

Crisis and Information

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2015/03/17

Information & Communications Statistics 2013/12, Ministry of Internal Affairs and Communications

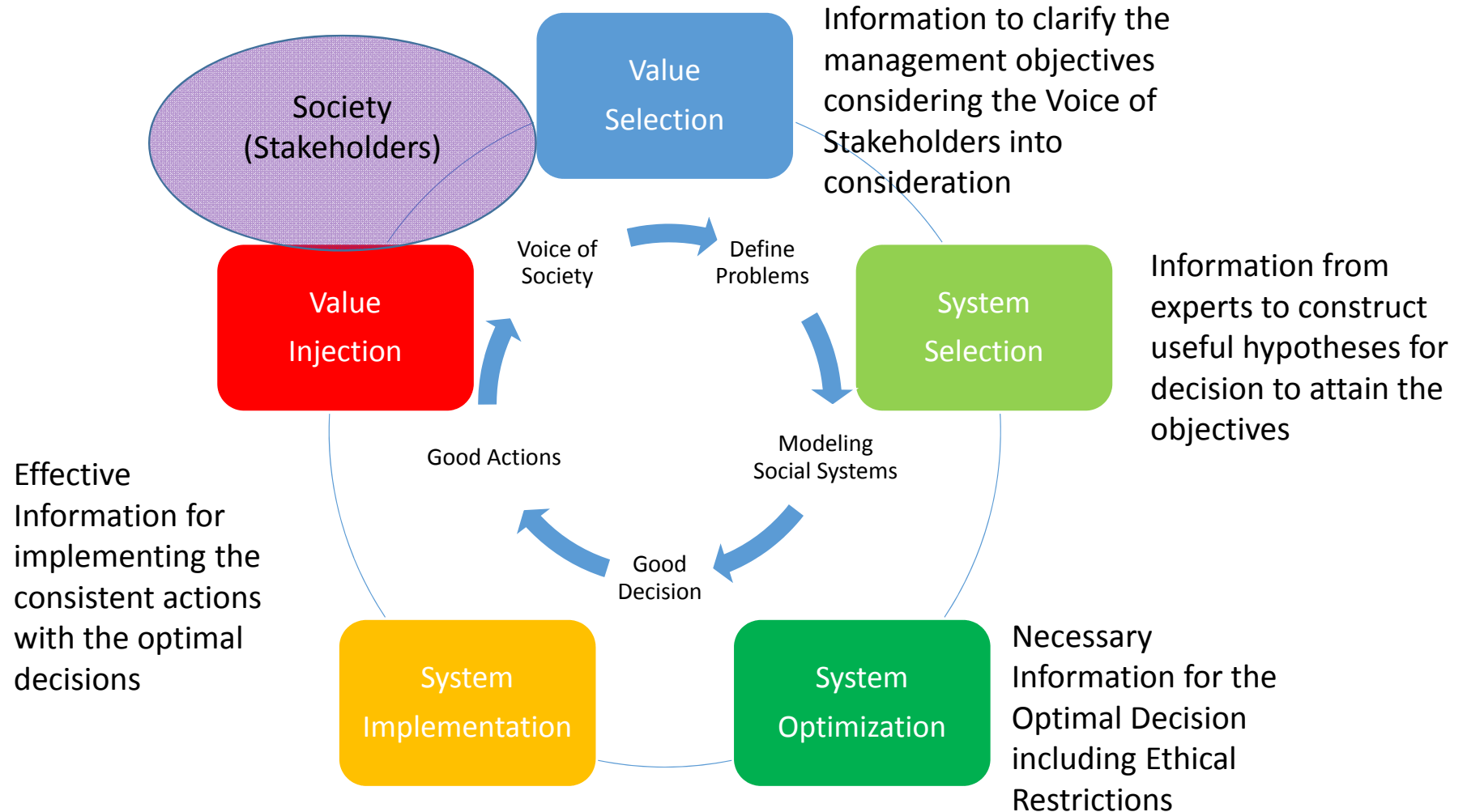
Age (Head of Household)	# & % Adjusted Households	% Prevalence of Cellular phone including PHS	% Prevalence of Smart phone
20-29	1369 (8.8%)	52.9	89.8
30-39	2375 (15.2%)	60.2	84.9
40-49	2528 (16.2%)	74.1	78.1
50-59	2664 (17.1%)	84.3	73.2
60-64	1739 (11.1 %)	90.2	56.0
65-69	1456 (9.3%)	89.6	41.4
70-79	2307 (14.8%)	84.8	30.2
80-	1161 (7.4%)	72.2	27.5

Availability of Internet through mobile phone

Age (Head of Household)	% Internet Utilization at least once a year	% Internet through cellular phone including PHS	% Internet through mobile phone
20-29	95.5	35.2	85.7
30-39	98.3	41.8	82.8
40-49	96.8	51.3	75.4
50-59	93.8	50.0	67.3
60-64	85.1	39.2	48.4
65-69	73.7	29.0	34.4
70-79	63.7	24.8	25.9
80-	54.9	23.8	24.5

General (Daily) Information Cycle for Society

Fig. is based on
Tsubaki(2010)
Scope and
Strategy of
ISO TC 69 SC 8



Information management during significant crisis

- Requirements for Emergency Information
 - Not Exact and Accurate but Appropriate for the Necessary Actions
 - Prompt and Agile
 - Conservative and Consistent to avoid the worst situation
 - Compulsory
 - “In order to save your life just do It by this way within XX minutes”
- Application of Precautionary Principle may be reasonable
 - In case of no Information on the impact of crisis during or just after the crisis, people shall regard the crisis as their least favorable event and immediately decide their actions to avoid the worst situation as possible.

Preparation of emergent information in advance

- The emergent actions shall be considered and determined carefully in advance
 - The appropriate actions can depend on their residence, the family structure etc.
 - The evacuation may be more dangerous than staying in the residence in some floods.
- Necessary Information for the emergent decision shall be prepared and supplied in advance by the local government or community for the decision and immediate risk management by the community just after or during crisis
- The local universities and research institute should support such local government's activities to assure the quality of emergent information from the viewpoints of risk management procedures.

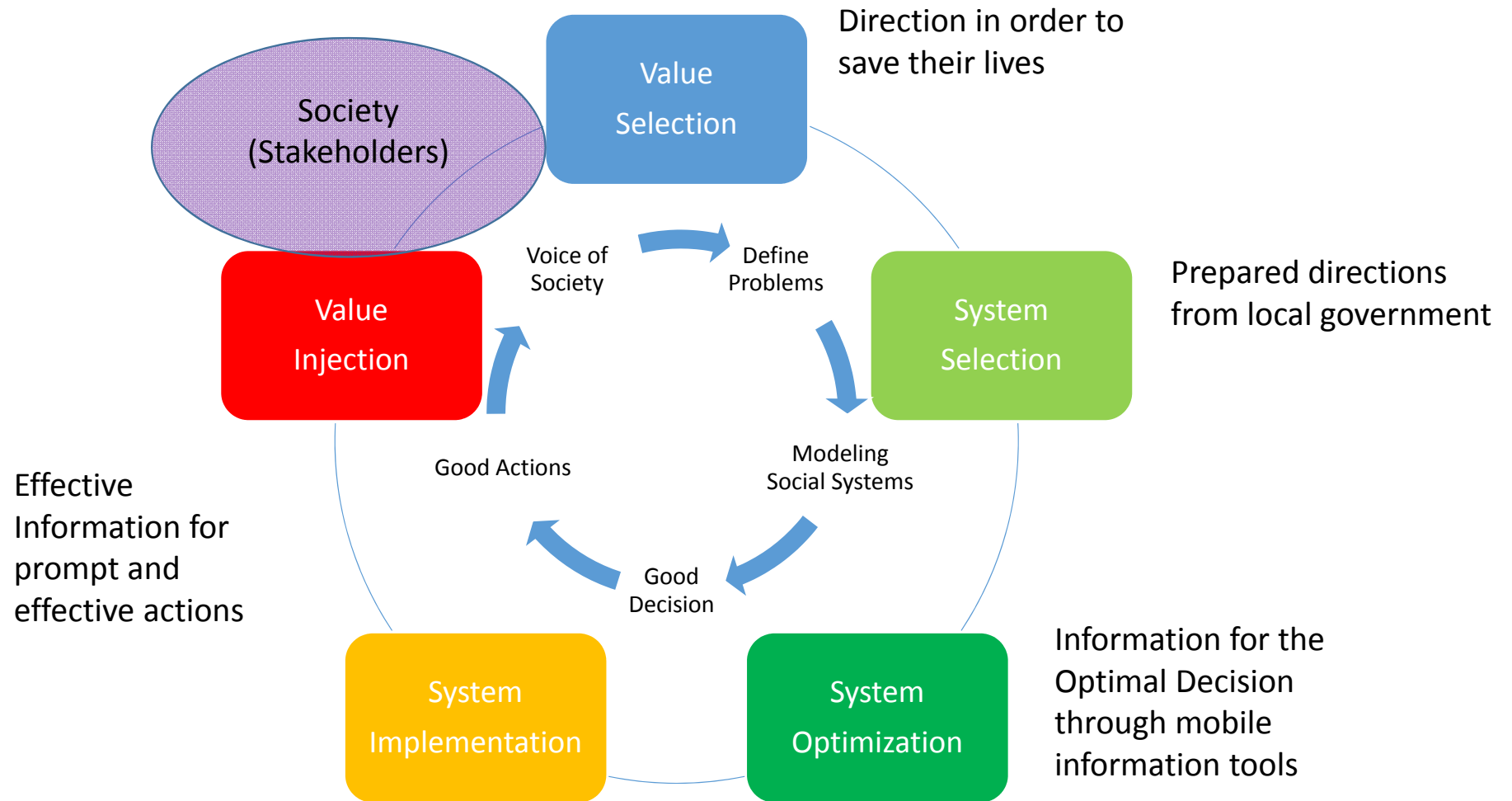
Requirements for previous preparation of the emergency information

- Classification of Crisis (disaster)
 - Level of Priority
 - Imminent or not, maybe very uncertain
 - Significant or not, based on the damage estimation or simulation
 - who, where and how
 - Fragility of our local community against the crisis
 - Life crisis or not
 - Crisis of the property or not
 - Possibility of potential chain-reaction disasters
 - Possibly Predictable or not even just before the crisis
 - Role of Earthquake Early Warning with Emergency Reception by our cellular phones
 - Clear Direction
 - The cellular or smart phone shall be normally carried at all times
 - Battery Management System should be improved
- Design of Necessary Information to clarify the objective and actions for local crisis management

Role of Mobile Phone

	Passive roles to collect the information	Active roles	Public Information from the local government etc. through Radio, TV, Internet etc.
Before the crisis	○		○ Useful Information for the appropriate decision in case of emergency
Just before the crisis	◎ Emergency Alarm		
During the crisis	◎ Information to save the lives ○ Dangerous and Safe region ○ How to reach the safest region	◎ Restrict calls for requesting rescue ○ Automatic Collecting Information on location of the holders (ex. Radiation Exposure Estimation)	
After the crisis	○		○ Useful Information for the appropriate decision to survive

Information Cycle for Crisis



So I should take my fully charged
mobile phone all the time

Thank you very much for your kind attention