# The Crisis Mapping Tool Ushahidi



# The Crisis Mapping Tool Ushahidi: A Powerful Platform for Emergency Response

In today's interconnected world, rapid and effective responses to crises are paramount. Natural disasters, political upheavals, and public health emergencies can unfold with devastating speed, leaving affected communities in desperate need of assistance. This is where Ushahidi steps in. This blog post delves deep into the crisis mapping tool Ushahidi, exploring its capabilities, applications, and impact on global emergency response. We'll unpack its functionality, examine its role in various crisis situations, and discuss its future potential. Get ready to understand how this powerful platform is changing the way we respond to emergencies.

# What is Ushahidi? Understanding the Core Functionality

Ushahidi, Swahili for "witness" or "testimony," is a free and open-source platform designed to collect, visualize, and analyze crowdsourced information during crises. Initially developed in response to the 2008 Kenyan post-election violence, it's evolved into a versatile tool used globally for a wide range of emergency response scenarios.

At its core, Ushahidi functions as a sophisticated crowdsourcing platform. Citizens on the ground can report incidents, share crucial information like locations of injured people, damaged infrastructure, or available resources, using various channels including SMS, email, web forms, and social media integrations. This information is then geospatially mapped, providing a real-time visual representation of the crisis unfolding.

## **Key Features of the Ushahidi Platform:**

Real-time data collection: Information is gathered rapidly from multiple sources, ensuring up-to-the-minute situational awareness.

Geographic Information System (GIS) mapping: Collected data is instantly displayed on interactive maps, enabling quick identification of affected areas and resource deployment.

Data analysis and reporting: Ushahidi provides tools to analyze collected data, identify trends, and generate reports for decision-makers.

Customizable dashboards: The platform allows for customization, tailoring it to the specific needs of different emergencies and organizations.

Multiple data input methods: Ushahidi accepts data from various sources, increasing accessibility and inclusivity.

Open-source and scalable: The platform is adaptable to various situations and can handle a large volume of data.

# **Ushahidi in Action: Real-World Applications**

Ushahidi's impact extends far beyond its initial application. Its versatility has led to its deployment in diverse contexts worldwide, demonstrating its adaptability and effectiveness:

## **Natural Disasters:**

Following earthquakes, hurricanes, and floods, Ushahidi has been instrumental in coordinating rescue efforts, mapping affected areas, and tracking the distribution of aid. Real-time information on shelter locations, medical supplies, and safe routes has proven vital in saving lives.

## **Public Health Crises:**

During outbreaks of infectious diseases like Ebola or COVID-19, Ushahidi has facilitated the rapid collection of data on confirmed cases, potential hotspots, and available healthcare resources. This aids public health authorities in managing the spread of disease and deploying resources efficiently.

## **Political Unrest and Conflict:**

In situations of political unrest or armed conflict, Ushahidi can be used to document human rights violations, track the movement of armed groups, and monitor the safety of civilians. This information can be critical for humanitarian organizations and international bodies working in conflict zones.

## **Environmental Monitoring:**

Ushahidi is also being used increasingly for environmental monitoring, tracking deforestation, illegal wildlife trafficking, and pollution incidents. Citizen scientists can report environmental issues, helping organizations take timely action.

# The Advantages and Limitations of Using Ushahidi

Ushahidi offers significant advantages, but it's crucial to acknowledge its limitations:

## **Advantages:**

Rapid information gathering: Quickly gathers critical data from diverse sources. Improved situational awareness: Provides a real-time visual understanding of the crisis. Enhanced coordination: Facilitates communication and collaboration among responders. Increased transparency and accountability: Makes information readily available to the public. Cost-effective solution: Being open-source makes it an affordable tool.

## Limitations:

Data verification: Requires mechanisms for verifying the accuracy and reliability of crowdsourced information.

Technical expertise: Requires some technical skills to set up and manage the platform effectively. Internet connectivity: Relies on reliable internet access, which may be limited in crisis areas.

Data privacy concerns: Requires careful consideration of data privacy and security.

# The Future of Ushahidi: Innovation and Expansion

Ushahidi continues to evolve, incorporating advancements in technology and expanding its functionality. Future developments will likely focus on improved data verification, enhanced integration with other platforms, and the application of artificial intelligence for data analysis and prediction. Its open-source nature allows for continuous improvement and adaptation by a global community of developers and users.

## **Conclusion**

Ushahidi represents a powerful tool in the fight against crises. Its capacity for rapid information gathering, visualization, and analysis makes it an indispensable asset for emergency responders, humanitarian organizations, and concerned citizens. While limitations exist, its benefits far outweigh the challenges, positioning it as a critical platform for enhancing global crisis response and improving outcomes for affected communities.

# **FAQs**

- 1. Is Ushahidi only for large-scale emergencies? No, Ushahidi can be used for smaller-scale incidents as well, offering a flexible platform adaptable to various needs.
- 2. How can I access and use Ushahidi? Ushahidi is free and open-source. You can download and install it, or use cloud-based hosting options. Detailed instructions are available on the official Ushahidi website.
- 3. What kind of training is required to use Ushahidi? While technical skills are helpful for setup and administration, basic usage is intuitive and requires minimal training.
- 4. How does Ushahidi ensure data privacy and security? Ushahidi offers various security features, but the specific implementation depends on the deployment. Best practices for data privacy and security should be followed.
- 5. Can Ushahidi be integrated with other systems? Yes, Ushahidi has APIs and integrations with various other systems, allowing for seamless data exchange and collaboration with other tools.

# The Crisis-Mapping Tool Ushahidi: A Powerful Platform for Emergency Response and Citizen Engagement

In today's interconnected world, rapid and effective response to crises is paramount. Whether it's a natural disaster, a public health emergency, or a civil conflict, access to timely and accurate information is crucial for both relief efforts and citizen safety. This is where Ushahidi, a powerful open-source crisis-mapping platform, steps in. This comprehensive guide delves into the capabilities of Ushahidi, exploring its features, functionalities, and impact on global crisis response. We'll examine how it empowers communities, aids organizations, and ultimately, saves lives.

## What is Ushahidi?

Ushahidi, Swahili for "witness," is more than just a map; it's a dynamic platform that leverages crowdsourced information to create real-time visualizations of unfolding crises. It aggregates data from various sources, including text messages, emails, social media posts, and direct user submissions, to generate interactive maps showing the location and nature of reported incidents. This empowers both responders and affected communities with crucial situational awareness.

## **Key Features and Functionalities of Ushahidi**

Ushahidi's power lies in its versatility and adaptability. Core features include:

H2: Data Collection and Aggregation:

H3: Multi-Platform Integration: Ushahidi seamlessly integrates with various communication channels, allowing users to submit reports via SMS, email, web forms, and social media platforms like Twitter and Facebook. This diverse approach ensures broad reach and accessibility, particularly crucial in areas with limited internet access.

H3: Data Validation and Verification: While crowdsourced information is invaluable, Ushahidi provides mechanisms for verifying the accuracy of reports. This can involve manual review by administrators, cross-referencing with other data sources, or implementing community-based verification processes. This reduces the spread of misinformation, a critical factor in effective crisis response.

H3: Customizable Forms: The platform allows for the creation of customized data collection forms, tailoring the information gathered to the specific needs of each crisis. This ensures that relevant details are collected efficiently, aiding in targeted response efforts.

H2: Mapping and Visualization:

H3: Real-Time Mapping: Ushahidi's interactive maps provide a dynamic visual representation of reported incidents, allowing responders to quickly assess the situation and prioritize their efforts.The maps are easily accessible and understandable, even by those without technical expertise.H3: Data Filtering and Analysis: Users can filter and analyze data based on various parameters, such

as incident type, date, and location. This granular level of detail enables a deeper understanding of the crisis and facilitates strategic decision-making.

H3: Integration with GIS Data: Ushahidi can be integrated with geographical information systems (GIS) data, enhancing the accuracy and context of the information displayed. This allows for overlaying critical information like infrastructure, population density, and terrain features on the crisis map.

H2: Communication and Collaboration:

H3: Public and Private Dashboards: Ushahidi allows for both public-facing dashboards, providing information to the wider community, and private dashboards, offering restricted access to sensitive information for responders and stakeholders. This balanced approach ensures transparency while protecting sensitive data.

H3: Collaboration Tools: The platform offers various tools for collaboration, including comment threads and internal communication features. This allows responders and volunteers to coordinate their efforts more effectively.

H3: API Integration: Ushahidi's robust API allows for seamless integration with other systems, enabling data sharing and interoperability with existing disaster response infrastructure.

## The Impact of Ushahidi in Crisis Response

Ushahidi has been instrumental in numerous crisis responses globally, demonstrating its effectiveness across a wide range of emergencies. From tracking the spread of disease outbreaks to mapping the aftermath of natural disasters, Ushahidi has provided vital information to aid relief efforts and improve community resilience. Its open-source nature enables its adaptation and deployment in diverse contexts, further enhancing its global reach and impact.

## **Conclusion**

Ushahidi stands as a testament to the power of open-source technology and citizen engagement in crisis response. Its ability to collect, analyze, and visualize crowdsourced information in real-time offers an invaluable tool for responders, communities, and organizations involved in managing emergencies. By empowering informed decision-making and fostering collaboration, Ushahidi continues to play a crucial role in enhancing global preparedness and response to crises.

## **FAQs**

1. Is Ushahidi free to use? Ushahidi offers both free and paid plans, with the free plan suitable for many smaller-scale deployments. Paid plans offer enhanced features and support.

- 2. What technical skills are needed to use Ushahidi? While technical expertise is helpful for advanced customization, the platform is designed for user-friendliness, making it accessible to individuals with varying levels of technical skills.
- 3. How secure is the data collected by Ushahidi? Ushahidi employs various security measures to protect the data collected, but the level of security will depend on the specific implementation and configurations chosen.
- 4. Can Ushahidi be used for purposes other than crisis mapping? Yes, Ushahidi's adaptable nature allows its use in various contexts, including community development, environmental monitoring, and election observation.
- 5. How can I get started with Ushahidi? You can visit the official Ushahidi website to learn more about the platform, explore available resources, and sign up for an account.

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novice users. This will also help identify gaps in software for participatory mapping which will help to inform application development in the future and updates to current geospatial software.

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humanitarian professionals. Please visit http://gisfordisastermanagement.com to view supplemental material such as slides and hands-on exercise video walkthroughs. This companion website offers valuable hands-on experience applying concepts to practice.

the crisis mapping tool ushahidi: African Handbook of Climate Change Adaptation Nicholas Oguge, Desalegn Ayal, Lydia Adeleke, Izael da Silva, 2021-05-20 This open access book discusses current thinking and presents the main issues and challenges associated with climate change in Africa. It introduces evidences from studies and projects which show how climate change adaptation is being - and may continue to be successfully implemented in African countries. Thanks to its scope and wide range of themes surrounding climate change, the ambition is that this book will be a lead publication on the topic, which may be regularly updated and hence capture further works. Climate change is a major global challenge. However, some geographical regions are more severly affected than others. One of these regions is the African continent. Due to a combination of unfavourable socio-economic and meteorological conditions, African countries are particularly vulnerable to climate change and its impacts. The recently released IPCC special report Global Warming of 1.50 C outlines the fact that keeping global warming by the level of 1.50 C is possible, but also suggested that an increase by 20 C could lead to crises with crops (agriculture fed by rain could drop by 50% in some African countries by 2020) and livestock production, could damage water supplies and pose an additional threat to coastal areas. The 5th Assessment Report produced by IPCC predicts that wheat may disappear from Africa by 2080, and that maize—a staple—will fall significantly in southern Africa. Also, arid and semi-arid lands are likely to increase by up to 8%, with severe ramifications for livelihoods, poverty eradication and meeting the SDGs. Pursuing appropriate adaptation strategies is thus vital, in order to address the current and future challenges posed by a changing climate. It is against this background that the African Handbook of Climate Change Adaptation is being published. It contains papers prepared by scholars, representatives from social movements, practitioners and members of governmental agencies, undertaking research and/or executing climate change projects in Africa, and working with communities across the African continent. Encompassing over 100 contribtions from across Africa, it is the most comprehensive publication on climate change adaptation in Africa ever produced.

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areas and new chapters covering more recent developments, such as social media, big data, data visualization and CAQDAS. Bringing together the leading names in both qualitative and quantitative online research, this new edition is organised into nine sections: 1. Online Research Methods 2. Designing Online Research 3. Online Data Capture and Data Collection 4. The Online Survey 5. Digital Quantitative Analysis 6. Digital Text Analysis 7. Virtual Ethnography 8. Online Secondary Analysis: Resources and Methods 9. The Future of Online Social Research The SAGE Handbook of Online Research Methods, Second Edition is an essential resource for anyone interested in the contemporary practice of computer-mediated research and scholarship.

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papers. The 2012 Gi4DM focuses on the intelligent use of geo-information, semantics and situation awareness.

the crisis mapping tool ushahidi: Data Activism and Social Change Miren Gutiérrez, 2018-05-02 This book efficiently contributes to our understanding of the interplay between data, technology and communicative practice on the one hand, and democratic participation on the other. It addresses the emergence of proactive data activism, a new sociotechnical phenomenon in the field of action that arises as a reaction to massive datafication, and makes affirmative use of data for advocacy and social change. By blending empirical observation and in-depth qualitative interviews, Gutiérrez brings to the fore a debate about the social uses of the data infrastructure and examines precisely how people employ it, in combination with other technologies, to collaborate and act for social change.

the crisis mapping tool ushahidi: Hydro-Meteorological Extremes and Disasters Manish Kumar Goyal, Anil Kumar Gupta, Akhilesh Gupta, 2022-10-29 The edited book provides both fundamentals as well as key factors of climate change, extreme events and disaster risk management. It systematically describes the integrated risk of various hydro-meteorological extreme events. The book brings together broad range of topics including basic concepts, exposure, risk, resilience and vulnerability. In addition, it also analysis the impact of various disaster events on bio-diversity, local communities, ecosystem and agricultural food production. The motive is to define remediation strategies in the fields of resilient infrastructures, communication strategies and immediate public participation. The book is presented in four parts, where part 1 familiarizes with fundamentals of hydro-meteorological based disasters; Part 2 focuses on risk and vulnerability analysis; Part 3 focuses on risk remediation options; and part 4 suggests the role of sustainable planning framework on disaster risk management. This volume is of interest and use to professionals and researchers working in climate change, atmospheric sciences and disaster management.

the crisis mapping tool ushahidi: The Future of the Jews Stuart E. Eizenstat, 2014-07-08 In The Future of the Jews, Stuart E. Eizenstat, a senior diplomat of international reputation, surveys the major geopolitical, economic, and security challenges facing the world in general, and the Jewish world and the United States in particular. These forces include the shift of power and influence from the United States and Europe to the emerging powers in Asia and Latin America; globalization and the new information age; the battle for the direction of the Muslim world; nontraditional security threats; changing demographics, which pose a particular challenge for Jews worldwide and the rise of a new anti-Semitism that seeks to delegitimize Israel as a Jewish state. He also discusses the enduring nature of and challenges to the strategic alliance between the United States and Israel. In an extensive new foreword to the paper edition, Eizenstat addresses crucial developments affecting the Jewish people since the book first appeared in 2012, including increasing tensions in the Middle East, the digital revolution and NSA revelations, declining optimism on the Arab Spring, the Israeli-Palestinian peace process, the revival of anti-Semitism. In addition, he reflects on the changing identify of American Jews as revealed by the Pew Center Survey of U.S. Jews (2013). Eizenstat's provocative analysis will be of interest to everyone concerned about the future of Jews worldwide and in Israel and the United States' role in a world that is confronting unprecedented simultaneous, cataclysmic changes.

**the crisis mapping tool ushahidi:** <u>Better Together</u> Sijbren de Jong, Willem Th. Oosterveld, Stephan De Spiegeleire, Frank Bekkers, Artur Usanov, Kamal Eldin Salah, Petra Vermeulen, Dana Polácková, 2016-07-20

the crisis mapping tool ushahidi: Introduction to Emergency Management, Enhanced George Haddow, Kim S Haddow, Damon Coppola, 2014-09-05 Introduction to Emergency Management, Fifth Edition, offers a fully up-to-date analysis of US emergency management principles. In addition to expanding coverage of risk management in a time of climate change and terrorism, Haddow, Bullock, and Coppola discuss the impact of new emergency management technologies, social media, and an increasing focus on recovery. They examine the effects of the 2012 election results and discuss FEMA's controversial National Flood Insurance Program (NFIP). Introduction to Emergency

Management, Fifth Edition, gives instructors and students the best textbook content, instructor-support materials, and online resources to prepare future EM professionals for this demanding career. Links added throughout the chapters for easy access to additional information Videos that play within the ebook to demonstrate important concepts Interactive labeling images with drag and drop terms. Interactive self-assessment questions at the end of every chapter. Pop-up glossary and interactive flashcards for key terms Introduction to FEMA's Whole Community disaster preparedness initiative Material on recent disaster events, including the Boston Marathon Bombing (2013), Hurricane Sandy (2012), the Joplin Tornado (2011), the Haiti Earthquake (2011), and the Great East Japan Earthquake (2010)

the crisis mapping tool ushahidi: Navigating Place-Based Learning Elizabeth Langran, Janine DeWitt, 2020-11-04 This book explores how educators can realize the potential of critical place-based pedagogy. The authors' model leverages the power of technology through strategies such as mobile mapping so that students can read the world and share spatial narratives. The same complexity that makes spaces outside the classroom ideal for authentic, purposeful learning creates challenges for educators who must minimize students taking wrong turns or reaching dead ends. Instructional design process is key and the authors offer exemplars of this from multiple disciplines. Whether students are exploring a local community or a natural environment, place-based inquires must include recognition of privilege and the social dynamics that reinforce inequalities. Concluding with a discussion of the changing social context, the authors highlight how contemporary events add a sense of urgency to the call for a critical place-based pedagogy—one that is more inclusive for all students.

the crisis mapping tool ushahidi: Mobile Technologies for Conflict Management Marta Poblet, 2011-06-22 Mobile phones are the most ubiquitous communications technology in the world. Besides transforming the way in which we communicate, they can also be used as a powerful tool for conflict prevention and management. This book presents innovative uses of mobile technologies in the areas of early warning, disaster and humanitarian relief, governance, citizens' participation, etc. and cuts across different regions. The book brings together experts and practitioners from different fields—mobile technologies, information systems, computer sciences, online dispute resolution, law, etc.—to reflect on present experiences and to explore new areas for research on conflict management and online dispute resolution (ODR). It also reflects on the transition from present ODR to future mobile Dispute Resolution and discusses key privacy issues. The book is addressed to anyone involved in conflict prevention and dispute management aiming to learn how mobile technologies can play a disruptive role in the way we deal with conflict.

the crisis mapping tool ushahidi: Digital Transformation: Evaluating Emerging Technologies Tugrul U Daim, 2020-07-28 Selecting the right technology is one of the most critical decisions in technology driven enterprises, and no selection is complete without a thorough and informed evaluation. This book explores the digital transformation movement from three perspectives: the technological, the personal, and the organizational. The technical perspective analyses and evaluates new and up and coming technologies such as IoT and Cloud Technology. The personal perspective focuses on the consumer's attitude and experience in the adoption of technologies such as smart homes, smart watches, drones and wireless devices. And the organizational perspective focuses on evaluating how technology-driven an organization and their core activities or products are. This book is an ideal reference for managers who are responsible for digital transformation in their organizations and also serves a good starting point for researchers interested in understanding the trend. The book contains case studies that may be used by educators in MBA and Engineering and Technology Management MS programs covering digital transformation related courses.

the crisis mapping tool ushahidi: Pathways for Peace United Nations; World Bank, 2018-04-13 Violent conflicts today are complex and increasingly protracted, involving more nonstate groups and regional and international actors. It is estimated that by 2030—the horizon set by the international community for achieving the Sustainable Development Goals—more than half of the world's poor will be living in countries affected by high levels of violence. Information and

communication technology, population movements, and climate change are also creating shared risks that must be managed at both national and international levels. Pathways for Peace is a joint United Nations†"World Bank Group study that originates from the conviction that the international community's attention must urgently be refocused on prevention. A scaled-up system for preventive action would save between US\$5 billion and US\$70 billion per year, which could be reinvested in reducing poverty and improving the well-being of populations. The study aims to improve the way in which domestic development processes interact with security, diplomacy, mediation, and other efforts to prevent conflicts from becoming violent. It stresses the importance of grievances related to exclusion—from access to power, natural resources, security and justice, for example—that are at the root of many violent conflicts today. Based on a review of cases in which prevention has been successful, the study makes recommendations for countries facing emerging risks of violent conflict as well as for the international community. Development policies and programs must be a core part of preventive efforts; when risks are high or building up, inclusive solutions through dialogue, adapted macroeconomic policies, institutional reform, and redistributive policies are required. Inclusion is key, and preventive action needs to adopt a more people-centered approach that includes mainstreaming citizen engagement. Enhancing the participation of women and youth in decision making is fundamental to sustaining peace, as well as long-term policies to address the aspirations of women and young people.

the crisis mapping tool ushahidi: Beyond the Valley Ramesh Srinivasan, 2020-09-01 How to repair the disconnect between designers and users, producers and consumers, and tech elites and the rest of us: toward a more democratic internet. In this provocative book, Ramesh Srinivasan describes the internet as both an enabler of frictionless efficiency and a dirty tangle of politics, economics, and other inefficient, inharmonious human activities. We may love the immediacy of Google search results, the convenience of buying from Amazon, and the elegance and power of our Apple devices, but it's a one-way, top-down process. We're not asked for our input, or our opinions—only for our data. The internet is brought to us by wealthy technologists in Silicon Valley and China. It's time, Srinivasan argues, that we think in terms beyond the Valley. Srinivasan focuses on the disconnection he sees between designers and users, producers and consumers, and tech elites and the rest of us. The recent Cambridge Analytica and Russian misinformation scandals exemplify the imbalance of a digital world that puts profits before inclusivity and democracy. In search of a more democratic internet, Srinivasan takes us to the mountains of Oaxaca, East and West Africa, China, Scandinavia, North America, and elsewhere, visiting the "design labs" of rural, low-income, and indigenous people around the world. He talks to a range of high-profile public figures—including Elizabeth Warren, David Axelrod, Eric Holder, Noam Chomsky, Lawrence Lessig, and the founders of Reddit, as well as community organizers, labor leaders, and human rights activists.. To make a better internet, Srinivasan says, we need a new ethic of diversity, openness, and inclusivity, empowering those now excluded from decisions about how technologies are designed, who profits from them, and who are surveilled and exploited by them.

the crisis mapping tool ushahidi: MediaCities: Proceedings Jordan Geiger, Mark Shepard, Omar Khan, 2014-02-09 Proceedings from MediaCity 4: MediaCities, the International Conference, Workshops and Exhibition mounted at the University at Buffalo May 3-5, 2013. Edited by Jordan Geiger, Mark Shepard and Omar Khan.

the crisis mapping tool ushahidi: Introduction to Information Systems R. Kelly Rainer, Brad Prince, 2023-09-20 Introduction to Information Systems, 10th Edition teaches undergraduate business majors how to use information technology to master their current or future jobs. Students will see how global businesses use technology and information systems to increase their profitability, gain market share, develop and improve their customer relations, and manage daily operations. This course demonstrates that IT is the backbone of any business, whether a student is majoring in accounting, finance, marketing, human resources, production/operations management, or MIS. In short, students will learn how information systems provide the foundation for all modern organizations, whether they are public sector, private sector, for-profit, or not-for-profit.

the crisis mapping tool ushahidi: Cognitive Surplus Clay Shirky, 2010-06-10 The author of the breakout hit Here Comes Everybody reveals how new technology is changing us for the better. In his bestselling Here Comes Everybody, Internet guru Clay Shirky provided readers with a much-needed primer for the digital age. Now, with Cognitive Surplus, he reveals how new digital technology is unleashing a torrent of creative production that will transform our world. For the first time, people are embracing new media that allow them to pool their efforts at vanishingly low cost. The results of this aggregated effort range from mind-expanding reference tools like Wikipedia to life-saving Web sites like Ushahidi.com, which allows Kenyans to report acts of violence in real time. Cognitive Surplus explores what's possible when people unite to use their intellect, energy, and time for the greater good.

the crisis mapping tool ushahidi: Talk to Me Paola Antonelli, 2011 Published in conjunction with an exhibition at The Museum of Modern Art, Talk to Me thrives on an important late 20th-century cultural development in design: a shift from the centrality of function to that of meaning. From this new perspective, objects contain information that goes well beyond their immediate use or appearance, providing access to complex systems and networks and acting as gateways and interpreters. Whether openly and actively, or in subtle, subliminal ways, things talk to us, and designers write the initial script that lets us develop and improvise the dialogue. Talk to Me focuses on objects that involve direct interaction, such as interfaces, information systems, communication devices, and projects that establish a practical, emotional or even sensual connection between their users and entities such as cities, companies, governmental institutions, as well as other people. The featured objects range in date from the early 1980s - beginning with the first Graphic User Interface, developed by Xerox Parc in 1981 - with particular attention given to projects from the last five years and to several ones currently in development. Included are a diverse array of examples, from computer and machine interfaces to websites, video games, devices and tools, and installations. Organized thematically, Talk to Me features essays by Paola Antonelli, Jamer Hunt, Alexandra Midel, Kevin Slavin, and Koi Vinh. By introducing design practices that are becoming increasingly crucial to our world, the book presents a highly distilled sample of today's best design production that uses technology in creative and unexpected ways, showing how rich and deep design's influence will be on our future.

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