Ogma Workshop:
Exploring the Policy & Strategy Implications of Web 2.0 on the Practice of Homeland Security

Summary

Center for Homeland Defense and Security
July 7, 2009

Executive Summary

On June 30 and July 1, 2009 in Monterey, CA, the Naval Postgraduate School (NPS) Center for Homeland Defense and Security (CHDS), Department of Homeland Security's Office of Emergency Communications (OEC), and Office for Interoperability and Compatibility (OIC) co-sponsored the Ogma Workshop: Exploring the Policy and Strategy Implications of Web 2.0 On the Practice of Homeland Security. The purpose of this meeting was to address the urgent need for homeland security and public safety organizations to research and discuss the use of Web 2.0 tools.

Ogma participants identified several issues that pose barriers to the further integration of Web 2.0 tools in emergency communications. These issues can be summarized as:

1. **Quality of Data**. The most common concern identified throughout the workshop was the trustworthiness of the data shared using social networking tools. This is both from a citizen-to-public safety as well as a public safety-to-citizen perspective. The homeland security and public safety communities seek to ensure that they are receiving, as well as sending, correct information in a timely fashion.
2. **Rate of Adoption.** Parts of the homeland security and public safety communities are reluctant to formally integrate the use of Web 2.0 tools into their emergency response protocols. These communities do not typically adopt advanced technology early on.
3. **Lack of Clarity.** There seems to be a general lack of clarity and awareness among the homeland security and public safety communities in terms of what tools are available, how they can be used, and how to adjust policies accordingly.

Additionally, participants identified some initial solutions for overcoming these issues. These solutions included:

- **Build Awareness/Educate.** There is a need to educate the public safety community on Web 2.0 technologies and their potential uses for emergency communications.
- **Conduct Exercises and Establish Best Practices**. Ogma participants made it clear that Web 2.0 pilot projects should be accomplished in order to establish best practices.
- **Develop Requirements.** The results from the pilot projects and best practices will yield technical and functional requirements that the public safety community can communicate to providers of Web 2.0 tools.

As a result of these important findings, there are specific actions that CHDS, OEC, OIC, and other public and private sector entities can take to support the integration of Web 2.0 technologies into the homeland security and public safety communities. A few specific ideas include:

- Developing a Web 2.0 primer for public safety practitioners.
- Conducting a study on the current use of Web 2.0 technologies by public safety agencies and their use in practice for prevention, preparedness, response, and recovery.
- Developing a working group and facilitating future workshops for federal, state, local, and private sectors.
- Creating a rapid response team to evaluate the use of Web 2.0 technologies in the field as they occur. This would include developing an approach to impact assessment.
- Conducting research to better understand and aid in developing increased trust among those involved in an incident requiring emergency response.
- Encouraging technologists to work with networking and social behavior scientists as well as public safety representatives to demonstrate the utility of Web 2.0 tools and to further define what state-of-the-art technologies can do to support emergency response.

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INTRODUCTION

On June 30 and July 1, 2009, in Monterey, CA, the Naval Postgraduate School (NPS) Center for Homeland Defense and Security (CHDS), Department of Homeland Security's Office of Emergency Communications (OEC), and Office for Interoperability and Compatibility (OIC) co-sponsored the "Ogma Workshop: Exploring the Policy and Strategy Implications of Web 2.0 On the Practice of Homeland Security" (Ogma Workshop). This two-day workshop provided attendees an opportunity to discuss and exchange information on integrating Web 2.0 technologies, including social media and social networking, as mechanisms to address the homeland security and public safety community's strategic and operational issues. This report summarizes the results for the workshop.

OBJECTIVES

The purpose of this meeting was to address an urgent need to research and discuss the use of social media, social networking, and related Web 2.0 tools (for the purposes of this document Web 2.0 and social networking/media are used synonymously) by homeland security and public safety organizations. By bringing together experts from various disciplines, the meeting facilitated the exchange of experiences and information and collaboration on new ideas. Participants were not asked to establish consensus on specific goals. The objectives outlined for the Ogma Workshop included:

1. Sharing and capturing best practices, examples, and themes associated with current uses of Web 2.0 technologies throughout the public safety community;
2. Identifying gaps between Web 2.0 technology capabilities and operational needs from the public safety community; and,
3. Identifying potential ways CHDS, OEC, OIC, and other bodies can support the further improvement and integration of Web 2.0 technologies into the homeland security and public safety community in an efficient, effective, and relevant manner.

WORKSHOP AGENDA

The agenda for this two-day workshop allowed four categories of participants to discuss how Web 2.0 tools impact their respective discipline. Please refer to *Appendix A* for a detailed agenda.

Ultimately, each group identified key issues and proposed solutions for further integrating social networking tools into emergency communications. The workshop provided each discipline with an opportunity to first discuss the issues at hand amongst themselves, and then discuss the issues with each of the other disciplines in round-robin breakout sessions. During each breakout session, groups were asked to loosely address the following questions:

1. What do we know and see in practice now?
2. What requires further study, analysis, and exploration?
3. What are the requirements to achieve this?
4. What partnerships need to be established?
5. What collaborative bodies need to be formed?
6. What funding sources are required?
7. What other types of resources are needed to advance our adoption, understanding, and the utility of these new forms of communication?

At the conclusion of the breakout sessions, the four participant categories reconvened to summarize their respective findings. Specifically, each group was asked to provide a list of:

- Key issues raised during their discussions;
- Potential methods for finding solutions;
- Players/organizations that should be involved in working the solution; and,
- Obstacles and enablers currently in place to hinder/facilitate a solution.

The actual summaries generated and briefed by each participant group are included in *Appendix C: Discipline Summaries*.

WEB 2.0 AT OGMA

In addition to the conversations taking place in the various breakout and plenary sessions, an impromptu conversation was established on Twitter by the workshop attendees themselves (#ogma and #dhs20 were used).[1]. Twitter provided participants with an alternate mechanism to ask questions, emphasize points they heard in their sessions, and make general comments or suggestions. Additionally, individuals who were not in attendance, but interested in the conversations taking place, were able to follow the workshop's conversations on Twitter and submit their own tweets related to the issue(s) at hand. As a result, workshop participants used a Web 2.0 tool to 1) expand the audience to those not at the workshop and 2) establish an additional forum for communication. It is important to note that these two results are exactly what Ogma is helping the homeland security and public safety community further investigate in terms of emergency communications.

A transcript of tweets generated from June 26, 2009, through July 6, 2009, is included in Appendix D. It should be noted that most of the tweets were actually quotes from a speaker that a participant decided was important, interesting, or useful. A few interesting tweets are highlighted in the appendix.

KEY FINDINGS

After the workshop, the summaries from each participant group (Appendix C) were analyzed for key findings. The following sections highlight themes in the key issues and proposed solutions featured in their summaries.

ISSUES

The following three issues were highlighted by two or more disciplines in their summaries of findings. These perceived issues are directly associated with the integration of Web 2.0 tools into the lifecycle of homeland security and emergency communications and represent common issues and recurring themes that need to be addressed in future research/studies.

1. **Quality of Data.** The most common concern identified throughout the workshop was the trustworthiness of data shared through social networking tools. While these tools provided valuable information during previous emergency incidents, such as the Virginia Tech shootings, there is still concern that these tools can be used by individuals who intend to disseminate inaccurate information for the purpose of misleading or

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[1] Twitter is a free social networking and micro-blogging service that enables its users to send and read other users' updates known as "tweets". *Twitter* 6 July 2009. Wikipedia. 7 July 2009 < http://en.wikipedia.org/wiki/Twitter>

distracting public safety personnel. These tools can, in fact, aid individuals at inflicting damage or harm while carrying out a crime. One question that resulted from group discussions was: Do we need to handle the verification of the data from a typical Web 2.0 system any differently than we do from a CNN report that we watch on TV? The networking specialists in attendance reminded the Ogma participants that research shows few people give false information intentionally, and the current social networking tools are self-correcting, as those with accurate information quickly update bad data. "Truth clusters" can be quickly defined based on analyzing multiple data sources; like any public safety analysis, Web 2.0 data should be verified before acted upon.

2. **Rate of Adoption.** While the general public is adopting the use of Web 2.0 tools at exponential rates, parts of the homeland security and public safety community are reluctant to formally integrate the use of these tools into their emergency response protocol. Issues that raised concern included:

   - The quality of the data (highlighted as an issue above);
   - The ownership of data and related privacy concerns;
   - The ability of these tools to meet reliability and redundancy expectations; and,
   - The ability of these tools to serve as part of the public safety's information system infrastructure[2].

   In addition to the quality of data and rate of adoption, there is also a general lack of understanding of how these tools can be used efficiently and effectively for homeland security and, more specifically, public safety.

3. **Lack of Clarity**. There seems to be a general lack of clarity and awareness in terms of what tools are available and how they can be used. Currently, the use of social networking tools by homeland security and public safety agencies is ad-hoc and relatively unorganized. A few agencies are using these tools in some manner; some agency's policies prohibit their use, while others appear not even aware of their existence. Ultimately, it was suggested that we must more closely approach "useable and actionable information".

If one word could be used to summarize all these issues, it would be "trust." Simply put, many homeland security and public safety communities do not trust the use of social networking tools and the data they allow individuals to share. This lack of trust is at the root of each of the issues listed above. Without trust, the homeland security and public safety communities will find it difficult to accept the data provided by these tools, adopt them, and completely understand them. Representatives from the homeland security and public safety communities voiced concerns regarding their ability to trust data, as well as with the general public's ability to trust the information that the communities themselves provide. Agencies are also extremely concerned with providing information too quickly (or relying on social media-provided data that is not vetted in the traditional manner), and then suffering a backlash of critical press based on

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[2] It was suggested that the use of Web 2.0 tools should be added to the National Information Management System (NIMS), either in the Planning Section or Information Sharing Branch. Communications is the essence of NIMS and the Incident Command System (ICS).

providing inaccurate data to the public. The next section highlights proposed solutions offered by Ogma participants to build trust in Web 2.0 tools throughout the homeland security and public safety community.

SOLUTIONS

It was generally recognized by the participants that controlling information is no longer possible. The public safety community must actively understand how to engage with the general public using the same tools that these citizens are using to engage with each other.

Ogma participants highlighted the following six ideas as proposed solutions for addressing the issues listed above.

1. **Conceptualization.** To participants, the idea of "Web 2.0" seemed too abstract to understand, particularly in regards to how it could aid them and their stakeholders. Ogma participants gravitated toward thinking about Web 2.0 in terms of three specific actions: Push, Pull, and Mobilize. Using Web 2.0 tools and technologies, information can be pushed to or pulled from practitioners or the public. Because Web 2.0 can facilitate rapid, cross-medium, cross-platform communications, it can also effectively mobilize target populations. The Push/Pull/Mobilize concept allowed participants to consider the entire Web 2.0 space in three streamlined concepts.

2. **Awareness/Educate**. There is a need to educate the homeland security and public safety communities on Web 2.0 technologies and their potential use as an additional mode of communication. Why the community has not adopted Web 2.0 tools is due, in large part, to the fact that these communities do not fully understand the tools and how they can be used. Ogma participants believe that making the community more aware of these tools and how they have and can be used will increase the utilization of these tools.. Examples include developing a "how to" guide for implementing Web 2.0 technologies, distributing documented examples of Web 2.0 tool use, and providing formal training curriculums.

3. **Conduct Exercises and Establish Best Practices.** Ogma participants made it clear that Web 2.0 pilot projects should be implemented in order to establish best practices and lessons learned for the use of these technologies in emergency communications. In addition to conducting exercises, Ogma participants recommended that previous incidents where Web 2.0 tools proved useful as a means of emergency communications should be analyzed. Because this is an emerging field, there is great benefit from ongoing assessment of Web 2.0 use in prevention, preparedness, response, and recovery.

4. **Requirements.** Results from the pilot projects and best practices will yield additional technical and functional requirements for the homeland security and public safety

community. It is imperative that these requirements are developed along with practitioners and communicated to providers of Web 2.0 tools because the technology firms would benefit from a better understanding of the needs of the community.

5. **Technical Support.** Though the technical community has requested public safety's requirements, it is imperative that technologists are proactive in meeting with the public safety community and presenting ideas for implementation. Though social networks cannot be developed without requirements, it is difficult for the public safety community to define what it needs without an understanding of the realm of possibility. In addition, technologists need to continue to work with social and behavioral scientists to develop effective tools.

6. **Research**. Research still needs to be conducted on how people use their networks during an incident, the significance of these networks in terms of encouraging action, and how pervasive information will change the behavior of populations during a full cycle of preparedness, response, and recovery. What do people do with data reported through web 2.0 tools? Do they take action as a result? Do they trust and/or verify the data? How do they verify the data?

CONCLUSION

As a result of these findings, there are specific actions that CHDS, OEC, and OIC, as well as other organizations (academics/research institutions and technology firms) can take to support the integration of Web 2.0 technologies into the homeland security and public safety community. The attendees did express fear that Web 2.0 tools will be attached to existing public safety practices; thus, the following specific actions should be considered. (All of these support the issues identified earlier in this document.)

- **Develop a Web 2.0 primer for public safety practitioners**. This presentation would provide practitioners with an overview of Web 2.0 technologies and their current and potential future use in emergency communications.
- **Conduct a study on the current use of Web 2.0 technologies by public safety agencies**. This project would help assess Web 2.0 technologies and how they can be leveraged to facilitate the collaboration and sharing of information between public safety organizations serving large cities. Through the use of Web 2.0 technologies, best practices and lessons learned for improving communications between homeland security and public safety personnel and the general public will become available to managers across the country.
- **Conduct a study on networks and how they work during disasters**. Additional research needs to be performed to fully understand social networks and how they influence (or do not influence) the actions of people during preparedness and response activities. Research should also be conducted to better understand how the pervasive, immediate nature of today's communications influences the public. In addition, messages and

message delivery vehicles need to be studied in order to determine which are most effective in prompting the public to take action.

- **Incorporate Social Media training and strategy support into technical assistance provided by the federal government**. Over the next year, best practices could be identified and catalogued. As the use of social media becomes more prevalent, government leaders should look to including assistance with social media tools into technical assistance programs. Technical assistance may start with training: what tools are available, how they are used, how organizations have dealt with policy restrictions, etc. Thereafter, technical assistance efforts could provide templates and other tools – sample guidelines or policies – that may be useful to practitioners trying to better leverage these technologies.
- **Develop a working group and facilitate workshops for federal, state, local, and private sectors**. A working group should be formed to stay abreast of these issues. This working group could convene in person for an annual event, potentially teaming CHDS, OEC, and OIC again, in order to observe any changes to the environment. These workshops would highlight implementations of Web 2.0 technologies and further promote the integration of these technologies.
- **Encourage the social networking-related technology firms to engage the public safety community**. At Ogma it was recognized that public safety practitioners need to provide technology firms with their requirements. That said, at the rate technology evolves, it would be advantageous for technology firms to regularly meet with public safety representatives in order to advise them on how state-of-the-art technology could improve emergency response.

BACKGROUND OF THE WORKSHOP

Web 2.0 technologies connect citizens and provide two-way communication and interoperability capabilities between the homeland security and public safety community and the general public in ways that were unimaginable only a few years ago. Effective Web 2.0 technologies are self-organizing, self-correcting, and incorporate a variety of media, such as images and video; they represent a wealth of untapped resources. Though there are almost frequent examples of how Web 2.0 technologies are assisting the community at large, a few interesting examples include:

- Immediately following the Virginia Tech shootings, students quickly established Facebook groups dedicated to identifying and tracking the injured and dead. As a result, Virginia Tech Emergency Management Technicians (EMT) utilized Facebook for situational awareness, as the data from traditional media sources, such as CNN, was often late and less accurate than the information shared on Facebook.
- During last year's wildfires in California, text messaging and Twitter provided effective, low-cost communication used to notify neighborhoods (citizen-to-citizen and responder-to-citizen) of pending danger.

- During the terrorist events in Mumbai, both terrorists and those trapped inside the hotel used tools including Twitter and Google Earth to share real-time information in the form of text messages, images, and video.
- During the 2009 Presidential Inauguration, the District of Columbia Homeland Security and Emergency Management Director utilized text messaging, Twitter, and other tools to gain situational awareness across the National Capitol Region (NCR).

These examples demonstrate the growing use of social networking technologies during disaster preparedness, response, and recovery, and the implications for homeland security and public safety missions are significant. By further studying and developing a more sophisticated understanding of Web 2.0 technologies, stakeholders can be better-informed about the situation on the ground during incidents, share and evaluate threat information instantaneously, and communicate dynamically with because the general public, as these platforms are open and free.

The benefits associated with adopting Web 2.0 technologies are significant, but so is the opportunity for its misuse. Examples of misuse include the terrorists in Mumbai using the technology to implement their attacks and circulate misinformation disguised as helpful information. At the very least, the terrorists' use of Web 2.0 technologies urges the need for the homeland security and public safety community to develop a deeper understanding in order to:

- Counter and minimize the effects of misinformation;
- Provide a reliable alternative source of information in a self-sustaining communications realm; and
- Be prepared for unforeseen behaviors that occur as a result of the technology.

ROLES OF SPONSORING AGENCIES

Whether it is voice, data (text), or pictures/video, Web 2.0 tools are used to *communicate*. The following organizations co-sponsored the workshop because of the nature of their missions and the roles each play in helping the public safety community improve its ability to communicate between disciplines, across jurisdictions, and with citizens.

Office of Emergency Communications (OEC)

OEC supports the ability of emergency responders and government officials to communicate in the event of emergencies and works to ensure, accelerate, and attain interoperable and operable emergency communications nationwide.

The emergence of Web 2.0 technologies offers OEC an opportunity to further support first responder communications capabilities through new and innovative mechanisms. For example, Web 2.0 technologies offer citizens (often those who trigger the emergency response chain of

events with a phone call) a simple and effective way to share incident information with the emergency response community. Additionally, these technologies increase situational awareness amongst emergency responders during an incident response, resulting in increased efficiency, effectiveness, and safety. OEC co-sponsored this event to ensure that the Office and its stakeholders remain at the forefront of Web 2.0 best practices, lessons learned, and other efforts.

OEC's co-sponsorship of this workshop supported the following initiatives and associated milestones in the National Emergency Communications Plan (NECP), which was developed by OEC in coordination with more than 150 stakeholders and was presented to Congress in July 2008:

- Initiative 4.2: Research, develop, test, and evaluate new voice, video, and data solutions for emergency communications, based on user-driven needs and requirements.
    - Within 9 months, emergency response agencies identify and prioritize near-term (3–5 years) requirements.
- Initiative 6.2: Expand the use of public and private sector partnerships related to emergency communications:
    - Within 12 months, DHS convenes a summit of emergency responders and private sector representatives to identify and make recommendations on additional public-private sector partnerships to improve emergency communications.

Center for Homeland Defense and Security (CHDS)

CHDS is the nation's premier provider of homeland security graduate and executive level education. NPS and DHS are partnering (through an Interagency Agreement with DHS Federal Emergency Management Agency) to pioneer the development and delivery of homeland security education programs for future leaders in the homeland security field as well as for governors, mayors, and senior homeland security leaders/practitioners from across a wide spectrum of disciplines in local, tribal, state and federal government, and in the military. CHDS participated in this event as a leader in researching and educating leaders on current and emerging homeland security-related issues.

Office for Interoperability and Compatibility (OIC)

Within the Command, Control and Interoperability (CCI) Division in the DHS Science and Technology Directorate, OIC conducts research, development, testing, evaluation (RDT&E) and standards efforts related to voice and data communications for local, state, and federal emergency responders.   Through these efforts, OIC supports CCI's Virtual USA strategic initiative. Virtual USA creates an affordable nationwide capability to significant improve information sharing and decision making during emergencies. Through a practitioner-driven approach, CCI and its federal partners are working to strengthen capabilities to communicate, share, visualize, analyze, and protect information.

Through Virtual USA, CCI recognizes that Web 2.0 technologies and business processes enable the seamless integration of disparate data sources that make local pockets of information actionable by providing it in context. In this manner, Web 2.0 tools can be used across different technology bases, and thus can easily facilitate information sharing. These tools enable practitioners to seamlessly create a space where they can share information "on demand." To this end, OIC supported this workshop to better understand where its RDT&E and standards investments can best benefit the nation's emergency responders.

In addition to these activities, OIC is actively engaged in working with the private sector to systematically address the issues that emerged from this event. OIC sponsored an Open Source Roundtable at the OGMA conference to bring together the private sector and practitioners in order to explore how open source software can further advance the homeland security mission. At the Roundtable, OIC committed to undertake several open source pilot projects.

Invitees

Four distinct categories of participants were invited to ensure a meaningful dialog. The participant categories include:

1. *Practitioners*. This includes professionals currently working in the homeland security, emergency response, preparedness, or management communities. This group provided insight on how Web 2.0 technologies are currently being used to augment their operational capabilities, as well as identified current or potential limitations (technical, political, social, etc.) that inhibit the use of these technologies. The following criteria were used for selecting practitioners:

   - Must be employed by a federal, state or local homeland security or public safety agency (i.e. law enforcement, fire, emergency medical service, emergency management) or employed by an association that represents this group.
   - Must be knowledgeable or aware of what Web 2.0 technologies are (either through experience or general understanding) and how they impact their respective disciplines.

2. *Social and Behavioral Scientists*. These individuals conduct research on the activities of and interactions amongst individuals and groups through a variety of communication mechanisms. Within the Ogma workshop, this group of participants offered a scientific perspective on the impacts and the challenges that Web 2.0 technologies can have on the homeland security and public safety community. The following criteria were used for selecting behavioral scientists:

   a. Must have an advanced degree and conduct research on an aspect of social and behavioral response to hazards and disasters.
   b. Must be knowledgeable of disaster response and communication of risk and warning information. Participants may not have a complete knowledge of Web

2.0 technologies, but will have the theoretical basis, enabling them to dialogue about the potential effects on human behavior in disaster.

3. *Network Science & Media*: This group analyzes social relationships within networks and the media. This includes those points of contact that serve as information sharing hubs (nodes), and the relationships (ties) linking them. Including these individuals at the Ogma Workshop helped participants understand the potential impacts Web 2.0 technologies have from a networking perspective. The following criteria were used for selecting network specialists:

   a. Must have an advanced degree and conduct research on social networks or have subject matter expertise in media.
   b. Must be knowledgeable of network-related phenomena that occur in disasters and how such phenomena translate to virtual networks using Web 2.0 technology.

4. *Technology Sector*: Lastly, individuals from private sector companies that develop and support Web 2.0 technologies provided an overview of what current solutions can offer the homeland security and public safety community. It is important to note that industry guests were not presenting anything specific to their own products or services while at the workshop; rather, they were there to offer the state-of-the-art perspective regarding what Web 2.0 can and cannot offer in terms of communications before, during, and after an event.

   a. Must work for a provider of Web 2.0 technologies or services.
   b. Must be knowledgeable of how the impacts associated with the application of Web 2.0 technologies to homeland security and public safety operations.

The invitees within these four distinct groups were developed jointly by CHDS, OEC and OIC. A list of Ogma attendees is included in Appendix B.

Tuesday, June 30, 2009

Time	Topic/Activity	Speaker	Location
7:30 – 8:00	Continental Breakfast		
8:00 – 8:05	Welcome	Glen Woodbury, Director, CHDS	
8:05 – 8:20	Workshop Overview	Mike Byrne, CHDS Faculty	
8:20 – 9:30	Opening Comments	Dr. David Boyd, Director, US Dept. of Homeland Security Science and Technology Directorate – Command, Control and Interoperability Division. Chris Essid, Director, US Dept. of Homeland Security National Protection and Programs Directorate (NPPD), Office of Emergency Communications	Watkins Hall Auditorium
9:30 – 9:45	Break		
9:45 – 11:15	The Challenges of Web 2.0 in the Practice of Homeland Security	David Stephenson, Stephenson Strategies Garry Briese, Briese & Associates Dennis Mileti – Professor & Director Emeritus, Natural Hazards Center, University of Colorado at Boulder	Watkins Hall Auditorium
11:15 – 11:45	Q & A Session with panel	Mike Byrne, Moderator	
11:45 – 12:45	Networking Lunch		La Novia Room
1:00 – 2:30	Break-Out Session I (by discipline) - Behavioral Science - Network Science/Media - Practitioner - Technology Sector		Watkins Hall Auditorium
2:30 – 2:45	Break (move to next break-out)		
2:45 – 4:15	Break-Out Session II (cross discipline) - Practitioner & Technology Sector, - Behavioral Science & Network Science/Media		
4:30 – 6:30	Reception		Quarterdeck

Wednesday, July 1, 2009

Time	Topic/Activity	Speaker	Location
7:30 – 8:00	Continental Breakfast		Watkins Hall Auditorium
8:00 – 8:30	Review of Day One: - What did you learn? - What surprised you?	Glen Woodbury, Director, CHDS	
8:30 – 8:45	Move to Break-Out Classrooms		
8:45 – 10:15	Break-Out Session III (cross discipline) - Network Science/Media & Practitioner - Behavioral Science & Technology Sector		Watkins Hall Auditorium & Classrooms
10:15 – 10:45	Break (extended time for networking)		
10:45 – 12:15	Break-Out Session IV (cross discipline) - Network Science/Media & Technology Sector - Behavioral Science & Practitioner		
12:15 – 1:45	Lunch		
1:45 – 3:45	Group Report-Outs	Glen Woodbury, Moderator	Watkins Hall Auditorium
3:45 – 4:00	Break		
4:00 – 5:00	Workshop Wrap-Up: - What have we learned? - What is next?		

Key Workshop Questions
- What do we know and see in practice now?
- What requires further study, analysis, and exploration?
- What are the requirements to achieve this?
- What partnerships need to be established?
- What collaborative bodies need to be formed?
- What investments (time, personnel, funding) are required?
- What other types of resources are needed to advance our adoption, understanding and the utility of these new forms of communication?

  All Ogma Workshop sessions are designed to be provocative, non-attributive, candid discussions and debates about the Web 2.0 and homeland security issues facing our nation.

APPENDIX B: Attendee List

- Lauren Alexander Augustine – Director: National Academy of Sciences; Washington, DC
- Joel Aud - Senior Analyst: Texas GDEM; Austin, TX
- Jay Baker - Associate Professor: Florida State University; Tallahassee, FL
- Mitchell Baker – Chairman: Mozilla Foundation; Mountain View, CA
- Paul Beda - Enterprise Architect, Homeland Security Division: Microsoft Corporation; Reston, VA
- Christopher Bellavita - Director, Academic Programs: NPS Center for Homeland Defense and Security; Cottage Grove, OR
- Richard Bergin - NPS Faculty: NPS - Center for Homeland Defense and Security; Monterey, CA
- Matthew Bettenhausen – Director: California Office of Homeland Security; Sacramento, CA
- Heather Blanchard - Director of Communications, Private Sector Office within the Office of Policy, Office of the Secretary: U.S. Department of Homeland Security; Washington, DC
- Robert Bodisch - Deputy Director: Office of Homeland Security; Austin, TX
- Jean-Paul Boucher – Director : Corner Alliance Inc; Washington, DC
- David Boyd – Director: DHS/S&T, Command, Control, and Interoperability (CCI); Washington, DC
- Jim Breckenridge – Faculty: CHDS; Palo Alto, CA
- Garry Briese - Principal / COO: Briese & Associates; Castle Rock, CO
- Harold Brooks – CEO: The American Red Cross Bay Area Chapter; San Francisco, CA
- Charles Brownstein – Fellow: HSSAI; Arlington, VA
- Robert Brownstein – Student: Arlington, VA
- Deborah Bryant - Public Sector Communities Mngr: Oregon State University Open Source Lab; Corvallis, OR
- Carter Butts - Associate Professor: University of California, Irvine; Irvine, CA
- Michael Byrne - Senior VP: Homeland and National Security ICF Consulting; Fairfax, VA
- Jon Clinton - Program Analyst:Office of Emergency Communications; Washington, DC
- Robert Clyburn - Watch Officer: FEMA Region IX; Oakland, CA
- Dennis Cobb - Statewide Interoperable Communications Coordinator: Nevada Office of Homeland Security; Las Vegas, NV
- Louise Comfort - Professor and Director: Center for Disaster Management, Graduate School of Public and International Affairs; Pittsburgh, PA
- Patrick Cropper - Senior Consultant: Corner Alliance Inc.; Washington, DC
- Darrell Darnell - Director: District of Columbia Homeland Security and Emergency Management Agency; Washington, DC
- Edward Delaney - Advisor: US Depart. of Homeland Security; Washington, DC
- Donald Denning - Public Safety CIO: City of Boston; Boston, MA
- Phil Dixon - Geo Business Product Manager: Google; Reston, VA
- Rob Dudgeon - Manager - Planning & Operations: City of San Francisco, Department of Emergency Management; San Francisco, CA
- Michael Dunaway - Program Officer, Society and Community Resilience: DHS S&T Directorate; Washington, DC
- Brad Duty - Senior Ops Advisor, Media Monitoring: HQ DHS/OPS/NOC; Washington, DC
- Scott Edson - Captain: LASD; Los Angeles, CA
- Christopher Emrich - Research Assistant Professor: Hazards and Vulnerability Research Institute; Columbia, SC
- William Eskridge - Program Manager: Bay Area UASI; San Francisco, CA
- Chris Essid - Director: Department of Homeland Security, Office of Emergency Communications; Washington, DC
- Tony Frater - President: AJF Consulting; Brooklyn, NY
- Jeff Frazier - Director: Cisco Systems; RTP, NC
- Michael Gavin - Emergenchy Manager: City of Fort Collins; Fort Collins, CO
- Cristin Goodwin - Senior Attorney / Trustworthy Computing: Microsoft Corporation; Redmond, WA
- Robert Greenberg - CEO: G&H International Services, Inc.; Washington, DC
- Rebecca Harned - Government Relations: National Association of State Fire Marshals; Washington, DC

- Brian Hill - Chief, Ports Waterways and Coastal Security: United States Coast Guard (USCG); Alameda, CA
- Cameron Hogan - Principal: Touchstone Consulting Group; Washington, DC
- John Hoyt - Research Director Intel/InfoShare: DHS/S&T; Wahsington, DC
- Chris Johnson - Vice President - Geospatial Training and Application Center: U.S. Space & Rocket Center; Huntsville, AL
- Robert Josefek - Faculty: NPS Center for Homeland Defense and Security; Redondo Beach, CA
- Richard Keck - Managing Director: Collective Intellect, Inc.; Boulder, CO
- Peter Kim - Electronics Engineer: Department of Homeland Security; Office of Emergency Communications
- Washington, DC; Clark Kimerer - Deputy Chief of Police: Seattle Police Department; Seattle, WA
- Jay Kopstein - Deputy Chief: NYPD; New York, NY
- Ivan Labra - Reserach Faculty: NPS; Stuttgart, AE
- Daphne Levenson - Director: GSRCPI; Hammond, LA
- Lisa Martilotta - Program Director: G&H International Services, Inc.; Washington, DC
- Bridger McGaw - Assistant Secretary: DHS
- James McMullin - Foreign Area Officer/Program Officer: DoD/USN; Monterey, CA
- William Metcalf - Fire Chief: North County Fire Protection District; Fallbrook, CA
- Dennis Mileti - Professor Emeritus: University of Colorado; Rancho Mirage, CA
- Maury Mitchell - Director: Alabama Criminal Justice Information Center; Montgomery, AL
- Michael Murphy: Project Manager: GSRCPI; Hammond, LA
- Harold Newman - Managing Partner: R.A.M. & Associates, LLC; Lexington, KY
- Pablo Pantoja - Deputy Bureau Chief - Preparedness: Florida Division of Emergency Management; Tallahassee, FL
- Martin Pastula
- Alan Pentz - Director: Corner Alliance Inc; Washington, DC
- Edward Plaugher - Director of National Programs: IAFC; Fairfax, VA
- Ron Prater - Director: Corner Alliance Inc; Washington, DC
- Keith Prentiss - Account Executive: Sun Microsystems; San Diego, CA
- James Richardson - Sr. Systems Engineer: Apple; Herndon, VA
- Jesse Robbins - Member: O'Reilly Radar; Seattle, WA
- Robert Samaan - Deputy Undersecretary: Cal EMA; Sacramento, CA
- Carlos Santiago - DHS NPPD: Washington, DC
- Monica Schoch-Spana - Senior Associate: Center for Biosecurity of UPMC; Baltimore, MD
- Deanna Sellnow - Professor of Communication: University of Kentucky; Lexington, KY
- David Shapinsky - Communications and Multimedia Consultant: O'Connor, Bilotta and Associates; Washington, DC
- David Stephenson - Homeland Security Strategist: Stephenson Strategies; Medfield, MA
- Douglas Strickland - Systems Engineer: Sun Microsystems Federal, Inc.; El Segundo, CA
- Andrew Stringer - Consultant: DHS Science & Technology Directorate; Washington, DC
- Jeannette Sutton - Research Associate: Natural Hazards Center, University of Colorado; Boulder, CO
- Cynthia Taylor - Deputy Director, Communications: FEMA; Washington, DC
- James Tullidge - IT Director: Tuscaloosa County; Tuscaloosa, AL
- Murray Turoff - Distinguished Professor: New Jersey Institute of Technology; Newark, NJ
- Laurie Van Leuven - Security and Emergency Management Strategic Advisor: City of Seattle, Seattle Public Utilities; Seattle, WA
- Bill Vass - President and COO: Sun Microsystems Federal; Menlo Park, CA
- Jose Vazquez - Director, R-Tech: DHS S&T; Washington, DC
- David Waldrop - PSI: Microsoft; Potomac, MD
- John Weathersby - Executive Director: Open Source Software Institute; Hattiesburg, MS
- Adrienne Werner - Consultant: Booz Allen Hamilton; Washington, DC
- Connie White - Assistant Professor: Institute of Emergency Preparedness; Jacksonville, AL
- Dawn Wilson - Public Policy Consultant: Public Works, LLC; Pacific Grove, CA
- Adrienne Wong - Policy Analyst: DHS S&T; Washington, DC
- Jody Woodcock - Program Manager: Pierce County Department of Emergency Management; Tacoma, WA
- Don Wright - Executive Director: ICIS Radio system; Glendale, CA

Appendix C: Discipline Summaries

This appendix includes the summaries provided by each discipline at the conclusion of the Ogma Workshop. Specifically, each discipline was asked to address:

- Key issues raised during their discussions;
- Potential methods for finding solutions;
- Players/organizations that should be involved in working the solution; and,
- Obstacles and enablers currently in place to hinder/facilitate a solution.

Technology Group

Key Issues raised during the sessions

- Adoption of Tech: Some parts of the public sector are reluctant to adopt Web 2.0 applications in their daily life. Facebook – 200M; MySpace – 70M; Twitter – about 20M. Social networks may not be the best platform for emergency response situations. They should not be excluded, but these technologies cannot be relied upon exclusively.
- Innovation
  - Experimentation
    - Failure needs to be alright in order to innovate.
    - Start with small projects and build
    - Learn from prior to disasters where tech has been adopted in an ad hoc way.
  - Think about how to deal with issues differently in order to get on path to experimentation.
- The technology sector is best at solving problems, yet few problems have been posed by other working groups. Here are a few problems that came to light:
  - Too much information inbound to single responder through Web 2.0 Apps.
    - Aggregators
  - Numerous Web 2.0 Apps (Facebook, MySpace, Qik, Wikipedia, etc.)
    - Is there one portal or platform that can manage these disparate forms of input?
  - Authentication
  - Data Assurance
  - Portable Identity
  - Standards Compliance
  - Interoperability at high-level.
- Information Quality
  - What can the tech sector do to ensure that quality or verification exists?
- Web 2.0 Apps that did not get mentioned:
  - Collaborative
    - Ning
    - Wikipedia
    - Intllipedia
    - Base Camp
    - KoHo
    - Huddle (UK)

Potential methods for finding solutions to each issue

- Exercises?
    - Let's see where the current system breaks and then fix it with available and inexpensive technology available.
- Experimentation
    - Co-production
- Competition to develop useful applications
    - Apps for democracy example
        - Give developers the problem and then let folks solve it.
    - Annual prize for needed solutions
- Raise the issue to the following orgs:
    - Build Awareness
    - Media
    - Government (Federal, State, Local, Tribal, etc.)
    - Industry Group
        - No industry group so you have to target individual companies.
    - Public safety organizations
    - Target groups that can get things done
        - Money

Players/organizations who should be involved in working the solution

- Same as above group

"Obstacles" & "Enablers" currently in place to hinder/facilitate a solution

- Obstacles
    - Adoption
    - Awareness
    - Security Policies
    - Fear of technology and accessibility
    - Inconsistent Web 2.0 guidance from government
    - Changing fads
    - Gaps for underprivileged (Accessibility) Lack of inclusivity. Subsidize.
    - Need champions to push this along (tech capable)
    - Politics
    - We need to know what we are trying to do
    - Requirements in public safety community do not always work
        - Sometimes end users do not know capabilities that exist
        - How do you show the responder what is possible so that they can define their needs.
        - You need to get to "Robust Statement of Needs"
- Enablers
    - New Generation (The Millennials) are "growing up online."
    - Politics
    - Mechanism for confluence of interest
    - Engaged and passionate citizens
    - Need money

Behavioral Science Group

Key Issues

- Lack of clarity regarding what are the issues and how we define them.
- We have yet to define web 2.0
- Need to clarify research objectives.
- Different objectives of different groups/audiences/stakeholders

Potential Methods for finding solutions

- Pilot studies, research studies
- Translate research into practice
- Create new distribution channels
- Involve practitioners early in the research process

Players/organizations who should be involved in working the solution

- "Translator" to translate the requirements (S&T)
- Practitioners as advisors to Researchers
- Industry
- Universities

"Obstacles" & "enablers" currently in place to hinder/facilitate solutions

- Need to address incentives
- Research Grants that make explicit the need to include research
- Research funding by NSF has moved toward the theoretical
- Policy, Strategy and Funding

Key issues raised during our discussions

- Policy
- Capturing existing examples of Web 2.0 utilization and sharing with others (sharing best practices)
- Knowledge sharing
- Application – push, pull and mobilize
- Infrastructure needs
- Education
- Protocols
- Trust
- Variety of tools

Potential methods for finding solutions

- Policy – mechanisms to educate people "at the top", better describe requirements, get a sense of value and communicate it, beta testing
- Sharing – clearinghouse, community of champions, research, cross pollination for practitioners, technical evangelism
- Knowledge – pilot projects/test bed demonstration, exercises, mandate use of Web 2.0 among own teams, workshops, use social media to share knowledge, enhance outreach to Web 2.0 providers
- Application – develop a construct for application (our suggestion is push, pull and mobilize), goal directed, definition for public safety use, functional requirements, user requirements
- Infrastructure – craft procurement standards, inventory of who uses what, identify needs, risk assessment, clearinghouse for currently useful tools to access social media, culture of rapid change
- Education – "how to" guide for all users and leaders, document examples of use, develop formal training, utilize existing libraries, use train-the-trainer concept for delivery, independent study, CERT is good starting point for educational outreach, incorporate Web 2.0 in all relevant training activities.

Players/organizations who should be involved in working the solution

- Congress
- Local public safety practitioners
- Professional associations
- Volunteer organizations, NGO's
- Neighborhood watch/CERT
- DHS
- Public Health
- Academia
- Media
- Open source software developers

Obstacles and enablers currently in place to hinder/facilitate a solution

- Obstacles – security driving policy, funding, culture, technical dynamism
- Enablers – cost, youth, demographics, knowledge base, education, media, open protocols, open systems

Practitioner Group

Key issues

- Trust – how do we develop it?
- Two way information needs
- Ability to correct information
- Different strategies in how to effectively use social media. Who owns the initiative? Many stakeholders and many different points of view on how to proceed.
- Decision making is intuitive to come from the field. Tools that are predictive are helpful.
- Whether we embrace Web 2.0 or not, the public is using and will drive the need for HLS /EM to participate.
- Privacy is a huge issue, especially if you are monitoring. Coordinate with record retention laws.
- Have we framed the issue well? Can we more effectively utilize the technology potential? What is our relationship with the web world?
- Fight the tendency to pose solutions prior to understanding the full issue (web 2.0).
- Articulate the theory of the business. Define the why, which will determine the how and the what.

Solutions

- Identification of policies or best practices around roles and responsibilities.
- What type of social networking sites can we build from a trusted source.? Why can't we move into the area from a Homeland Security perspective and create our own. A centralized source would be beneficial.
- Develop "communities of practice" to provide guidelines for organizations.
- Find the right application for social networking tools
- Need to develop a set of rules on how to deal with the new issues that arise.
- Initiatives will require a comprehensive legal review.
- Develop success stories of best practices – provides the real world examples of a practical application. Clearly articulate to all stakeholders the case and not make assumptions of validity.
- Need to develop protocols for what information needs to be shared and how it will be shared.
- Need to integrate existing tools with new dynamic tools. Develop code of conduct for usage of various tools.
- Look to social scientists to help develop message design and delivery.
- Need to communicate our requirements to the technology sector then engage with them on how to develop tools. Also engage with technology about security and firewall issues.
- Involve individuals and the community – this is critical. Recognize the investment of the community of users that value these tools.
- Need to educate and train the HLS community to better understand Web 2.0
- Integrate the solution into existing DOC / EOC structures. Determine how it fits into ICS.

Appendix D: Ogma Twitter Transcript

The following tweets were in reference to the Ogma Workshop from June 26, 2009 through July 6, 2009 in reverse chronological order. Note that to maintain the integrity of the data, spell and grammar checks were not used.

debbryant: Thinking about doing another Open Source Emergency Management round table in DC in November and webstream. btw #ogma was a great event
Mon, 06 Jul 2009 19:36:33 +0000

DavidStephenson: "HD Video 2 the Masses" webinar http://bit.ly/uRD6X I bet that's gonna change emergency communications (when not disrupted) #ogma
Mon, 06 Jul 2009 17:22:13 +0000

conniemwhite: Policy and Strategy Implications of Web 2.0 on the Practice of Homeland Security https://www.chds.us/?special/info&pgm=Ogma #iscram
Sun, 05 Jul 2009 23:58:00 +0000

jmwossi: @bgreenberg happy 4th...great time at Ogma.
Sun, 05 Jul 2009 00:28:14 +0000

maurymitchell: #Ogma related - http://bit.ly/3gRrV2
Sat, 04 Jul 2009 19:16:19 +0000

mcmullinja: Hope all the #ogma conference attendees have a great holiday weekend.
Sat, 04 Jul 2009 05:12:23 +0000

cb97424: David Stephenson's Chapter 1 of "Democratizing data" available at http://bit.ly/12NWEN , thanks to David and BigMedicine #ogma
Fri, 03 Jul 2009 20:23:47 +0000

BigMedicine: Recovering from operating well beyond my normal IQ capacity in rooms full of 'scary smart' people. Wrote my 1st journal entry last PM. #Ogma
Fri, 03 Jul 2009 15:01:27 +0000

DavidStephenson: @ZachTumin Awesome!! Looking forward to great things (BTW, got great reaction @ DHS #Ogma conf. to networked HS preso http://bit.ly/H7hqY)
Fri, 03 Jul 2009 11:17:32 +0000

rjk62447: Back in Boulder after a great #OGMA conference. There are many ways to apply Collective Intellect's technology. www.collectiveintellect.com
Fri, 03 Jul 2009 05:47:57 +0000

poplifegirl: #ogma conference was a success. lot of followon work over the next few weeks. Stay tuned (via @bgreenberg)
Fri, 03 Jul 2009 05:41:30 +0000

bgreenberg: #ogma conference was a success. lot of followon work over the next few weeks. Stay tuned
Fri, 03 Jul 2009 05:15:41 +0000

laurievanleuven: #Ogma - More dialogue on gov't role to interact w/ citizens during emergencies It's not all about what we need, it's about what they need!
Thu, 02 Jul 2009 23:14:40 +0000

debbryant: Back in sunny Portland after #ogma. Amazing peeps gathered. Moderated an open source round table dicussion as a sidebar mtg, more to follow.
Thu, 02 Jul 2009 21:03:11 +0000

maurymitchell: #ogma The NYT in its Personal Tech today has a interesting & relevant article on Web 2.0
Thu, 02 Jul 2009 20:23:55 +0000

DavidStephenson: #Iranelection Remember my tip about self-organizing mesh network for emergency use: http://bit.ly/hV2h8 (#Ogma folks:check this series out)
Thu, 02 Jul 2009 16:20:28 +0000

DavidStephenson: Heading back 2 Boston: #OGMA was great!
Thu, 02 Jul 2009 15:56:54 +0000

SF_Emergency: RT @Brownstein: The ogma meeting was a huge success. Glad to see the emergency response community moving forward with social networking.
Thu, 02 Jul 2009 14:40:23 +0000

BigMedicine: @cb97424 It was a trip seriously into the wild. No real lines on the horizons. #ogma
Thu, 02 Jul 2009 05:48:12 +0000

BigMedicine: #ogma personal reflections: absolutely blown away by DHS willingness to engage w/out political rhetoric. ogma was thoroughly free of dogma!
Thu, 02 Jul 2009 05:09:46 +0000

DavidStephenson: #ogma 10 Twitter use tips from fed. early adopters http://bit.ly/hfgte
Thu, 02 Jul 2009 03:58:13 +0000

rjk62447: #ogma people to add next time marketers, advertisers, tv broadcasters, cable operators
Thu, 02 Jul 2009 00:06:48 +0000

Brownstein: The ogma meeting was a huge success. Glad to see the emergency response community moving forward with social networking.
Wed, 01 Jul 2009 23:57:39 +0000

rjk62447: can we create a model to assess a communities social network profile and then the engagement model that security should adopt? #ogma
Wed, 01 Jul 2009 23:34:29 +0000

rjk62447: seed grants to local agencies to trigger learning in world of #ogma
Wed, 01 Jul 2009 23:28:31 +0000

rjk62447: currwiki.org is a large model we could consider for #ogma
Wed, 01 Jul 2009 23:25:57 +0000

cb97424: @poplifegirl yes, twitter question for 4 pm: what is a "certified" service with Twitter. (reference debbryant's 14:18 #ogma tweet)
Wed, 01 Jul 2009 22:44:49 +0000

DavidStephenson: #OGMA don't 4get govloop.org as great place 2 continue discussions & involve more ppl
Wed, 01 Jul 2009 22:13:59 +0000

cb97424: @BigMedicine "how do we move from stream of consciousness and free verse...?" I think we learn to see and listen to the patterns. #ogma
Wed, 01 Jul 2009 22:07:03 +0000

BigMedicine: #ogma Network Sci reflections - education - CERT is good starting point.. incorporate W2.0 in all relevant training activities
Wed, 01 Jul 2009 22:06:07 +0000

BigMedicine: #ogma Network Sci reflections - infrastructure - craft procurement standards.. inventory asset mgmt.. culture of rapid change
Wed, 01 Jul 2009 22:05:04 +0000

BigMedicine: #ogma Network Sci reflections - application - develop a construct for app.. goal directed.. define for public safety use.. functional reqs
Wed, 01 Jul 2009 22:04:10 +0000

BigMedicine: #ogma Network Sci reflections - mandate use of W2.0 among your own teams.. use social media to share knowledge.. enhance outreach to W2.0
Wed, 01 Jul 2009 22:03:15 +0000

BigMedicine: #ogma Network Sci reflections - sharing - clearinghouse..community of champions.. cross pollination for practitioners.. tech evangelists
Wed, 01 Jul 2009 22:02:19 +0000

mcmullinja: #ogma If Government Agencies provide relevant and useful content, then shouldn't users follow?
Wed, 01 Jul 2009 22:01:47 +0000

BigMedicine: #ogma Network Sci reflections - mechanisms to educate people at the top.. better describe needs.. get a sense of value and communicate it
Wed, 01 Jul 2009 22:01:28 +0000

BigMedicine: #ogma Network Sci reflections - push, pull, mobilize.. infrastructure needs.. education.. protocols.. trust.. knowledge sharing.. broad spec
Wed, 01 Jul 2009 22:00:41 +0000

BigMedicine: #ogma Collaborative journalism partnerships, i.e., Kaiser, Big Med.. etc
Wed, 01 Jul 2009 21:58:58 +0000

DavidStephenson: #ogma need to create incentives for emergency management scholars to publish research in popular venues (or attract journalists to do so!)
Wed, 01 Jul 2009 21:56:19 +0000

BigMedicine: #ogma Hybrid people can act as translators among various EM/HS tribes. Easier to pull off in medium term vs systemic changes
Wed, 01 Jul 2009 21:56:13 +0000

BigMedicine: #ogma We haven't done a good job in this country in sponsoring research - prove the need to Congress.
Wed, 01 Jul 2009 21:55:16 +0000

DavidStephenson: #ogma more social science research on emergency management in Europe.We haven't done good job sponsoring it in US
Wed, 01 Jul 2009 21:54:38 +0000

BigMedicine: #ogma Other research funding streams available - need to make it matter. Tie research to deliverables.
Wed, 01 Jul 2009 21:54:01 +0000

BigMedicine: #ogma We need to provide real-world funds for researchers to publish findings, actionable info in EM/HS trade journals
Wed, 01 Jul 2009 21:52:29 +0000

BigMedicine: #ogma so how do we move from stream of consciousness and free verse to paragraphs to a narrative.. a real need to continue dialogue!
Wed, 01 Jul 2009 21:44:22 +0000

debbryant: Q from Audience to D.C., CA: how do people know that your twitter account is official? A: Use the "certified" service with Twitter. #ogma
Wed, 01 Jul 2009 21:18:23 +0000

BigMedicine: #ogma My own experience in creating NEMRC-Big Med Gustav/Ike streams is proof positive remote virtual teams can play integral role for EOCs
Wed, 01 Jul 2009 21:14:56 +0000

BigMedicine: #ogma New VistaCorps for young people to assist EM/HS?
Wed, 01 Jul 2009 21:13:23 +0000

BigMedicine: #ogma Have you established protocol for monitoring W@.0 and social media in EOC? Beginning to move in that direction...
Wed, 01 Jul 2009 21:11:41 +0000

BigMedicine: #ogma California using data pulled from OnStar to analyze real time traffic flow. Push, Pull, Mobilize!
Wed, 01 Jul 2009 21:08:47 +0000

poplifegirl: Good example of comprehensive Disaster Exercise is California's Golden Guardian - http://bit.ly/143TUG #ogma #disastertech (v @jesserobbins)
Wed, 01 Jul 2009 21:07:28 +0000

BigMedicine: #ogma i have learned there is a real future for Big Med's intelVIEW near-real time streams for situational awareness. Go figure.
Wed, 01 Jul 2009 21:06:39 +0000

poplifegirl: #ogma how do you harness the power of 'virtual' volunteers? (via @BigMedicine)
Wed, 01 Jul 2009 21:06:04 +0000

BigMedicine: #ogma govt procurement cycles are 2 yr process. by the time acquisition is made some tech providers could be bankrupt. not a timely gig.
Wed, 01 Jul 2009 21:04:45 +0000

BigMedicine: #ogma reality is not using social media as a disruptor for existing psap
Wed, 01 Jul 2009 21:03:17 +0000

BigMedicine: #ogma how do you harness the power of 'virtual' volunteers?
Wed, 01 Jul 2009 21:02:15 +0000

BigMedicine: #ogma great california shake-out .. home depot measures sales behavior..still unsure who bought and what was impetus . Messaging, content?
Wed, 01 Jul 2009 21:01:26 +0000

debbryant: Need to better incorporate IT department into Operations so they understand what is important (and not firewall out the wrong thing) #ogma
Wed, 01 Jul 2009 21:00:10 +0000

rjk62447: golden guardian - great shakeoff #ogma

Wed, 01 Jul 2009 20:59:56 +0000

BigMedicine: #ogma challenge if tech folks are disconnected from ops - better incorporating tech depts within systems for EM/HS
Wed, 01 Jul 2009 20:58:56 +0000

jesserobbins: Good example of comprehensive Disaster Exercise is California's Golden Guardian - http://bit.ly/143TUG #ogma #disastertech
Wed, 01 Jul 2009 20:58:49 +0000

rjk62447: email addresses will we get them? ogma#
Wed, 01 Jul 2009 20:57:03 +0000

BigMedicine: #ogma using exercises in California to integrate/operationalize social media and W2.0
Wed, 01 Jul 2009 20:57:03 +0000

BigMedicine: #ogma you need to acknowledge resistance to official channels of info.. no way govt is going to command and control W2.0
Wed, 01 Jul 2009 20:55:06 +0000

BigMedicine: #ogma california reflections - gov has 500K followers - used that platform to reach out about h1n1 social distancing..
Wed, 01 Jul 2009 20:52:40 +0000

BigMedicine: #ogma california reflections W2.0 - news of jacko's death disseminated via social media.. communications is ALWAYS the issue
Wed, 01 Jul 2009 20:51:33 +0000

BigMedicine: #ogma six levels of resilience - self, families, community, state, nation, world - shared responsibility, share information, actionable info
Wed, 01 Jul 2009 20:49:18 +0000

rjk62447: public safety officials have to consider all information channels #ogma
Wed, 01 Jul 2009 20:47:30 +0000

BigMedicine: #ogma DC metro reflections - people reported that they got best info via social media and not via official channels and systems
Wed, 01 Jul 2009 20:47:22 +0000

BigMedicine: #ogma reflections on DC metro crash and W2.0 - people used social media to enable assistance via backchannel of social media
Wed, 01 Jul 2009 20:46:25 +0000

rjk62447: #ogma learning about practical uses of social media in homeland security
Wed, 01 Jul 2009 20:45:26 +0000

debbryant: Listening to a debrief on the Presidential Inauguration and how a last minute decision to use twitter at the District of Columbia. #ogma
Wed, 01 Jul 2009 20:44:15 +0000

BigMedicine: #ogma W2.0 the beauty of it is the simplicity, the unstructured nature of it... the public wants just-in-time info..ad-hoc yet sophisticated
Wed, 01 Jul 2009 20:44:15 +0000

pndixon: #ogma Tech Group needs to forget fear of failure and plan for chaos
Wed, 01 Jul 2009 20:17:57 +0000

cb97424: @mcmullinja how did you tuen the ogma tweets into a pdf file?
Wed, 01 Jul 2009 20:00:21 +0000

DavidStephenson: #ogma important that we include tools such as ning, Base Camp, Huddle, KoHo that really promote rich collaboration.
Wed, 01 Jul 2009 19:59:40 +0000

DavidStephenson: @bgreenberg I'm not sure: think that it's actually more valuable to nose around for a while, figure out what use makes sense for you #ogma
Wed, 01 Jul 2009 19:58:04 +0000

CornerAlliance: #ogma tech group wants to find experimental usage without the fear of failure
Wed, 01 Jul 2009 19:58:02 +0000

cb97424: RT, mashed and lightly edited @mcmullinja: #ogma tweets as a word cloud http://twitpic.com/8z160
Wed, 01 Jul 2009 19:54:39 +0000

jesserobbins: @bigmedicine thanks, but "the simplest thing that could possibly work" isn't mine... http://bit.ly/8nf7u #ogma
Wed, 01 Jul 2009 19:49:00 +0000

jesserobbins: Someone proposed: "We need standards for sharing data" and then we all started yelling. At least we agree on something. ;-) #ogma
Wed, 01 Jul 2009 19:15:57 +0000

BigMedicine: #ogma perhaps we need to create a roadmap? shouldn't we be crafting linkages in very practical ways?
Wed, 01 Jul 2009 19:14:20 +0000

mcmullinja: #ogma The tweets from ogma are uploaded to the ogma wiki under the attachment section. Wiki notes have also been posted in rough form.
Wed, 01 Jul 2009 19:13:57 +0000

BigMedicine: #ogma cannot mandate The Next Great Thing. we can be a part of building something out together...
Wed, 01 Jul 2009 19:12:57 +0000

BigMedicine: #ogma If you need industrial strength version of Twitter - then fund the development. be a good customer. purchase service.
Wed, 01 Jul 2009 19:11:25 +0000

BigMedicine: #ogma Adopt the Radar Doctrine - What's the simplest thing we can do that will work? Let's get it done!
Wed, 01 Jul 2009 19:09:25 +0000

BigMedicine: RT @rjk62447: #OGMA How about an annual awards program for social media use in this arena?
Wed, 01 Jul 2009 19:06:59 +0000

rjk62447: #OGMA How about an annual awards program for social media use in this arena?
Wed, 01 Jul 2009 19:03:50 +0000

Brownstein: #ogma Social media is free. That's what makes it work.
Wed, 01 Jul 2009 19:01:25 +0000

BigMedicine: RT @poplifegirl: RT @jesserobbins: Mr. System Administrator, tear down this firewall! #ogma
Wed, 01 Jul 2009 18:56:11 +0000

BigMedicine: RT @poplifegirl: RT @jesserobbins: RT @bgreenberg: #ogma Should there be a How to Use Web 2.0 guide for practitioners
Wed, 01 Jul 2009 18:55:45 +0000

poplifegirl: RT @jesserobbins: RT @bgreenberg: #ogma Should there be a How to Use Web 2.0 guide for practitioners
Wed, 01 Jul 2009 18:54:47 +0000

jesserobbins: RT @bgreenberg: #ogma Should there be a How to Use Web 2.0 guide for practitioners
Wed, 01 Jul 2009 18:53:53 +0000

bgreenberg: #ogma Should there be a How to Use Web 2.0 guide for practitioners
Wed, 01 Jul 2009 18:53:11 +0000

poplifegirl: RT @jesserobbins: Mr. System Administrator, tear down this firewall! #ogma
Wed, 01 Jul 2009 18:52:47 +0000

jesserobbins: Mr. System Administrator, tear down this firewall! #ogma
Wed, 01 Jul 2009 18:51:48 +0000

cb97424: the Ogma narrative? "rousing the warriors' emotions by eloquent speeches before a battle" http://bit.ly/1NPpxb & http://bit.ly/D5116 #ogma
Wed, 01 Jul 2009 18:50:29 +0000

poplifegirl: RT @BigMedicine: #ogma define a desired outcome - what's the simplest thing that will work?
Wed, 01 Jul 2009 18:49:52 +0000

BigMedicine: #ogma define a desired outcome - what's the simplest thing that will work?
Wed, 01 Jul 2009 18:49:30 +0000

DavidStephenson: #Ogma Emergency practitioners who want 2 use Web 2.0 tools in emergencies should also use these tools on daily basis 2 demonstrate value
Wed, 01 Jul 2009 18:48:47 +0000

poplifegirl: Hey - there is a #Ogma Ning http://ogma09.ning.com/
Wed, 01 Jul 2009 18:45:12 +0000

BigMedicine: #ogma conversation needs to includecrafting a story - operationalizing - what's the narrative - who's the audience - what are the parame ...
Wed, 01 Jul 2009 18:45:01 +0000

pndixon: #ogma ...also, there should bemany more teenagers at ogma...the understand ad-hoc net and comms better than most groups
Wed, 01 Jul 2009 18:42:26 +0000

ilabra: RT @poplifegirl: The Science of Muddling Through #ogma http://bit.ly/txu9a
Wed, 01 Jul 2009 18:40:10 +0000

DavidStephenson: RT @poplifegirl The Science of Muddling Through #ogma http://bit.ly/txu9a
Wed, 01 Jul 2009 18:39:28 +0000

BigMedicine: #ogma so.. just curious.. how will we use social media river for #vulnerableatthemoment ?
Wed, 01 Jul 2009 18:38:02 +0000

poplifegirl: The Science of Muddling Through #ogma http://bit.ly/txu9a
Wed, 01 Jul 2009 18:36:48 +0000

BigMedicine: #ogma maybe a simple SWOT analysis needs to be done for W2.0 for emergency management/homeland security
Wed, 01 Jul 2009 18:27:30 +0000

Brownstein: #ogma "We need to move to the lowest common denominator, not only in language but also in technology... HTML is a great example."

Wed, 01 Jul 2009 18:22:45 +0000

BigMedicine: RT @ilabra: My point is only that common language is a socialogical and dynamic process that needs technique. That's all. #ogma
Wed, 01 Jul 2009 18:17:49 +0000

ilabra: My point is only that common language is a socialogical and dynamic process that needs technique. That's all. #ogma
Wed, 01 Jul 2009 18:15:17 +0000

BigMedicine: RT @TimOBrienNYT: RT @riparian Twitter, Facebook "gold mines" to social engineers/organized crime, IBM security guy just told me #ogma
Wed, 01 Jul 2009 18:10:14 +0000

mcmullinja: #ogma Technology Groups Focus - 1) Adoption of Technology 2) Innovation 3) Critical Infrastructure 4) Information Quality.
Wed, 01 Jul 2009 18:08:27 +0000

BigMedicine: #ogma anyone out there have a 'wiring diagram' for W2.0 - i'd love to compare that to 'wiring' diagram for DHS or FEMA. Talk about aysmetric
Wed, 01 Jul 2009 18:07:39 +0000

BigMedicine: #ogma if we're going to capture capabilities we need to follow California's example - operationalize W2.0 & tap into River reaching public.
Wed, 01 Jul 2009 18:05:59 +0000

BigMedicine: #ogma how do we adopt 'open book' mgmt model applied to W2.0 - we need to demo why push, pull, mobilize reinforces leadership in EM...
Wed, 01 Jul 2009 18:03:08 +0000

DavidStephenson: Only thing that would make #ogma better? Having @abotterell here to share his genius as combo technologist/practitioner!
Wed, 01 Jul 2009 18:02:16 +0000

BigMedicine: RT @pndixon: #ogma Where is broadcast media (tv) presence at OGMA? - critical outlet for public warning info. Witness KPBS during SD fires..
Wed, 01 Jul 2009 18:01:11 +0000

pndixon: #ogma Where is the broadcast media (tv) presence at OGMA? - critical outlet for public warning info. Winess KPBS during SD fires...
Wed, 01 Jul 2009 17:59:32 +0000

BigMedicine: RT @cb97424: @BigMedicine re: participation question: depends on media - March 2008 marketing study available at http://bit.ly/m43fK #ogma
Wed, 01 Jul 2009 17:57:28 +0000

CornerAlliance: #ogma looking for training and policy to assist practitioners in interpreting and evaluating information mass coming in
Wed, 01 Jul 2009 17:51:08 +0000

DavidStephenson: #Ogma Joel Aud & staff @ Texas Div. of Emergency Management doing amazingly creative stuff, esp. crowdsourcing of border data!
Wed, 01 Jul 2009 17:48:17 +0000

rjk62447: #OGMA where does Ning and other community sites fit into the mix?
Wed, 01 Jul 2009 17:41:58 +0000

cb97424: #ogma Word cloud of technology wiki (day 1) http://twitpic.com/8ykae
Wed, 01 Jul 2009 17:34:47 +0000

cb97424: #ogma Word cloud of practitioner wiki http://twitpic.com/8yjm6
Wed, 01 Jul 2009 17:32:01 +0000

jtimberman: RT @jesserobbins:community resilience should always be front and center #ogma
Wed, 01 Jul 2009 17:28:34 +0000

cb97424: @BigMedicine re: your participation question: depends on the media - March 2008 marketing study available at http://bit.ly/m43fK #ogma
Wed, 01 Jul 2009 17:25:27 +0000

jesserobbins: community resilience should always be front and center #ogma
Wed, 01 Jul 2009 17:23:59 +0000

DavidStephenson: RT @ilabra discussion about role of government and sociotechnical models in building community reslience ought to be front and center #ogma
Wed, 01 Jul 2009 17:23:01 +0000

BigMedicine: RT @ilabra: The discussion re role of govt & sociotechnical models in building community reslience I think ought to be front & center #ogma
Wed, 01 Jul 2009 17:21:14 +0000

BigMedicine: RT @debbryant: government rep wants research data to be relevant and shared to practitioners in the journals the practitioners read. #ogma
Wed, 01 Jul 2009 17:20:11 +0000

BigMedicine: #ogma Are there models in ROW - rest of world - where social media is playing important role w emergency management? Need to reach beyond
Wed, 01 Jul 2009 17:19:31 +0000

debbryant: RT BigMedicine #ogma anyone know which country has highest level of citizen participation in social media ?
Wed, 01 Jul 2009 17:19:09 +0000

ilabra: The discussion about role of government and sociotechnical models in building community reslience I think ought to be front and center #ogma
Wed, 01 Jul 2009 17:18:23 +0000

debbryant: government rep wants research data to be relevant and shared to practitioners in the journals the practitioners read. #ogma
Wed, 01 Jul 2009 17:17:52 +0000

debbryant: Researchers want more info on how twitter, facebook are really being used. lots of anecdotal evidence, not enough info to conclude. #ogma
Wed, 01 Jul 2009 17:15:48 +0000

rjk62447: Innovation patterns discussed by people like Clayton Christensen matter to everyone at #OGMA.
Wed, 01 Jul 2009 17:06:02 +0000

BigMedicine: #ogma anyone know which country has highest level of citizen participation in social media ?
Wed, 01 Jul 2009 17:06:02 +0000

jesserobbins: Part of the discussion, too big to summarize, is the rapidly shifting def of "Critical Infrastructure". I'll be writing up on @radar #ogma
Wed, 01 Jul 2009 17:01:53 +0000

BigMedicine: #ogma practical statement.. W2.0 is here - how are we going to use it? if it ain't got demonstrated value who's going to use it?
Wed, 01 Jul 2009 17:01:26 +0000

rjk62447: Most models are wrong, some are useful. #OGMA
Wed, 01 Jul 2009 17:01:20 +0000

BigMedicine: #ogma Everyone has a story. Either you create your own story or someone else will craft one for you. Need a meaningful W2.0 story for all.
Wed, 01 Jul 2009 16:49:25 +0000

BigMedicine: RT @debbryant: #ogma other barrier to new technology adoption: "most government security people are nuts" (unattributed, but true +2)
Wed, 01 Jul 2009 16:45:08 +0000

jesserobbins: #ogma other barrier to new technology adoption: "most government security people are nuts" (unattributed, but true +3)
Wed, 01 Jul 2009 16:44:11 +0000

apentz: #ogma there's a general feeling that government security organizations need to change their culture and viewpoints for web 2.0.

Wed, 01 Jul 2009 16:43:02 +0000

debbryant: #ogma other barrier to new technology adoption: "most government security people are nuts" (unattributed, but true +2)
Wed, 01 Jul 2009 16:42:44 +0000

debbryant: #ogma government is notoriously difficult to move technology. Budget process will take at least 3 yrears (fed). Prefers rigid controls.
Wed, 01 Jul 2009 16:40:24 +0000

CornerAlliance: Behavior is changing in society and #ogma is trying to define how emergency responders should use it (not just Twitter...)
Wed, 01 Jul 2009 16:34:31 +0000

bgreenberg: #ogma Day 2 of the web 2.0 and homeland security workshop is underway
Wed, 01 Jul 2009 16:32:04 +0000

BigMedicine: #ogma new technologies create frame for people's realities.. basic concept of storytelling.. create a story that takes us from here to there
Wed, 01 Jul 2009 16:31:12 +0000

DavidStephenson: #OGMA How can we rely on Twitter in crisis if @jesserobbins closes his Powerbook & cuts our access?Is @jesserobbins critical infrastructure?
Wed, 01 Jul 2009 16:31:01 +0000

BigMedicine: #ogma can we use W2.0 to encourage emergent behaviour - very cool idea - imagine impacts for organizations/corps - society in general?
Wed, 01 Jul 2009 16:28:55 +0000

debbryant: In cross-discipline team meeting with technologists, behavioral scientists at #ogma . Tech is moving freaking-out fast for emerg. mngment
Wed, 01 Jul 2009 16:27:17 +0000

BigMedicine: #ogma How do we translate social networking - the backyard bbq - to a new method of building trusted relationships in a virtual world?
Wed, 01 Jul 2009 16:15:45 +0000

DavidStephenson: #OGMA I want tech. & behavioral sci. communities 2 collab. on how Web 2.0 tech. can actually foster emergence in crises http://bit.ly/13fF3D
Wed, 01 Jul 2009 16:15:02 +0000

BigMedicine: #ogma How do we learn how to connect the dots to create networks beyond our realm of professional interest and perhaps our comfort zone?
Wed, 01 Jul 2009 16:14:43 +0000

BigMedicine: #ogma Is W2.0 a river that runs through the midst of our networks.? Shouldn't we enable ourselves to take full advantage of the river?
Wed, 01 Jul 2009 16:13:40 +0000

debbryant: back for day 2 at #ogma . yesterday's discussions on social media in crisis management high-centered on twitter. today should broaden.
Wed, 01 Jul 2009 16:09:41 +0000

jmwossi: back at the Ogma Working Group...alive, semi ready to participate
Wed, 01 Jul 2009 16:06:01 +0000

readycat: RT @BigMedicine: #ogma near real-time intel requires tribal elder in the loop in order to increase margin of actionable info
Wed, 01 Jul 2009 16:04:53 +0000

jesserobbins: @cb97424 yes, there is a lot of talk about incorporating social media into prevention & mitigation, mostly around evac notices. #ogma
Wed, 01 Jul 2009 15:46:56 +0000

cb97424: Question for #ogma Any talk about using social media before an incident? Any prevention or mitigation potential?
Wed, 01 Jul 2009 15:44:29 +0000

mferola: RT @BigMedicine: #ogma are W2.0 apps subject to FCC laws or emergency broadcast messages?
Wed, 01 Jul 2009 15:40:31 +0000

DavidStephenson: #OGMA With all of variables we're discussing, IMHO, what is trust & how to establish & maintain it in a crisis, is critical for crises
Wed, 01 Jul 2009 15:39:29 +0000

DavidStephenson: RT @BigMedicine #ogma command & control - peacemaking based on collaborative efforts.. bringing 2 levels together...tactical and strategic
Wed, 01 Jul 2009 15:35:31 +0000

mferola: thinking that the power of Web 2.0 technology so novel it leaves govt + biz leaders clueless. #ogma #pcamp09 #pdf09 #w2phobia
Wed, 01 Jul 2009 15:35:08 +0000

BigMedicine: #ogma are W2.0 apps subject to FCC laws or emergency broadcast messages?
Wed, 01 Jul 2009 15:31:36 +0000

BigMedicine: #ogma command and control - peacemaking based on collaborative efforts.. bringing two levels together... tactical and strategic
Wed, 01 Jul 2009 15:30:53 +0000

lennysan: @jesserobbins very cool, keep up the interesting tweets! #ogma
Wed, 01 Jul 2009 15:30:46 +0000

jesserobbins: @lennysan The Ogma Workshop: Exploring the Policy and Strategy Implications of Web 2.0 on the Practice of Homeland Security #ogma
Wed, 01 Jul 2009 15:29:07 +0000

BigMedicine: #ogma command and control debate - don't intend to command and control public sentiment
Wed, 01 Jul 2009 15:29:03 +0000

BigMedicine: #ogma social media could provide emergent SAR efforts with access to the river of info..
Wed, 01 Jul 2009 15:28:03 +0000

BigMedicine: #ogma collaborative dispersed system required to allow people to work together on focused efforts...victims rescue victims.. that's emergent
Wed, 01 Jul 2009 15:27:07 +0000

BigMedicine: #ogma debate on command and control - interesting body language in play.. would love to be able to share change in room chemistry
Wed, 01 Jul 2009 15:26:03 +0000

lennysan: @jesserobbins what's #ogma?
Wed, 01 Jul 2009 15:25:06 +0000

BigMedicine: #ogma command and control response to disaster has never worked to control the american public. W2.0 provides a window of possible change
Wed, 01 Jul 2009 15:24:27 +0000

BigMedicine: #ogma trust people will do right thing.. however what of corps provide technology - how do we interstitch the two groups
Wed, 01 Jul 2009 15:23:00 +0000

BigMedicine: #ogma shift in the paradigm.. primacy of local.. tool for enhancing even more local response - need to combat leadership myopia
Wed, 01 Jul 2009 15:21:21 +0000

BigMedicine: #ogma doctrine must be trusted itself... will require change in policy toward public and managing extreme events..
Wed, 01 Jul 2009 15:18:53 +0000

BigMedicine: #ogma trust a central theme - crises create common cause however not a common tribe. how to establish trust and context.
Wed, 01 Jul 2009 15:17:32 +0000

jesserobbins: "tweeters & bloggers could be integrated into existing Emergency Management framework like HAM radio operators" #ogma
Wed, 01 Jul 2009 15:17:24 +0000

BigMedicine: #ogma Integrating W2.0 into emergency mgmt - why not use model of integrating ham operators - all about somehow harnessing river flowing by
Wed, 01 Jul 2009 15:15:19 +0000

CornerAlliance: #ogma social communications should be used like the ham radio operators
Wed, 01 Jul 2009 15:14:11 +0000

kellyflynn: Great #ogma posts. Anyone interested in speaking at the #ALI Social Media for Crisis Comms. in Gov't conference? Just let me know!
Wed, 01 Jul 2009 14:39:22 +0000

mbettenhausen: working on new ways for government to become more social on the "internets" #ogma
Wed, 01 Jul 2009 14:28:27 +0000

dcgomez1: #ogma#homelandsecurity
Wed, 01 Jul 2009 03:05:04 +0000

cb97424: Can the coast guard get it right about social media? Some limits: http://bit.ly/VX6P6 #ogma
Wed, 01 Jul 2009 02:03:03 +0000

govwiki: @timoreilly there is a big need for a "who is using open source in gov registry". #gov20 #ogma http://tinyurl.com/l28w78
Wed, 01 Jul 2009 01:45:32 +0000

jesserobbins: @timoreilly there is a big need for a "who is using open source in gov registry". #gov20 #ogma
Wed, 01 Jul 2009 01:25:20 +0000

SMRRC: #ogma next major disaster will be reported virtually - our actions will be dictated less by cnn and more via social net (via @BigMedicine)
Wed, 01 Jul 2009 00:58:47 +0000

bgreenberg: #ogma importance of changing vocabulary from data sharing to information sharing
Wed, 01 Jul 2009 00:33:55 +0000

jesserobbins: In an incredible Open Source in Emergency Management meeting... more happening here than I imagined. #ogma #oss #win
Wed, 01 Jul 2009 00:16:43 +0000

cb97424: Thanks to all who posted on #ogma today. It was almost like being there in person -- except for the armed gateguards, of course.
Tue, 30 Jun 2009 23:43:24 +0000

cb97424: #ogma RT @DHSJournal: DHS outlines all they social media it uses http://tr.im/pXNF
Tue, 30 Jun 2009 23:30:08 +0000

cb97424: #ogma Twitter creator shocked and saddened after learning Twitter used to disseminate pertinent and timely information. http://bit.ly/Heoqz
Tue, 30 Jun 2009 23:26:11 +0000

BigMedicine: RT @bgreenberg: #ogma No interoperble platform 2 allow responders to aggregate & analyze the large amounts of information available via W2.0
Tue, 30 Jun 2009 23:23:07 +0000

bgreenberg: #ogma one important use of social media for public safety is the communicate alerts and warnings to citizens in a precise way
Tue, 30 Jun 2009 23:22:58 +0000

poplifegirl: @DavidStephenson thanks man! :) great discussion - the great things is that we are having the conversation! #ogma
Tue, 30 Jun 2009 23:22:54 +0000

BigMedicine: RT @bgreenberg: #ogma need well conceived and designed managed experimentation to determine the real value of Web 2.0 for emergency response
Tue, 30 Jun 2009 23:21:36 +0000

bgreenberg: #ogma need well conceived and designed managed experimentation to determine the real value of Web 2.0 for emergency response
Tue, 30 Jun 2009 23:19:40 +0000

bgreenberg: #ogma No interoperable platform to allow responders to aggregate and analyze the large amounts of information available thru social media
Tue, 30 Jun 2009 23:16:12 +0000

DavidStephenson: #OGMA @poplifegirl emphasizes that use of Twitter fulfills the social science phenomenon of "milling," which is crucial to notification
Tue, 30 Jun 2009 23:13:05 +0000

DavidStephenson: RT @BigMedicine #ogma entry level certification 4 use of social media in disaster #cultureofpreparedness - entry point to system
Tue, 30 Jun 2009 23:10:22 +0000

BigMedicine: RT @jesserobbins: ground truth is everything. #ogma
Tue, 30 Jun 2009 23:08:53 +0000

BigMedicine: #ogma require system solution v individual solution - sort through the chatter... important not to lose perspective. W2.0 is broad spectrum.
Tue, 30 Jun 2009 23:07:56 +0000

jesserobbins: ground truth is everything. #ogma
Tue, 30 Jun 2009 23:07:09 +0000

BigMedicine: #ogma entry level certification for use of social media in a disaster - #cultureofpreparedness - entry point to system.. basic training.
Tue, 30 Jun 2009 23:03:34 +0000

rjk62447: #OGMA should we be looking for new things we can do, rather than directing energy at improving pretty good systems
Tue, 30 Jun 2009 23:03:20 +0000

rjk62447: #OGMA conference is encouraging - government officials are bright, open to change and looking for ways to use web 2.0
Tue, 30 Jun 2009 22:59:27 +0000

DavidStephenson: #dhs20 #OGMA Specific Web 2.0 tech. will come & go: need hard thinking about how to analyze & GUIDANCE FROM OFFICIALS ON WHAT THEY NEED!
Tue, 30 Jun 2009 22:57:07 +0000

BigMedicine: RT @jesserobbins: Query I don't know answer to. What are people expecting from twitter in an emergency that they don't get from 911? #ogma
Tue, 30 Jun 2009 22:55:50 +0000

DavidStephenson: #dhs20 #OGMA @poplifegirl You go, girl!
Tue, 30 Jun 2009 22:55:40 +0000

jesserobbins: Question I don't know answer to... What are people expecting from twitter in an emergency that they don't get from 911? #ogma #disastertech
Tue, 30 Jun 2009 22:54:35 +0000

mcmullinja: #OGMA Are we getting a little myopic on Twitter?
Tue, 30 Jun 2009 22:51:58 +0000

mcmullinja: #OGMA What is Web 3.0?
Tue, 30 Jun 2009 22:51:03 +0000

pndixon: #ogma Tweet aggregators... http://bit.ly/YLwVm
Tue, 30 Jun 2009 22:50:59 +0000

BigMedicine: #ogma next generation 911 centers will allow for multi media inputs....
Tue, 30 Jun 2009 22:50:22 +0000

44

DavidStephenson: #dhs20 #OGMA discussion heat is increasing over the issue of what's credible info, and how Twitter & other data is factored into decisions!
Tue, 30 Jun 2009 22:50:12 +0000

bgreenberg: #ogma how can first responders decide on the value of hundreds of tweets they receive
Tue, 30 Jun 2009 22:48:02 +0000

bgreenberg: #ogma Jesse to a PD-there is a unique opportunity now to get your citizens to look at you as the authorative source of critical info
Tue, 30 Jun 2009 22:46:24 +0000

pndixon: OGMA: First tech-related event I have been to in a forever where the word "Google" is not the dominant term used by participants...twitter.
Tue, 30 Jun 2009 22:44:14 +0000

poplifegirl: RT @BigMedicine: #ogma near real-time intel requires tribal elder in the loop in order to increase margin of actionable information...
Tue, 30 Jun 2009 22:43:24 +0000

BigMedicine: #ogma near real-time intel requires tribal elder in the loop in order to increase margin of actionable information...
Tue, 30 Jun 2009 22:41:50 +0000

poplifegirl: RT @BigMedicine: #ogma next major disaster will be reported virtually - our actions will be dictated less by cnn and more via social net
Tue, 30 Jun 2009 22:38:00 +0000

cb97424: #ogma breakout sessions do not seem as twenergized as plenary session. ideas from past twittered conference @ http://bit.ly/7pBQS
Tue, 30 Jun 2009 22:37:43 +0000

jesserobbins: RT @BigMedicine: #ogma next major disaster will be reported virtually - our actions will be dictated less by cnn and more via social net
Tue, 30 Jun 2009 22:37:33 +0000

BigMedicine: #ogma next major disaster will be reported virtually - our actions will be dictated less by cnn and more via social net
Tue, 30 Jun 2009 22:36:39 +0000

BigMedicine: #ogma San Fran 311 on twitter - illustrates two-way credibility w option of collaborative social media
Tue, 30 Jun 2009 22:35:13 +0000

DavidStephenson: : #dhs20 #OGMA Discussion of San Francisco 311 on Twitter @SF311. Woot! 2-way credibility resulting from crowdsourcing!
Tue, 30 Jun 2009 22:34:49 +0000

DavidStephenson: #dhs20 #OGMA Critical discussion about how analysis of situational awareness has to be fundamentally transformed by Web 2.0 info.
Tue, 30 Jun 2009 22:33:00 +0000

BigMedicine: #ogma sometimes it's good to be a wildebeest and sometimes you might just be a lemming'
Tue, 30 Jun 2009 22:24:07 +0000

BigMedicine: #ogma how to filter info to gain actionable intelligence - can social net be seen as sensors on the ground or in the cloud?
Tue, 30 Jun 2009 22:22:22 +0000

jesserobbins: On behalf of the Internet, I officially forgive everyone in Emergency Management for being overwhelmed by Web2.0 #ogma #gov20
Tue, 30 Jun 2009 22:20:14 +0000

BigMedicine: #ogma how do you measure trust? recurring theme. credibility gained in social net by providing trusted info from trusted sources.
Tue, 30 Jun 2009 22:17:56 +0000

BigMedicine: #ogma info can be sliced intentionally - it's emergent - still responding and reacting - 'everyone is forgiven for being overwhelmed'
Tue, 30 Jun 2009 22:12:00 +0000

BigMedicine: #ogma W2.0 what is our place in this world - as EM - where does it begin and end? do we need to visualize bifurcated view of the world?
Tue, 30 Jun 2009 22:08:29 +0000

jesserobbins: Are websites and apps like Facebook and Twitter now part of our nation's critical infrastructure? (via @bgreenberg) #ogma
Tue, 30 Jun 2009 22:08:05 +0000

mferola: is wondering how an analog of the EBS (emergency broadcast system) would work on Web 2.0 #ogma #crisiscamp
Tue, 30 Jun 2009 22:07:04 +0000

kgfreeman: good question - RT @bgreenberg #ogma Are websites and apps like Facebook and Twitter now part of our nation's critical infrastructure
Tue, 30 Jun 2009 22:01:41 +0000

cb97424: #ogma "soft fail" is a helpful phrase. One complexity theorist (dave snowden)discusses this as "safe fail" at http://bit.ly/85qdo

Tue, 30 Jun 2009 21:29:09 +0000

poplifegirl: Hey Ogma folks - sign for the Ogma Ning! http://ogma09.ning.com/ Let's keep connected
Tue, 30 Jun 2009 21:27:40 +0000

DavidStephenson: #OGMA DCERN walkie-talkie net looking better & better in a crisis situation! Buy 1 & make sure you've got batteries.http://bit.ly/XOmmF
Tue, 30 Jun 2009 21:27:20 +0000

Brownstein: #ogma "In high need situations, privacy becomes less relevant than in non-situations. " The key is to back off during non-emergencies.
Tue, 30 Jun 2009 21:27:12 +0000

BigMedicine: #ogma govt picks up risk of experimentation - to pilot - to demo W2.0 -
Tue, 30 Jun 2009 21:26:19 +0000

Brownstein: RT @BigMedicine: RT @poplifegirl: RT @DavidStephenson: #ogma need to get away from RAND "fail-safe" model, toward a "soft fail" model.
Tue, 30 Jun 2009 21:23:09 +0000

DavidStephenson: #OGMA IMHO part of gov role is getting people 2 realize that in a crisis, LAST thing you should use is voice.
Tue, 30 Jun 2009 21:22:34 +0000

BigMedicine: RT @poplifegirl: RT @DavidStephenson: #ogma need to get away from RAND "fail-safe" model, toward a "soft fail" model for crises.
Tue, 30 Jun 2009 21:21:34 +0000

DavidStephenson: #OGMA critical role may be using Web 2.0 for preparation, because when real crisis comes, all bets off as to what will be available.
Tue, 30 Jun 2009 21:21:28 +0000

poplifegirl: RT @DavidStephenson: #ogma need to get away from RAND "fail-safe" model, toward a "soft fail" model for crises.
Tue, 30 Jun 2009 21:20:55 +0000

DavidStephenson: #ogma need to get away from RAND "fail-safe" model, toward a "soft fail" model for crises.
Tue, 30 Jun 2009 21:20:07 +0000

BigMedicine: #ogma the notion someone w 30-yrs experience is somehow 'authoritative' during an emergency scares the hell out of me. Intel deficit alert.
Tue, 30 Jun 2009 21:19:14 +0000

DavidStephenson: @SF_Emergency 4 those who wonder why we use Twitter 4 preparedness:"If system is seldom used, virtually ignored in emerging situations"#ogma
Tue, 30 Jun 2009 21:16:04 +0000

BigMedicine: RT @DavidStephenson: RT @Brownstein #ogma The idea of "trusted tweeters" seems to be recurring and easy to implement. (Aaaugggh!)
Tue, 30 Jun 2009 21:15:33 +0000

DavidStephenson: RT @Brownstein #ogma The idea of "trusted tweeters" seems to be recurring and easy to implement.
Tue, 30 Jun 2009 21:13:45 +0000

Brownstein: #ogma How hard would it be to establish a protocol to pass tweets in an ad-hoc network for n nodes (devices) until it can reach the API?
Tue, 30 Jun 2009 21:12:09 +0000

poplifegirl: RT @BigMedicine: #ogma what happens when W2.0 apps become CI/KR.. what happens when Twitter goes down? how do we decenrlize platforms?
Tue, 30 Jun 2009 21:10:56 +0000

BigMedicine: #ogma when michael jackson died, he damned neer took the internet with him. how do we strengthen underlying structure?
Tue, 30 Jun 2009 21:10:37 +0000

DavidStephenson: @BigMed "Michael Jackson died & damn near well took the Internet with him" #dhs20 #OGMA
Tue, 30 Jun 2009 21:10:16 +0000

Brownstein: #ogma The idea of "trusted tweeters" seems to be recurring and easy to implement.
Tue, 30 Jun 2009 21:09:14 +0000

DavidStephenson: #dhs20 #OGMA critical role of Twitter in infrastructure part of re-centralization, while decentralization been seen as critical in crises
Tue, 30 Jun 2009 21:09:08 +0000

BigMedicine: #ogma what happens when W2.0 apps become critical infrastructure... what happens when Twitter goes down? how do we decentralize platforms?
Tue, 30 Jun 2009 21:08:02 +0000

DavidStephenson: #dhs20 #OGMA Fascinating discussion: is Twitter (& other 2.0 players) now part of critical infrastructure, even tho it's startup?
Tue, 30 Jun 2009 21:06:36 +0000

bgreenberg: #ogma Are websites and apps like Facebook and Twitter now part of our nation's critical infrastructure

Tue, 30 Jun 2009 21:05:21 +0000

BigMedicine: #ogma how do we intelligently adopt W2.0? Demonstrate .. prove it.. don't push - pushing causes reaction. Social networking to advance W2.0
Tue, 30 Jun 2009 20:59:26 +0000

SF_Emergency: For those who wonder why we use Twitter for preparedness: "If a system is seldom used, it is virtually ignored in emerging situations" #ogma
Tue, 30 Jun 2009 20:56:21 +0000

Brownstein: #ogma Blue group: "If a system is seldom used, it is virtually ignored in emerging situations."
Tue, 30 Jun 2009 20:51:59 +0000

BigMedicine: #ogma govt will mitigate .. we need to learn to leverage W2.0 - how to move it forward anyway.. because there will be tons of 'whatever'
Tue, 30 Jun 2009 20:51:45 +0000

BigMedicine: #ogma up to the field to adopt new technology - need to align w reality on the ground. learn to leverage technology or learn to mitigate
Tue, 30 Jun 2009 20:49:57 +0000

Brownstein: #ogma What are the ground rules for the dissemination of official information over unofficial channels? Are specific guidelines necessary?
Tue, 30 Jun 2009 20:48:11 +0000

apentz: #ogma there's a question about whether the shared nature of the info in web 2.0 affects the way people respond to disasters.
Tue, 30 Jun 2009 20:46:37 +0000

BigMedicine: #ogma can we mandate how social media is used?
Tue, 30 Jun 2009 20:36:56 +0000

Brownstein: #ogma Social networking is involved in mass convergence in emergencies. How can agencies interact with social networks to manage logistics?
Tue, 30 Jun 2009 20:35:01 +0000

BigMedicine: #ogma core question - how can we control this - W2.0 - how do we massage it - how do we accept it - 'the cycle of grieving for social media'
Tue, 30 Jun 2009 20:30:14 +0000

apentz: #ogma just change the name of our focus group to social and behavioral sciences from behavioral sciences
Tue, 30 Jun 2009 20:29:14 +0000

jmwossi: Ogma conference update...breakout session. Lots of smart people talking. Wonder what they're talking about...hmmmm
Tue, 30 Jun 2009 20:27:03 +0000

ppantoja: In the practitioners breakout session now #ogma #dhsweb20
Tue, 30 Jun 2009 20:22:48 +0000

apentz: #ogma starting up the behavioral science focus group.
Tue, 30 Jun 2009 20:22:16 +0000

ppantoja: The role of social media in disaster response #ogma #dhsweb20
Tue, 30 Jun 2009 20:22:01 +0000

poplifegirl: Thanks @ jesserobbins for the wifi at the tech session #ogma
Tue, 30 Jun 2009 20:20:53 +0000

poplifegirl: In the tech breakout at #ogma
Tue, 30 Jun 2009 20:18:15 +0000

jesserobbins: Yay... @crisiscamp is representing at #ogma
Tue, 30 Jun 2009 20:15:04 +0000

cb97424: rt @CornerAlliance DOD getting cozier with Web 2.0 tools "Army Orders Bases to Stop Blocking Twitter, ..." http://tinyurl.com/kws3fw #ogma
Tue, 30 Jun 2009 20:12:01 +0000

CornerAlliance: #ogma we are breaking up into 4 separate sessions of foci
Tue, 30 Jun 2009 20:02:11 +0000

pcropper: #ogma - at the Ogma Workshop (web 2.0 and emergency communications). Check out the buzz real-time: http://tinyurl.com/lvvj8w
Tue, 30 Jun 2009 19:50:46 +0000

maddog_dstrickl: ogma - interesting discussions around web 2.0 app utilization in homeland security scenarios
Tue, 30 Jun 2009 19:40:57 +0000

cb97424: #ogma Interesting listening to ogma via twitter. Reminds me of Edison reciting "Mary Had A Little Lamb" (http://bit.ly/4YjWW)
Tue, 30 Jun 2009 18:45:55 +0000

govwiki: "If you want to reach the public in an emergency, what tech should you use? ALL OF THEM!!!" #ogma #dis.. http://tinyurl.com/nfc95e
Tue, 30 Jun 2009 18:45:33 +0000

BigMedicine: #ogma no evidence that W2.0 best way to reach #vulnerableatthemoment

Tue, 30 Jun 2009 18:44:54 +0000

jmwossi: At Dhs ogma working group in Monterey. Good info. But what about "empowering citizens"? They are 1st, 1st responders
Tue, 30 Jun 2009 18:44:20 +0000

BigMedicine: RT @bgreenberg: #ogma no silver bullet technology for warnings. Use them all
Tue, 30 Jun 2009 18:39:29 +0000

jesserobbins: "If you want to reach the public in an emergency, what tech should you use? ALL OF THEM!!!" #ogma #disastertech #gov20
Tue, 30 Jun 2009 18:39:10 +0000

bgreenberg: #ogma no silver bullet technology for warnings. Use them all
Tue, 30 Jun 2009 18:38:44 +0000

BigMedicine: #ogma Presentation reminds me of my mom saying if the weatherman was 75-years-old and said it was going to be really bad, she'd listen...
Tue, 30 Jun 2009 18:37:53 +0000

debbryant: Social media IS milling. It can reduce the time people naturally consult with others before they take action to avoid danger. #ogma #emr
Tue, 30 Jun 2009 18:35:33 +0000

AndrewPWilson: FYI - Follow the Web 2.0 and Emergency Response at #ogma
Tue, 30 Jun 2009 18:33:33 +0000

apentz: #ogma surprized to hear that web 2.0 is a better warning system with low income and non english speaking communities
Tue, 30 Jun 2009 18:33:20 +0000

BigMedicine: #ogma Key elements of warning: content. repetition. cues. confirming it with others. Message factors high impact on public response.
Tue, 30 Jun 2009 18:33:17 +0000

debbryant: One slide conclusion: Important in warning: content (esp what do to), repetition, visual cues, milling (or confirming it with others.) #ogma
Tue, 30 Jun 2009 18:32:26 +0000

debbryant: When different studies come to the same conclusions, get excited. How to get public to respond is well understood. #ogma
Tue, 30 Jun 2009 18:30:42 +0000

BigMedicine: RT @debbryant: Public responds to warning - survey says: people never respond to warnings until after they talk to someone else. #ogma
Tue, 30 Jun 2009 18:29:37 +0000

debbryant: Public responds to warning - survey says: people never respond to warnings until after they talk to someone else. #ogma #disasterresponse
Tue, 30 Jun 2009 18:28:51 +0000

BigMedicine: RT @bgreenberg: #ogma most people in the twin towers learned about the attack from a friend
Tue, 30 Jun 2009 18:27:06 +0000

apentz: #ogma solution media will be the primary waring system soon.
Tue, 30 Jun 2009 18:26:31 +0000

bgreenberg: #ogma most people in the twin towers learned about the attack from a friend
Tue, 30 Jun 2009 18:26:09 +0000

BigMedicine: #ogma Social media will play enormous role in diffusion of warnings... and secondary diffusion... peer to peer... family nets.. grassroots
Tue, 30 Jun 2009 18:25:38 +0000

DavidStephenson: Great review of "informal alerting" & how crucial it is! #dhs20 #OGMA
Tue, 30 Jun 2009 18:24:48 +0000

pndixon: People during crisis: drowning in data, starved for information #ogma
Tue, 30 Jun 2009 18:22:27 +0000

BigMedicine: RT @DavidStephenson: Myth: don't warn people because they'll panic. NO ONE HAS EVER PANICKED AFTER A WARNING GOING BACK TO 1776 #OGMA #dhs20
Tue, 30 Jun 2009 18:22:03 +0000

DavidStephenson: Myth 6: Social media warnings wrong. ACTUALLY, MAY BE MORE ACCURATE!! #dhs20 #OGMA
Tue, 30 Jun 2009 18:21:27 +0000

apentz: #ogma mileti's point is great: people are starved for information during disasters. Web 2.0 can provide a huge amount of info.
Tue, 30 Jun 2009 18:21:03 +0000

DavidStephenson: Myth 5: info can be controlled. Officials can control info. NO MORE #dhs20 #OGMA
Tue, 30 Jun 2009 18:20:52 +0000

ilabra: If you don't tell people enough they will go find info somewhere else from somene who will tell them something else. #ogma
Tue, 30 Jun 2009 18:20:41 +0000

BigMedicine: #ogma How can we use #SNA social network analysis to build W.2.0 apps for emergency mgmt. How do we plan to connect the dots? Which dots?
Tue, 30 Jun 2009 18:20:27 +0000

DavidStephenson: MYTH #2 "KISS" if warnings don't tell enough people find out on their own,ppl become "info vampires" #dhs20 #OGMA
Tue, 30 Jun 2009 18:20:18 +0000

jesserobbins: Panic only occurs when people think they must "compete for resources to survive" #ogma #disastertech
Tue, 30 Jun 2009 18:19:34 +0000

DavidStephenson: Myth: don't warn people because they'll panic. NO ONE HAS EVER PANICKED AFTER A WARNING, GOING BACK TO 1776 #OGMA #dhs20
Tue, 30 Jun 2009 18:18:10 +0000

BigMedicine: #ogma social media to alert #vulnerableatthemoment need to include all stakeholders - nothing for us without us
Tue, 30 Jun 2009 18:16:31 +0000

debbryant: Social media and emergencies:The public is warning itself. Needed: To integrate official systems and players to avoid system failures. #ogma
Tue, 30 Jun 2009 18:14:02 +0000

copelandcasati: RT @DavidStephenson: #OGMA #dhs20 Web 2.0 challenge to current command & control doctrine for emergency: All your data are belongs to us!
Tue, 30 Jun 2009 18:13:11 +0000

BigMedicine: #ogma social media can be used to design official warning systems.. could create more reliable systems.. all actors talking to one another
Tue, 30 Jun 2009 18:12:25 +0000

bgreenberg: #ogma social media can help us design effective warning systems
Tue, 30 Jun 2009 18:12:12 +0000

BigMedicine: #ogma harder to warn visitors and transients... how the heck do i know what county i'm in - 'a tornado warning has been issued for xx county
Tue, 30 Jun 2009 18:11:03 +0000

BigMedicine: #ogma monitor risk, detect, assess, analysis..decision to inform..content..channel..measure metrics?..public response via interpretation
Tue, 30 Jun 2009 18:09:42 +0000

BigMedicine: #ogma Warning message delivery systems and social media - weaving technology, authorities, grassroots, specializations, societal divisions.
Tue, 30 Jun 2009 18:08:13 +0000

apentz: #ogma web 2.0 and the public safety framework (ie training, policies) are on a collision course where prep won't equal reality in the field
Tue, 30 Jun 2009 18:07:06 +0000

debbryant: "Social Media holds the greatest potential to more lives than anything else" #ogma #web2.0 #social media
Tue, 30 Jun 2009 18:06:23 +0000

pndixon: How about some dev on building a CAP to tweet engine, who's in? #ogma
Tue, 30 Jun 2009 18:06:09 +0000

bgreenberg: #ogma' social media has the capability to savemore lives than anything I can imagine'
Tue, 30 Jun 2009 18:06:07 +0000

BigMedicine: #ogma social media and warnings intermeshing... highest potential to save american (and hopefully other nationalities, too) lives...
Tue, 30 Jun 2009 18:05:42 +0000

DavidStephenson: #dhs20 #OGMA examinging how social media & warnings might be combined. Social media has greatest potential to warn people! Woot.
Tue, 30 Jun 2009 18:05:28 +0000

jesserobbins: Speaking of "troublemaker... in a good way" - Dennis Mileti just took the podium - http://bit.ly/IIO5T #ogma
Tue, 30 Jun 2009 18:04:46 +0000

DavidStephenson: #dhs20 #OGMA wide range of scholarly studies over past 50 yrs. on social science of real people in real disasters.
Tue, 30 Jun 2009 18:04:43 +0000

bgreenberg: #ogma how to help people in danger stop doing what they're doing hear what they need to do and take protective action
Tue, 30 Jun 2009 18:02:14 +0000

BigMedicine: #ogma #vulnerableatthemoment how do you help people in danger, hear what you're saying, change their actions... save themselves.
Tue, 30 Jun 2009 18:02:05 +0000

BigMedicine: #ogma W2.0 as preimpact tools - get people out of the way before the monster stomps on them....
Tue, 30 Jun 2009 18:00:58 +0000

bgreenberg: #ogma now talking about how web 2.0 can be used to save lives by getting people out of harms way before the impact of the disaster

Tue, 30 Jun 2009 18:00:50 +0000

debbryant: Dennis Milieti is up next from UC Boulder on Social Media and Public Disaster Warnings. #ogma #disastermanagement #emr
Tue, 30 Jun 2009 18:00:24 +0000

debbryant: #ogma pressos will be available on #moodle :-) #oss #opensource
Tue, 30 Jun 2009 17:58:27 +0000

DavidStephenson: #dhs20 #OGMA shaping up to be a great conference: really laying out the challenge of integrating web 2.0 into homeland security.
Tue, 30 Jun 2009 17:58:13 +0000

debbryant: Briese wraps up: "we may be lost, but we're making good time" Berra #ogma #dhs #homelandsecurity #web2.0
Tue, 30 Jun 2009 17:57:41 +0000

bgreenberg: #ogma " we may be lost but we're making good time" Yogi Berra
Tue, 30 Jun 2009 17:57:31 +0000

BigMedicine: RT @DavidStephenson: #dhs20 #OGMA great recommendations on methodology to integrate Web 2.0 into homeland security
Tue, 30 Jun 2009 17:57:28 +0000

BigMedicine: #ogma 'we may be lost, but we're making good time'
Tue, 30 Jun 2009 17:57:16 +0000

bgreenberg: #ogma need to integtrate Web 2.0 into new national security strategy
Tue, 30 Jun 2009 17:56:29 +0000

DavidStephenson: #dhs20 #OGMA great recommendations on methodology to integrate Web 2.0 into homeland security
Tue, 30 Jun 2009 17:56:02 +0000

BigMedicine: #ogma W2.0 needs to be integrated into next natl security strategy.... aaaaugh... do we want Feds dictating protocols?
Tue, 30 Jun 2009 17:55:42 +0000

DavidStephenson: #dhs20 #OGMA LOL: ENFP's will RULE in Homeland Security 2.0!!!
Tue, 30 Jun 2009 17:55:21 +0000

jgarrow: RT @DavidStephenson: #dhs20 #OGMA no mention of Web 2.0 in current training for NIMS & ICS! Wow! - Sounds about right.
Tue, 30 Jun 2009 17:55:14 +0000

BigMedicine: #ogma integrate flexibility and speed of change...ensure fidelity of info...apply significant focus to human factors.. this is culture. W2.0
Tue, 30 Jun 2009 17:54:19 +0000

CornerAlliance: #ogma policy and training are the most important first steps to get gov orgs inboard with Web 2.0
Tue, 30 Jun 2009 17:54:13 +0000

cb97424: tuning into NPS social media and homeland security conference @ #ogma #homelandsecurity
Tue, 30 Jun 2009 17:53:52 +0000

BigMedicine: RT @jesserobbins: For those following #ogma remotely. following "Monterey Rules" so many quotes will be unattributed to protect the speaker.
Tue, 30 Jun 2009 17:53:09 +0000

jesserobbins: For those following #ogma remotely... We're following "Monterey Rules" so many quotes will be unattributed to protect the speaker.
Tue, 30 Jun 2009 17:51:46 +0000

llew: @jesserobbins i hope that amateur radio & emcomm orgs are parties to those discussions! Much more to talk about IRL #disastertech #ogma
Tue, 30 Jun 2009 17:51:29 +0000

BigMedicine: #ogma perception of high level uncertainty, data and info related to web 2.0. as opposed to stunning gaps in current intel gathering efforts
Tue, 30 Jun 2009 17:51:09 +0000

DavidStephenson: #dhs20 #OGMA no mention of Web 2.0 in current training for NIMS & ICS! Wow!
Tue, 30 Jun 2009 17:51:08 +0000

DavidStephenson: #OGMA #dhs20 Web 2.0 challenge to current command & control doctrine for emergency communications.All your data are belong to us!
Tue, 30 Jun 2009 17:49:12 +0000

BigMedicine: #ogma center of gravity of info flow has shifted... tactical events now have strategic consequences
Tue, 30 Jun 2009 17:49:01 +0000

jesserobbins: The AARL provides citizen emergency comm, but I'm talking more lightweight && focused on social media #disastertech #ogma (thanks @llew!)
Tue, 30 Jun 2009 17:48:16 +0000

apentz: #ogma good point that we need to understand how overwhelming web 2.0 can seem to the 50,000 agencies across the nation.

Tue, 30 Jun 2009 17:47:50 +0000

BigMedicine: #ogma do we need to clarify social media strategy and objectives ahead of time. What are the metrics for measurement?
Tue, 30 Jun 2009 17:46:51 +0000

BigMedicine: #ogma active mourning period for 'death of authority' .... social nets enable local info... just my two bits
Tue, 30 Jun 2009 17:45:19 +0000

DavidStephenson: #OGMA informal survey of 25 public safety agencies showed only 5 have any Web 2.0 initiatives. That fits with my experience.
Tue, 30 Jun 2009 17:43:56 +0000

bgreenberg: #ogma While media is pushing public safety 2 use Web 2.0 most aren't yet because don't understand where it fits
Tue, 30 Jun 2009 17:43:41 +0000

BigMedicine: #ogma wow. really disagree w concept that media is pushing web 2.0 - actually i believe the mainstream media is still running screaming
Tue, 30 Jun 2009 17:43:24 +0000

jesserobbins: I think we will eventually have a Citizen Emergency Comm. certification similar to layperson CPR/AED training. #ogma #disastertech
Tue, 30 Jun 2009 17:43:20 +0000

DavidStephenson: #OGMA "Web 2.0 fits perfectly with Homeland Security" but we don't know exactly how now.
Tue, 30 Jun 2009 17:43:13 +0000

debbryant: Does web 2.0 fit with Homeland Security? Yes, but we don't know how it all fits together. Like driving car with no rear view mirror. #ogma
Tue, 30 Jun 2009 17:42:55 +0000

BigMedicine: #ogma kudos to @jesserobbins for facilitating backchannel... very cool and likely a first at a homeland security gathering...
Tue, 30 Jun 2009 17:41:04 +0000

debbryant: RT jesserobbins @DavidStephenson please post your #disastertech presentation to slideshare! #ogma +1
Tue, 30 Jun 2009 17:39:56 +0000

DavidStephenson: #dhs20 Sweet! My challenge to #OGMA attendees to take Web 2.0 seriously followed by preso on the tangible, serious obstacles to overcome.
Tue, 30 Jun 2009 17:39:06 +0000

jesserobbins: Interesting observation - this is the first Homeland Security event that I have attended with a backchannel. ;-) #ogma
Tue, 30 Jun 2009 17:38:48 +0000

BigMedicine: #ogma hierarchy of command and control seriously challenged..no doctrine..no levelling of leadership system akin to military in EM
Tue, 30 Jun 2009 17:38:27 +0000

pndixon: Out of the ~87K data sources/feeds at data.gov, how many are critical to preparedness, warning, response? #ogma
Tue, 30 Jun 2009 17:37:52 +0000

BigMedicine: #ogma to twitter or not twitter - 50,000 decisions made at local levels. no real system of homeland security.. no structured info processing
Tue, 30 Jun 2009 17:36:55 +0000

IIRC: In Monterey for OGMA meeting. IIRC, tag for followers is #ogma. (Or not.): In Monterey for OGMA meeting. IIRC, t.. http://bit.ly/uq02j
Tue, 30 Jun 2009 17:36:50 +0000

jesserobbins: At @DavidStephenson please post your #disastertech presentation to slideshare! #ogma
Tue, 30 Jun 2009 17:34:41 +0000

debbryant: Gary Briese is up on "challenges of Web 2.0 in the practice of homeland security". How does doctrine play? #ogma
Tue, 30 Jun 2009 17:33:49 +0000

ilabra: Tried to qik some of talk at #ogma from android phone. Not sure it worked qik still a bit raw.
Tue, 30 Jun 2009 17:31:58 +0000

DavidStephenson: #OGMA #dhs20 Just finished "Networked Homeland Security" preso. Seemed to be well received!
Tue, 30 Jun 2009 17:31:44 +0000

rjk62447: Attending #OGMA, impressive stuff
Tue, 30 Jun 2009 17:31:21 +0000

debbryant: Funny! speakers Mac alarm for his mortgage payment goes off at the end of his presso :-) #ogma
Tue, 30 Jun 2009 17:31:06 +0000

pndixon: Something good should come from OGMA Workshop this week.
Tue, 30 Jun 2009 17:30:28 +0000

debbryant: Stephen wraps up: We're going to do this whether government want to or not. Gov, if we're giving you info, you'd better listen. #ogma
Tue, 30 Jun 2009 17:29:45 +0000

ilabra: [qik] - david stephenson ogma
Tue, 30 Jun 2009 17:29:39 +0000

BigMedicine: #Ogma Research ways to increase likelihood of swarm intelligence in emergencies. How do we encourage this practice/paradigm shift?
Tue, 30 Jun 2009 17:27:02 +0000

debbryant: Stephenson: close the policy gap with a "playbook" of options addressing governance, improving public participation #ogma #web2.0 #disaster
Tue, 30 Jun 2009 17:26:44 +0000

BigMedicine: #Ogma How we will overcome same problems that plague registries for people w disabilities. How do we manage expectations for Web 2.0 for EM?
Tue, 30 Jun 2009 17:24:42 +0000

debbryant: dcern - the dc emergency radio network - a $15 walkie talkie; what if we all tuned in to the same channel? grass roots #ogma #dcern #radio
Tue, 30 Jun 2009 17:22:53 +0000

BigMedicine: #Ogma Caveat separation - Can we use metadata to allow for simultaneous asynchronous (does that make sense?) views of same data landscape?
Tue, 30 Jun 2009 17:21:39 +0000

brooksharold: OGMA workshop in Monterey. Responding to emergencies using web 2.0
Tue, 30 Jun 2009 17:20:29 +0000

debbryant: CUWIN - community wireless solutions - is software not hardware based network #ogma #networks #community
Tue, 30 Jun 2009 17:19:46 +0000

BigMedicine: #Ogma Today's intros reminded me that combination of meta-tagging users and info will make it possible to access intelligent info as needed
Tue, 30 Jun 2009 17:18:22 +0000

debbryant: U. Deleware study on Stanton Island ferry evacuation concludes no one was in charge, by design #ogma #disastermanagement
Tue, 30 Jun 2009 17:14:07 +0000

CornerAlliance: #ogma mobile technologies + public use of social networking tools = best initial info for Emergency Responders
Tue, 30 Jun 2009 17:13:40 +0000

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pndixon: Needed: Let's start planning for Strong Angel 4...who's in? #ogma
Tue, 30 Jun 2009 17:13:26 +0000

debbryant: #ogma opening talk was Dr.David Boyd resonated with local gov - says you must prove value of sharing local data, assure local control
Tue, 30 Jun 2009 17:11:54 +0000

bgreenberg: #ogma Lot of good discussions going on at DHS Web 2.0 workshops on how to make info actionable
Tue, 30 Jun 2009 17:11:51 +0000

debbryant: #ogma workshop is in Monterey by invite, on Web 2.0 impact on Homeland Security.
Tue, 30 Jun 2009 17:08:57 +0000

BigMedicine: #OGMA How to re-establish trust - can we rebuild after a network is compromised? What happens when breach occurs in mid-emergency or crisis?
Tue, 30 Jun 2009 17:08:48 +0000

debbryant: David Stephenson is speaking at #ogma on mobile devices role in disasters
Tue, 30 Jun 2009 17:07:09 +0000

BigMedicine: #OGMA We are excellent at creating networks but how do we measure whether or not we have achieved key element within networks - Trust?
Tue, 30 Jun 2009 17:06:41 +0000

CarterButts: In Monterey for OGMA meeting. IIRC, tag for followers is #ogma. (Or not.)
Tue, 30 Jun 2009 17:06:31 +0000

BigMedicine: #OGMA Need to ensure interactive flow of info -- need to create value-add for both providers and users of info
Tue, 30 Jun 2009 17:05:00 +0000

jesserobbins: was just told I'm seen as a troublemaker in Emergency Management circles... "but in a good way". Please talk to me if otherwise. #ogma
Tue, 30 Jun 2009 17:04:10 +0000

BigMedicine: #OGMA Dr David Boyd emphasizes need for trust-and creating valu-add for local providers of info.. needs to be a valuable interactive stream
Tue, 30 Jun 2009 17:03:11 +0000

winecountrydog: RT @jesserobins Learning about the SAFECOM emergency communication & interop goals - http://bit.ly/1rxSMu #ogma #gov20
Tue, 30 Jun 2009 16:57:56 +0000

govwiki: Learning about the SAFECOM emergency communication & interop goals - http://bit.ly/1rxSMu #ogma #gov20 http://tinyurl.com/ln2x7p
Tue, 30 Jun 2009 16:45:33 +0000

govwiki: RT (@jesserobbins "Every emergency starts local & ends local" #ogma #gov20) Like H1N1? :-) http://tinyurl.com/lf3dag
Tue, 30 Jun 2009 16:45:29 +0000

jesserobbins: Learning about the SAFECOM emergency communication & interop goals - http://bit.ly/1rxSMu #ogma #gov20
Tue, 30 Jun 2009 16:35:30 +0000

DrQz: RT (@jesserobbins "Every emergency starts local & ends local" #ogma #gov20) Like H1N1? :-)
Tue, 30 Jun 2009 16:35:23 +0000

jesserobbins: "Every emergency starts local & ends local" #ogma #gov20
Tue, 30 Jun 2009 16:22:10 +0000

govloop: On GovLoop: OGMA Emergency Management and Web 2.0 Workshop: Day 1 - Initial Impression http://bit.ly/wJ1Pf
Tue, 30 Jun 2009 16:14:26 +0000

DavidStephenson: @sradick It's the DHS "OGMA" workshop on policy & strategy implications of Web 2.0 for Homeland Security, I'm about to give keynote!
Tue, 30 Jun 2009 16:02:59 +0000

jesserobbins: Finally met @DavidStephenson at #OGMA #dhs20 ;-)
Tue, 30 Jun 2009 15:45:07 +0000

ilabra: .@jesserobbins thanks for sharing out wifi at ogma
Tue, 30 Jun 2009 15:23:12 +0000

ilabra: At the ogma workshop exploring policy and strtategy implications of web 2.0 on practice of home land security.
Tue, 30 Jun 2009 15:13:30 +0000

pndixon: OGMA Workshop - Naval Postgrad School/Monterey CA
Tue, 30 Jun 2009 15:12:56 +0000

maddog_dstrickl: @ ogma conference it ought to be an interesting day
Tue, 30 Jun 2009 15:04:02 +0000

Brownstein: At the OGMA social networking meeting in Monterey, CA http://loopt.us/j1lmTg.t
Tue, 30 Jun 2009 14:56:31 +0000

poplifegirl: Dinner at cafe fina on the wharf! #ogma (via @debbryant) I'll be there!
Tue, 30 Jun 2009 02:10:00 +0000

debbryant: Dimmer at cafe fina on the wharf! #ogma
Tue, 30 Jun 2009 02:08:10 +0000

jesserobbins: Getting ready to head down to the Ogma DisasterTech Summit -
http://bit.ly/P5ihr
Mon, 29 Jun 2009 18:10:43 +0000

lesliemack: INNe1 twittering Ogma Workshop: Exploring Policy & Strategy Implications of Web
2.0 on Practice of Homeland Security Tue-Wed? #homeland
Sun, 28 Jun 2009 23:17:28 +0000

laurievanleuven: Heading 2 Ogma Wkshp: Exploring the Policy & Strategy Implications of Web
2.0 On the Practice of Homeland Security http://tinyurl.com/lxsxsv
Sun, 28 Jun 2009 18:42:38 +0000

livingstoneian: Reading about Ogma - http://bit.ly/V8AYh
Sat, 27 Jun 2009 20:50:43 +0000

poplifegirl: Who's going to the Ogma Conference in Monterey? Shall we set up a hashtag?
#dhs20
Sat, 27 Jun 2009 13:42:10 +0000

NCOEC: OEC is participating in two social media/ Web 2.0 events: today, a DHS Roundtable;
Monday, the "Ogma" conference on public safety & Web 2.0
Fri, 26 Jun 2009 19:21:33 +0000

mbyrne00: Ogma workshop is next week; Over 70 subject matter experts to wrestle with the
opportunties web 2.0 brings to the practice of HLS
Fri, 26 Jun 2009 17:19:09 +0000