Field Informatics in Disaster/Disease Situational Analysis and Intervention (1st Field-Based Design Symposium, Kyoto U., 2013)

Jiming Liu Hong Kong Baptist University March 29, 2013

Special Thanks

- Special thanks to Professor Toru Ishida, colleagues, and friends of Collaborative Graduate Program in Design, Design School, Kyoto University for kind invitation, hosting and arrangement!
- Hong Kong Baptist University (HKBU) Team:
 - CS Faculty:
 Li CHEN
 William CHEUNG
 Yiu Ming CHEUNG
 Clement LEUNG
 Jiming LIU
 - PhD Students:

Zhe FAN Hong JIA Chen LI Yuanxi LI Shang XIA





Hong Kong Baptist University

Google.com traveltohongkong.info pi-silico.hkbu.edu.hk klopche.blogspot.com

Credits:

HKBU-CS Key Research Areas



Field Informatics



Field is defined here as "a spatio-temporal area that is difficult to grasp via any analytical and/or engineering approach due to the co-existence of various individuals and entities, which results in the unexpected occurrence of seemingly accidental events thus necessitating our continuing commitment and caring. (Osamu Katai)"

Field based design aims to discover **problems** arising in various fields, and to provide **Solutions** to those problems.

...the study of the patterns, causes, and effects of health and disease conditions in defined populations. - Wikipedia

EPIDEMIOLOGY OF DISEASES EPIDEMIOLOGY OF EXTREME EVENTS

EPIDEMIOLOGY OF DISEASES

Malaria

- Malaria is one of the world's most deadly diseases
- As of 2008, nearly 250 million people worldwide were infected with the disease, and 1 million people died from it (WHO)



United Nations Millennium Development Goals



- Eight goals be achieved by 2015, agreed by all 191 UN member states:
 - 1. Eradicate extreme poverty and hunger
 - 2. Achieve universal primary education
 - 3. Promote gender equality and empower women
 - 4. Reduce child mortality rates

5.6. Combat HIV/AIDS, malaria, and
6. Combat HIV/AIDS, malaria, and other diseases
7. Englisher diseases

8. Develop a global partnership for development

The Field – An Illustration



Public Health Indicators

- Situational Analysis: Transmission Patterns?
 - Temporal and spatial distribution of malaria cases (When & where)
 - Demographical distribution (Who)
- Risk Measures
 - Under control
 - Elimination
 - Eradication



- Research Problems
 - To discover/predict malaria transmission patterns
 - To design/assess policy-level decisions

Multi-Scale Impact Factors

• Malaria transmission between human beings and vectors may be impacted by various factors at multiple temporal and spatial scales.



[1] Protopopoff N, Van Bortel W, Speybroeck N, Van Geertruyden J-P, Baza D, D'Alessandro U, Coosemans M, "Ranking malaria risk factors to guide malaria control efforts in African highlands", *PLoS ONE*, vol. 4, p. e8022, 2009.

Multi-Level Transmission Dynamics



Environmental Data from the Field

(obtained via International Research Institute for Climate and Society part of Columbia University's Farth Institute)



A Spatial Malaria Transmission Model (with B.Y. Shi)

• Evaluate malaria risk for each individual location



VCAP: number of potentially infective contacts an individual person makes, through vector population, per unit time.

EIR: number of infectious bites received per day by a person.

[2] P. Ceccato, C. Vancutsem, R. Klaver, J. Rowland, and S. J. Connor, "A vectorial capacity product to monitor changing malaria transmission potential in epidemic regions of Africa," *Journal of Tropical Medicine*, p. e595948, October 2012.

VCAP and EIR

- $VCAP = \frac{ma^2p^n}{-ln(p)}$
 - *a* human biting habit
 - *m* ratio of humans to mosquitoes
 - *n* sporogonic cycle length
 - p probability of daily survival

•
$$EIR(t) = \frac{c \cdot VCAP \cdot x(t)}{1 - ca \cdot x(t)/ln(p)}$$

x(t) – proportion of infectious person at time t

c – transmission efficiency from an infectious person to an uninfected mosquito

[2] P. Ceccato, C. Vancutsem, R. Klaver, J. Rowland, and S. J. Connor, "A vectorial capacity product to monitor changing malaria transmission potential in epidemic regions of Africa," *Journal of Tropical Medicine*, p. e595948, October 2012.



VCAP of 62 Malaria-Endemic Towns in Yunnan



The values of vectorial capacity of the 62 towns in Yunnan province in 2005, 2006, 2007, and 2008, respectively. The values are calculated based on the MODIS and TRMM data using time window size 16 days.

A Spatial Malaria Transmission Model

• Evaluate malaria risk for each individual location



VCAP: number of potentially infective contacts an individual person makes, through vector population, per unit time.

EIR: number of infectious bites received per day by a person.

[2] P. Ceccato, C. Vancutsem, R. Klaver, J. Rowland, and S. J. Connor, "A vectorial capacity product to monitor changing malaria transmission potential in epidemic regions of Africa," *Journal of Tropical Medicine*, p. e595948, October 2012.

Malaria Transmission Patterns: A Learning Approach



- Surveillance data (continuous inputs) → *malaria transmission model*
- The model outputs (*estimated results*) \rightarrow *learning methods*
- Surveillance data (*training set*) \rightarrow learning methods
- Learning methods (results) \rightarrow parameters in the malaria transmission model

An Example of Learning Method: Recurrent Neural Network



- Each node represents a town.
- > β_i represents the control effort of each node.
- Z represents imported cases.
- \triangleright d is the diameter of the transportation network among 62 towns.

Objective: Inferring malaria transmission networks, i.e., w_{ij} .

Method: The backpropagation algorithm.

Learning Results

 Using a recurrent neural network method to infer underlying malaria transmission networks under different scenarios



A Complex Systems Perspective



EPIDEMIOLOGY OF EXTREME EVENTS

Disasters

- Natural and technological disasters ^[1]
 - earthquake, flood, tsunami, hurricane, extreme temperature...
 - industrial accident (e.g., nuclear leak, gas explosion), transport accident (e.g., air crash)...
- Causing social and economic damages



Situational Analysis: Emotional Responses?

- Different emotional reactions ^[3]
 - Sadness, anxiety and anger
 - Emotions may affect behaviors (psychological findings [4][7])
 - Irrational crowd behaviors caused [4][6]:
 - Anxious person may be easily influenced by rumors ^[5]
 - Spontaneous evacuation (e.g., at three Mile Island) because of fear [4]

Research Problem

 To characterize/understand human <u>emotional reactions</u> (for more effective relief)

[3] Y.R. Tausczik et al., The psychological meaning of words: LIWC and computerized text analysis methods, Journal of Language and Social Psychology, 29(1): 24-54 (2010).

[4] M.K. Lindell et al., Fundamentals of Emergency Management. Federal Emergency Management Agency Emergency Management Institute, Emmitsburg, MD (2006) [5] O. Oh, et al., An exploration of social media in extreme events: Rumor theory and twitter during the Haiti earthquake 2010. Proceedings of 31st International Conference on Information Systems (ICIS10), p 231 (2010)
[7] L.A., Camras et. al., An event-emotion or event-expression hypothesis? A comment on the commentaries on Bennett, Bendersky, and Lewis (2002). Infancy 6(3), 431--433 (2004)

BBC News

Categories

All Results (7,107)

News (511)

Sport (4,229)

Blogs (656)

TV & Radio

Programmes (551)

TV	&	Radio	Sites	(436)

More Categories...

Media	
All	
Video	
Audio	

Text & Images

Date From 01 03 2011

To 30 04 2011

GO

News

Results from 01 Mar to 30 April 2011 💢 Text & Images Only X

11 March 2011

Quake was big even for Japan

Science & Environment / 11 March 2011 Another day, another earthquake. Except the Magnitude 8.9 tremor off the Honshu, Japan, will be a standout event for 2011 - if not in ...

Japan earthquake: UK offers assistance and resci teams



UK / 11 March 2011

Britain has offered assistance to Japan after it v a massive earthquake which triggered a tsunam The Foreign Office has advised against all non-Secretary William Hague said ...

Japanese earthquake: Eyewitness accounts

Asia-Pacific / 11 March 2011



triggering a tsunami that has caused extensive (news had come as a great shock. Japanese television showed cars....

getting in direct touch. Victim log In its first few

Google aids Japan quake victims

Technology / 11 March 2011

Japan guake Person Finder



Profile: Sendai City

Asia-Pacific / 11 March 2011 A powerful earthquake has struck the north-east coast of Japan, triggering a devastating tsunami. The BBC profiles the northern city of Sendai

Japan earthquake: UK offers assistance and rescue teams

Britain has offered assistance to Japan after it was hit by a massive earthquake which triggered a tsunami.

Foreign Secretary William Hague said the UK could help with humanitarian assistance or search and rescue teams. There were no known British casualties, he said.

essential travel to Tokyo and the north-east of the country.

The Queen has sent a message of sympathy to the people of Japan.

Some 17,000 British nationals live in Japan, which has experienced its biggest earthquake on record

Related Stories

Buckingham Palace said she had expressed her sadness at the "tragic loss of A massive earthquake has hit the north-east of , life" to Emperor Akihito. Prince Charles also wrote to the emperor to say the

> Prime Minister David Cameron also offered the Japanese people his condolences and said "we stand ready to help in any way that we can".

The earthquake hit the north-east of Japan at 1446 local time (0546 GMT) on Friday, triggering a tsunami. Hundreds are known to have died so far but the .. useful after other disasters that have stopped death toll is expected to rise significantly.

> It has emerged that BBC Philharmonic Orchestra members are safe after they were caught up in the 8.9-magnitude earthquake as they travelled from Tokyo to Yokohama.

Tsunami after massive Japan guake

In pictures: Japan earthquake Earthquake 'terror' of scientist



ReliefWeb

Japan	: Earthquake and Tsunami - Mar 2011 + 2011 March + English	n — 749 f	ound		Country	×
	Japan		🕒 11 Mar 2011		Japan	×
	Record Earthquake Strikes Japan: ADRA Responds			8	Source	*
	Report — Adventist Development and Relief Agency International				Theme	
			A 11 11-10011		Content format	•
0	Save the Children standing by to respond to children's needs in Japan	n tsunami	O 11 Mar 2011	8	Feature	
Ş	Report - Save the Children	1 Countainin			Disaster type	*
					Vulnerable groups	•
0	Japan		11 Mar 2011		Published date	
12	Aid groups scramble in face of huge Japan quake			8	2011 March	×
	Report – Reuters - AlertNet				Language	
	Japan		🕒 11 Mar 2011		English	×
0	Japan: Latest Tsunami Data On WFP-Run Emergency Website			8	*Only most popular Sources are sho	wn in list.
•	Japan USAID Responds Immediately to Japan Earthquake and Tsunami	o	Japan Earthquake in	Japan Organizat	Situation Report Notion	p. 01
		11 Mar	ch 2011			
	Japan	As of 2	345H			
27	Earthquake in Japan Situation Report No. 01	SITUA	TION SUMMARY			
0	Japan	An 8.9	earthquake occurred at 05	.46.23 I	UTC, 11 March 2011 in	Japan, hitting the eas
	Japan and Pacific: Earthquake and Tsunami Information bulletin n° 1	coast o	f Honshu, Japan. The wors	t affecte	ed area is the east coast	of the Tohoku
		Prefect	ure. Tsunamis have caused	l devast	ation in the coastal area	as Tohoku. There are
11	Japan	large an	eas of mainland Honshu w	ith no pe	ower supply. Currently	, there are 90 people
	Pacific Tsunami and Japan earthquake, Factsheet #1	reporte	d dead, with many more ex	pected.		

30 31 32 33 34 35 36 37 38

First Prev Next Last

Analysis of Emotional Responses (with C. Gao)

Clustering-based analysis

- People feel more anxious about the nuclear crisis and sad about the earthquake
 - Rumors could fast spread, resulting in irrational behaviors
 - Panic buying of iodide in USA and salt in China
- ReliefWeb exhibited a relatively calm and professional attitude about the nuclear crisis (before more evidence about radiation leakage was confirmed on Mar. 20)



[1] C. Gao, J.M. Liu, Clustering-based Media Analysis for Understanding Human Emotional Reactions in an Extreme Event. ISMIS2012

Situational Analysis: Human Behaviors?

- Observed collective behaviors
 - Information burst ^{[4][5]}
 - Seeking event-related information \rightarrow to reduce the *uncertainty*
 - Spontaneous evaluation ^[6]
 - Evacuating from a disaster zone \rightarrow to avoid *perceived risk*
 - Panic buying
 - Buying unusually large amount of a product → to offset a potential shortage
 - Research Problem
 - To predict human <u>behaviors</u>, so as to reduce the damages and improve the efficiency of relief

^[4] E.Adar et al., Why we search: Visualizing and predicting user behavior, WWW07: 599-608.

^[5] Z. Xu et al., Modeling user posting behavior on social media, SIGIR12" 545-554.

^[6] X. Lu et al., Predictability of population displacement after the 2010 Haiti earthquake, PNAS, 2012, 109(29):11576-11581.

Impact Factors on Human Decision-Making



Autonomy-Oriented Computing (AOC) Based Model Design

(with C. Gao)

Psychological profiles

- The **interplay** of perception, emotion, and behaviors



AOC-Based Model Design

• The effects of external influences

Two sources: Mass and social media



- [1] T. Bosse et al., Modeling collective decision making in groups and crowds: Integrating social contagion and interacting emotions, Autonomous Agent and Multi-Agent Systems, 2013, 27: 52-84
- [23] J. Treur, A cognitive agent model displaying and regulating different social response patterns, IJCAI11: 1735-1742
- [46] K.A. Lachlan, et al., Disaster news and subsequent information seeking: Exploring the role of spatial presence and perceptual realism, Electronic News, 2010, 4(4): 203-217

AOC-Based Model Design

Interplay among emotional intensity (*ei*), information seeking behavior (*is*), perceived risk (*pr*), and perceived uncertainty (*pu*) in an entity



• Emotional intensity (ei)

- The larger *ei* is, the higher anxiety level an entity has
- If ei is larger than an threshold (τ), some irrational behaviors will be triggered.

$$\Delta q(ei) = \mu F_{SN}(ei) + (1 - \mu F_{PM}(ei))$$
 (6)

- F_{SN} is based on previous Eq. (2-5)
- F_{PM} is defined as an extending traditional cognitive model through incorporating URT ^[10] in order to overcome the shortcomings of overestimating the effect of diffusion in [1]

$$F_{PM}(ei) = (r(t) \cdot q(is) - q(ei))$$
(7)

r(t) denotes the dynamic changes of event-related information.
 People reduce their emotional intensity through active information seeking behaviors

[10] C.R. Berger et al., Some exploration in initial interaction and beyond: Toward a developmental theory of communication, Human Communication Research, 1: 99-112 (1975).

^[1] T. Bosse et al., Modeling collective decision making in groups and crowds: Integrating social contagion and interacting emotions, Autonomous Agent and Multi-Agent Systems, 2013, 27: 52-84

- Information seeking behaviors (is)
 - The larger is is, the more seeking behaviors an entity has
 - Human behaviors is affected by two parts as shown in Eq.(1)

$$\Delta q(is) = \mu F_{SN}(is) + (1 - \mu F_{PM}(is))$$
 (8)

- F_{SN} is based on previous Eq. (2-5)
- F_{PM} is the effect of emotional intensity on *is* of an entity. The higher emotional intensity will trigger some irrational behavior. Specially, the emotional intensity is a mediator between perceptions and behaviors (i.e., $pu/pr \rightarrow ei \rightarrow is$).

$$\begin{split} F_{PM}(is) &= pu \cdot [pr \cdot r(t) \cdot q(ei) \\ &+ (1 - pr) \cdot (1 - (1 - r(t)) \cdot (1 - q(ei)))] \ (9) \\ &+ (1 - pu) \cdot r(t) - q(is) \end{split}$$

- [1] T. Bosse et al., Modeling collective decision making in groups and crowds: Integrating social contagion and interacting emotions, Autonomous Agent and Multi-Agent Systems, 2013, 27: 52-84
- [10] C.R. Berger et al., Some exploration in initial interaction and beyond: Toward a developmental theory of communication, Human Communication Research, 1: 99-112 (1975).

Perception

- People will perceive different risk^[28] and uncertainty^[2] according to the characteristics of an event, such as death toll, (un)controllable
- Two factors that may affect human perceptions
 - Emotional intensity of anxiety^[31]
 - The relevance and polarity of event-related information ^[9] that people seek

$$\Delta P = (1 - v) \cdot F_{HP} + v \cdot (\frac{1}{1 + e^{-\sigma(q(ei) - \tau)}}) \cdot F_{HP} \quad (10)$$

- The first part denotes the effects of external information on human perceptions
- The second part denotes the some irrational behaviors if the emotional intensity is larger than a threshold
- [2] W.J. Burns, et al., The diffusion of fear: Modeling community response to a terrorist strike, Journal of Defense Modeling and Simulation, 2007, 4(4): 298-317
- [9] M.M.Turner et al., The role of anxiety in seeking and retaining risk information: Testing the risk perception attitude framework in two studies, Human Communication Research, 32: 130-136 (2006).
- [28] P. Slovic et al., Perception of risk posed by extreme events, Risk Management Strategies in an Uncertain World, 2002
- [31] M. Rosenboim, et al., Emotions, risk perceptions, and precautionary behavior under the threat of terror attacks: A field study among israeli college students, Journal of Behavioral Decision Making, 2012, 25(3): 248-256

- Perceived risk
 - People perceives different risk for an event based on own experiences in memory ^[35].
 - People often lower the risk of frequent event (pr \rightarrow 0) and increase the risk of rare event (pr \rightarrow 1)

$$\Delta pr = (1 - v) \cdot F_{HP} + v \cdot (\frac{1}{1 + e^{-\sigma(q(ei) - \tau)}}) \cdot F_{HP}$$
(11)
$$F_{HP} (pr) = (1 - q(is)) \cdot (\varsigma \cdot p + (1 - \varsigma) \cdot (1 - p)) - q(pr)$$
(12)

- *p* denotes the polar of event-related information (pos. or neg.)
- Optimistic people (
 G ⇒ Will strengthen the positive information and weaken the negative information, and vice versa ^[1]

^[1] T. Bosse et al., Modeling collective decision making in groups and crowds: Integrating social contagion and interacting emotions, Autonomous Agent and Multi-Agent Systems, 2013, 27: 52-84

^[35] A. Ding, Modeling the psychosocial effects of terror or natural disaster for response preparation, Journal of Defense Modeling and Simulation, 2007, 4(4): 318-342

Perceived uncertainty

- People perceives the uncertainty level of an event. The larger pu (pu→1) will amplify the seeking behaviors based on URT
- The coupling relationship of psychological impacts based on [1]

$$\Delta pu = (1 - v) \cdot F_{HP} + v \cdot (\frac{1}{1 + e^{-\sigma(q(ei) - \tau)}}) \cdot F_{HP} \quad (13)$$

$$F_{HP}(pu) = r \cdot (1 - p) \cdot q(is) - q(pu) \quad (14)$$

- The second parts of Eq.13 will not contribute to the change of uncertainty level is emotional intensity is lower than a threshold
- The quick and positive event-related information can reduce the perceived uncertainty level about an event ^[47]
- The slow and ambiguous information may increase the uncertainty level and lead to rumors spreading ^[7]
- [1] T. Bosse et al., Modeling collective decision making in groups and crowds: Integrating social contagion and interacting emotions, Autonomous Agent and Multi-Agent Systems, 2013, 27: 52-84
- [7] O. Oh, et al., An exploration of social media in extreme events: Rumor theory and twitter during the haiti earthquake 2010, ICIS10: Article No.231
- [47] P.R. Spence, et al., Proxemic effects on information seeking after the September 11 attacks, Communication Research Reports, 2005, 22(1): 39-46

Simulation Results

The effect of disaster types on information seeking

Sudden events The initial increase is caused by the social Normal model Damped exponential model influences (i.e., 0.8 behavior mirroring). 0.6 -After that, the IS. seeking behavior is 0.4reduced. 0.2 Gradual events 0.0 -When facing with a 50 100 150 200 250 0 300 Timetick forthcoming event, Gradual events only those entities When the event is more closer, with more anxious more and more entities emotions will perceive the risk and will engage actively search in seeking certain event-related certain eventinformation related information.

Human Responses to a Crisis (via Phones)

• Activity patterns when encountering "extreme events"



Call anomalies during emergencies

[1] J.P. Bagrow et al., Collective response of human populations to large-scale emergencies, PLoS ONE, 6(3): e17680 (2011).

Simulation Results

- The effect of the polarity of event-related information on human perceptions
 - The relevance of event-related information (r(t)) follows a damped exponential model
 - The more negative information ($p \rightarrow 0$) an event has, the more perceived uncertainty and risk for the event will be evoked



Simulation Results

- The effect of spatial characteristics on human responses
 - To estimate the effect of the past experience on human response, we assume that the perceived risk of people in C_{10} is more higher than that of people in other communities, because C_{10} has more closer relationships with other communities than C_5

– C₁₀.pr=1, C_i.pr=0.5 (i≠10)



- C₅ will trigger C₁₀ with more uncertainty level and emotional intensity even if C₁₀ has not been close relationship with C₅
- The historical experience (especially miserable experience) will play more impact on human normal responses to certain extreme events

Human Responses to a Crisis (on Google)

Term: Tsunami

tsunami — 1.00



Reg	ions	
1.	<u>Malaysia</u>	-
2.	Philippines	-
3.	Indonesia	
4.	Peru .	
5.	Chile	
6.	India	
7.	Singapore	-
8.	<u>Argentina</u>	<u> </u>
9.	<u>Canada</u>	
10.	Mexico	

Citi	es	
1.	Makati, Philippines	
2.	Jakarta, Indonesia	
3.	San Francisco, CA, USA	
4.	Lima, Peru	
5.	Santiago, Chile	
6.	Los Angeles, CA, USA	
7.	Delhi, India	
8.	Buenos Aires, Argentina	
9.	New York, NY, USA	
10.	Toronto, Canada	

A Future Step: Intervention?

- Understanding human response behaviors to extreme events
 - The relationship between individuals' information seeking need vs. public rumor/uncertainty spreading
 - Modeling collective decision-making
 - Data analysis for understanding social emotion/mood
 - As an indicator of response phases
 - Collective emotion diffusion/analysis

Improving cooperation and relief efficiency of agencies

 To identify social needs at different times, and plan effective relief missions (e.g. releasing specific information about an episode), through analyzing human responses to extreme events

NGOs in Japan

Japan Earthquake and Tsunami: Who What Where as of 20/05/2011, Miyagi Prefecture



A Complex Systems Perspective, Revisited



THANK YOU

traveltohongkong.info pi-silico.hkbu.edu.hk klonche.blogspot.com