detailed message
  – Links / External information
  – Phone numbers
• Connecting the police to their own people
  – Facebook updates for the QPS ground forces
    • Personal smart phones /
• More followers than the circulation figure of the city’s lead newspaper

Twitter

• Real time and Rapid Responses
  – Direct questions, direct answers
  – Live tweeting key information

• Team of multiple users
  – High level, high clearance directors
  – Media team
  – Summer Interns
QPS Media Marketing Mix

- **Product**
  - Connectivity
  - real time behavioural advice
- **Price**
  - Free
  - Attention spans
- **Promotion**
  - Word of Mouth (RT)
  - Mainstream media
  - Social media
- **Place**
  - In our pockets,
  - on our laptops,
  - in arms reach

Twitter Analysis

- Based on the Dann 2010 methodology
  - Code each tweet into one of six categories
    - Conversational
    - Phatic
    - News
    - Pass Along
    - Status
  - Sub category coding for data granularity
Major Categories

• Conversational
  – Uses an @statement to address another user
• Status
  – An answer to “What are you doing now?”
• Pass along
  – Tweets of endorsement of content
• News
  – Identifiable news content which is not UGC
• Phatic
  – Content independent connected presence
• Spam
  – Junk traffic, unsolicited automated posts, and other automated tweets generated without user consent

Minor Categories

Conversational
• Query
• Referral
• Action
• Response

Status
• Personal
• Temporal
• Location
• Mechanical
• Physical
• Work
• Activity

Pass along
• RT
• UGC
• Endorsement

News
• Headlines
• Sport
• Event
• Weather

Phatic
• Greeting
• Fourth wall
• Broadcast
• Unclassifiable
Conversational

- **Query**
  - Questions, question marks or polls
- **Referral**
  - An @response which contains URLs or recommendation of other Twitter users.
- **Action**
  - Activities involving other Twitter users
- **Response**
  - Catch-all classification for conversation @tweets

Status (1 of 2)

- **Personal**
  - Positive or negative sentiment in the form of personal opinion or emotional status
- **Temporal**
  - References to specific dates, times, statements of temporal nature (waiting) and temporal action ("Time to")
- **Location**
  - Geographic references and location statements, including statements of traveling, location change
Status (2 of 2)

• Mechanical
  – Technology or mechanical systems
• Physical
  – Sensory experiences of a physical nature
• Work
  – Reference to work related activity
• Activity
  – Direct statements that answer “What are you doing now?”

Pass along

• RT
  – Any statement reproducing another Twitter status using the via @ or RT protocol
• UGC
  – Links to content created by the user
• Endorsement
  – Links to web content not created by the sender
News

- Headlines
  - Coverage of breaking news and personal eye-witness accounts of news events
- Sport
  - Identifiable results of sporting events
- Event
  - Any tweet which represents the live discussion of an identified or identifiable event
- Weather
  - Report of weather conditions without commentary

Phatic

- Greeting
  - Statements of greetings to the broader Twitter community
- Fourth wall
  - Textual equivalent of comments made directly to camera in television or cinema
- Broadcast
  - Textual soliloquy, monologue and undirected statements of opinion
- Unclassifiable
  - Unclassifiable strings of text
### What did QPS Media do with twitter?

<table>
<thead>
<tr>
<th>Event</th>
<th>Event duration</th>
<th>n tweet</th>
<th>Categories</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-crisis</td>
<td>12/20/10 to 1/9/11</td>
<td>820</td>
<td>Conversational -</td>
<td>32</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Phatic -</td>
<td>24</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>News -</td>
<td>182</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pass Along -</td>
<td>547</td>
<td>67%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Status -</td>
<td>35</td>
<td>4%</td>
</tr>
<tr>
<td>Flood</td>
<td>1/10/11 to 1/14/11</td>
<td>606</td>
<td>Conversational -</td>
<td>35</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Phatic -</td>
<td>15</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>News -</td>
<td>138</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pass Along -</td>
<td>399</td>
<td>66%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Status -</td>
<td>19</td>
<td>3%</td>
</tr>
</tbody>
</table>

### What did QPS do?

<table>
<thead>
<tr>
<th>Event</th>
<th>Event duration</th>
<th>n tweet</th>
<th>Categories</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inter-crisis period</td>
<td>1/15/11 – 1/29/11</td>
<td>590</td>
<td>Conversational -</td>
<td>96</td>
<td>16%</td>
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<td></td>
<td></td>
<td></td>
<td>Phatic -</td>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>News -</td>
<td>86</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pass Along -</td>
<td>380</td>
<td>64%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Status -</td>
<td>24</td>
<td>4%</td>
</tr>
<tr>
<td>Cyclone</td>
<td>1/30/11 – 2/3/11</td>
<td>576</td>
<td>Conversational -</td>
<td>92</td>
<td>16%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Phatic -</td>
<td>11</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>News -</td>
<td>195</td>
<td>34%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pass Along -</td>
<td>254</td>
<td>44%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Status -</td>
<td>24</td>
<td>4%</td>
</tr>
</tbody>
</table>
Or in summary

![Graph showing percentage distribution of Conversational, News Events, Pass along, Phatic, and Status over different crisis phases.]

Post Everything (well, mostly)

<table>
<thead>
<tr>
<th>Post Crisis</th>
<th>1752</th>
<th>Conversational -</th>
<th>330</th>
<th>19%</th>
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</thead>
<tbody>
<tr>
<td>Pre-crisis</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flood</td>
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<tr>
<td>Inter-crisis</td>
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</tr>
<tr>
<td>Cyclone</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Post Crisis</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/4/11 – 3/24/11</td>
<td>1752</td>
<td>Conversational -</td>
<td>330</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phatic -</td>
<td>15</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>News -</td>
<td>183</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pass Along -</td>
<td>1200</td>
<td>68%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Status -</td>
<td>24</td>
<td>1%</td>
</tr>
</tbody>
</table>
Three Cases

Responding to the circumstances

The Generator Incident

- Fri Feb 04 08:41:21 2011
- #TCYasi Be safe when using portable generators. Caution is urged given the risks of electric shock or poisoning...

- Fri Feb 04 04:57:13
- #TCYasi A message from EMQ Authorities urge safety first around generators http://fb.me/Bj48aXH7

- Response to Yasi’s only fatality
Mythbusting

- **Wed Jan 12 06:48:55**
  - #mythbuster Wivenhoe Dam is NOT about to collapse!
    #thebigwet #qldfloods

- **Wed Jan 12 04:10:02**
  - #Mythbuster redux the dam is not failing. We busted this y'day, but it has popped up again #thebigwet #qldfloods

- **Wed Feb 02 23:03:21**
  - #mythbuster #TCYasi there has NOT been a death on Willis Island (other than some weather monitoring equipment)

Pre event advice

- **Mon Jan 31 08:50:53**
  - #TCYasi People should decide early to react and relocate.

- **Mon Jan 31 23:34:20**
  - #TCYasi be prepared to be self sufficient for several days if you are in the path. Today is the last day to prepare.
In event

- Tue Feb 01 23:04:47
  - #TCYasi still a small window of opportunity for people in storm surge areas to relocate within next three hours. Go now.

- Tue Feb 01 23:05:56
  - #TCYasi door knocking in storm surge areas. Please listen to directions

- Tue Feb 01 23:17:16
  - #TCYasi emergency services will be unable to respond in height of cyclone. Don't take risks, look after each other

Lessons

- Talk is cheap, and valuable in a crisis
  - Responding to feedback/questions

- Providing real information to replace rumour
  - #mythbuster
  - Product substitution

- Product mix
  - Reassurance, knowledge, insight, and advice
### Real behaviours

- “Go now”
- “Buy up, but don’t panic buy”
- “Prepare for two days isolation”
- “Check batteries”
- “Have battery power radio handy”
- “Self evacuate to higher ground”

### Options

- [Coding Discussion](#)
- [Strategy Discussion](#)
Questions

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