

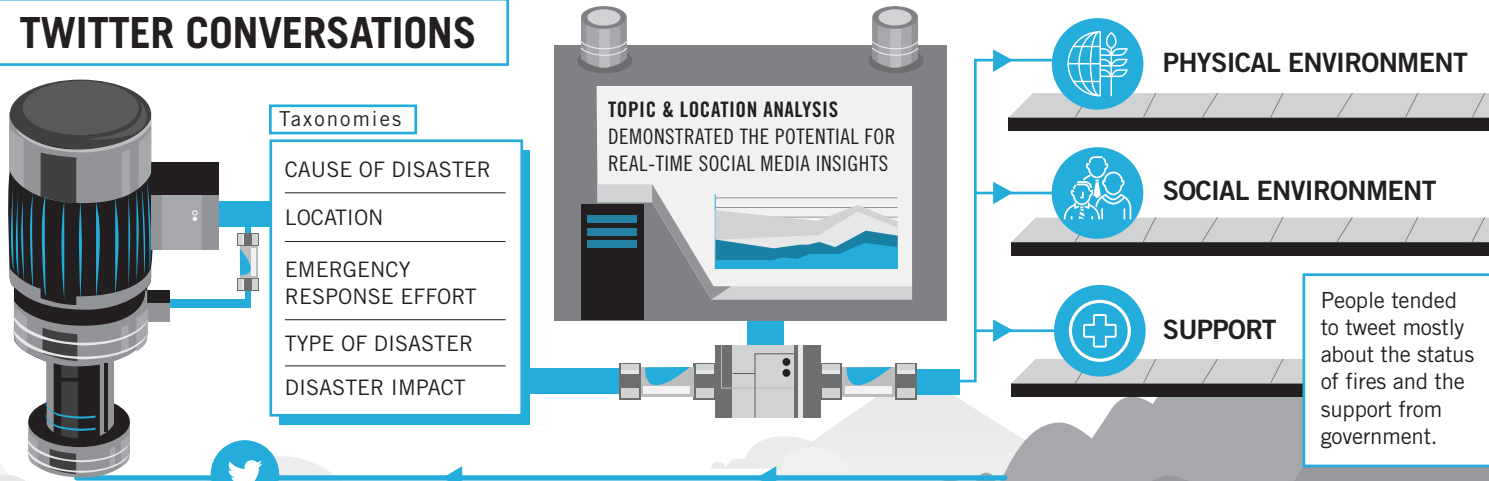
FEASIBILITY STUDY: SUPPORTING FOREST AND PEAT FIRE MANAGEMENT USING SOCIAL MEDIA

PARTNERS

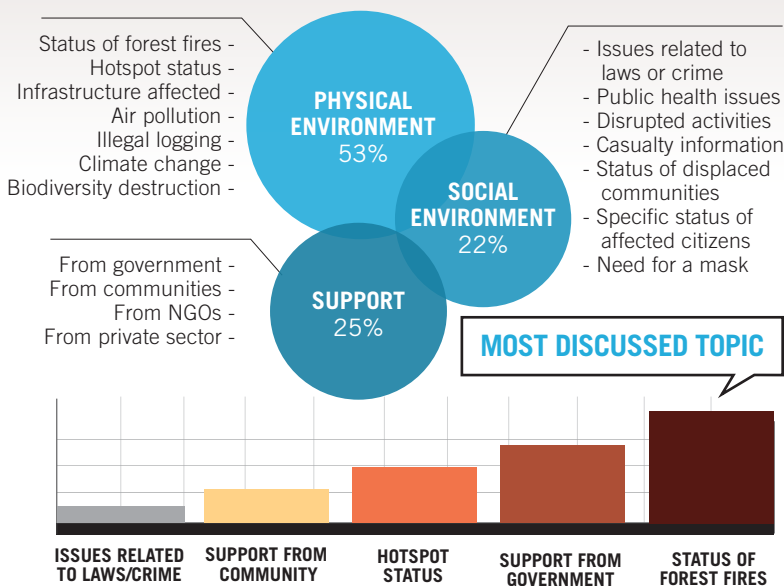
- UN OFFICE FOR REDD+ COORDINATION IN INDONESIA (UNORCID)

A feasibility study was conducted by Pulse Lab Jakarta on the use of real-time information from social media during forest and peat fire haze events to support emergency response management in Indonesia. Specifically, the study sought to explore early signals from Twitter relating to major forest fires or haze events with a view to understanding the relation between communications trends and on-the-ground events.

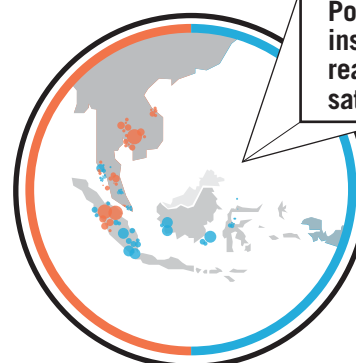
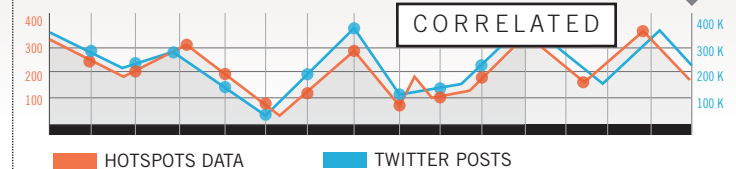
TWITTER CONVERSATIONS



SITUATIONAL AWARENESS CATEGORIES



COMPARING TWEET DYNAMICS AND HOTSPOTS



Potential exists to combine insights from social media with real-time information from satellites on fire/haze events.

This would help the Government of Indonesia to verify reports from citizens via social media on fire/haze events as well as give it a stronger sense of what is happening 'on the ground' in real-time.

