0403 花蓮地震之社群網路災情分析

The Situation Analysis of Social Media for 0403 Earthquake

國家災害防救科技中心

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摘　要

各類型的天然災害一直是臺灣長期面臨的威脅，政府每年皆投入許多災害應變的資源，於災害管理上分為四個階段:整備、減災、應變、復原，其主要目的就是希望能減少災害所造成的衝擊與損失。對於災害應變階段而言，政府著重在因應造成實際災害的地區要能快速處理，因此如何快速掌握現場災情的狀況，一直是災害應變中心的重要任務之一。隨著資訊科技快速的發展，資訊傳遞的模式已經不同以往，社群網路成為一項重要的資訊匯集站，許多民眾將資訊分享到平時常使用的社群網站，讓當地的資訊能快速地被傳播，這種資訊傳播的方式，對於災害應變的情資蒐整也是一項重要的來源。本研究運用社群網路資訊，實際以 4 月 3 日花蓮地震災害事件進行災情的分析與蒐整，利用攀爬、過濾、定位以及製圖的流程，制度化的蒐整民間社群網路資訊，並快速產致災情地圖，提供地震後所造成的各種災害衝擊，例如: 房屋倒塌、道路中斷等，並展示最後的綜整成果。

關鍵詞：災情蒐整，社群網路分析，地理資訊系統

Abstract

Various types of natural disasters have always been a long-term threat to Taiwan. The government invests a lot of disaster response resources every year. Disaster management is divided into four stages: preparation, disaster reduction, response, and recovery. The main purpose is to reduce the impact of disasters. The impact and losses caused. For the disaster response stage, the government focuses on rapid response to areas that cause actual disasters. Therefore, how to quickly grasp the status of on-site disasters has always been one of the important tasks of the disaster response center. With the rapid development of information technology, the mode of information transmission has changed from the past. Social networks have become an important information collection site. Many people share information to the social networking sites they usually use, so that local information can be quickly disseminated. Being disseminated, this method of information dissemination is also an important source for

the collection of information on disaster response. This study uses social network information to analyze and collect the actual disaster situation of the Hualien earthquake disaster on April 3. It uses the process of climbing, filtering, positioning and mapping to institutionalize the search for civil society network information. , and quickly generate disaster maps to provide various disaster impacts caused by earthquakes, such as house collapse, road interruption, etc., and display the final comprehensive results.

Keywords: Situation Integration, Social Media Analysis, Geography Information System