

## Online Media Monitoring for Water and Development

Citizens and journalists describe new water crises in millions of online posted messages on social media, blogposts, forums, online news stations. FloodTags collects, structures and analyses this data using a mix of natural language processing, hydro-meteorological enrichments and external data combinations. For real-time monitoring and historical analyses.

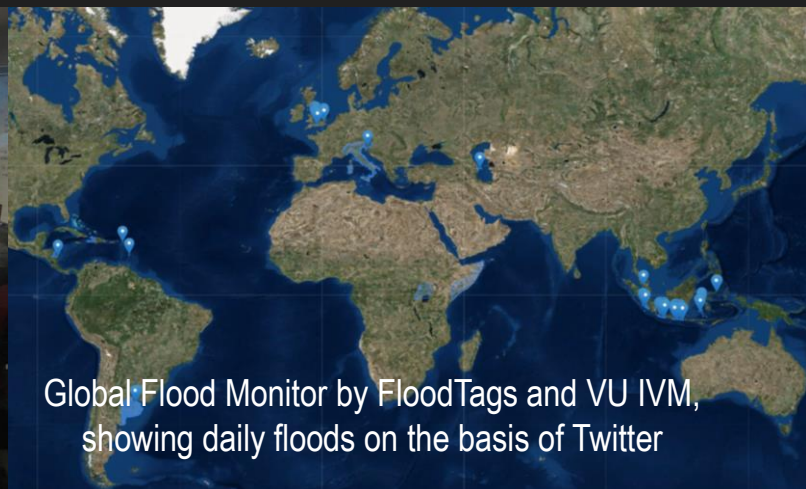


## Approach

- (1) You determine what type of water information you want to monitor
- (2) We collect online media data relevant for your geographic area
- (3) You train text classifiers in a supported process for information extraction
- (4) We apply the classifiers and water data enrichments to the media data
- (5) You get the event reports and alerts in the FloodTags dashboard and API



Emergency Operation Centre of The Philippine Red Cross in Manilla, using FloodTags



Global Flood Monitor by FloodTags and VU IVM, showing daily floods on the basis of Twitter

## Applications Include

*Real-time Twitter monitoring for Red Cross Operation Centre in Philippines. Detect floods, organize flood response and support emergency fund requests.*

*Historic and real-time media monitoring of drought indicators for validation of drought modelling in Mali.*

*10-year historic flood event analysis on basis of news media, for comparison with hydro-meteorological time series, for impact forecasting in Tanzania.*

*Twitter and News Media monitoring at The Nature Conservancy to support evidence-based advocacy for Mangrove restoration in Semarang.*

*Hydrologic model output validated with historic and real-time media observations for parametric insurance in Myanmar, Lao PDR and Cambodia.*

*Using direct messaging assistants and bots to aid flood preparedness and response in Dar es Salaam*