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WarnMe: Is This Even for Me?



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Project Background

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The Clery Act

- The Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act (20 U.S.C. § 1092) was signed in 1990 after Jeanne Clery was raped and murdered on the Lehigh University campus.
- Amended in 2007 after Virginia Tech shootings to include emergency mass notification system.



Clery @ UCB: WarnMe

UCB's enactment of Clery's mass notification requirement including emergency notifications (current) & timely warnings (future)

Sent via email &/or text message

- Specific crimes or perceived crimes
- Located on or near campus

Primarily composed by UCPD through templates



Problem Statement

- There is a need for a collection of resources and guides to understand the data publicly available to students so they may evaluate and influence how their university's emergency notification system keeps them safe and well
- In September 2020, UC Berkeley was fined 1.35 million by the Department of Education for violating Clery Act



Research Findings

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Coding WarnMe

- All WarnMes sent Aug. 2021 to Oct. 2023
- Manually coded (IAA: 0.4828 / 4 annotators)
- Location granularity, scene descriptions, and personal identifiers (victims and suspects)


Nearly half included a coarser location descriptor than a specific address/named place

Location Granularity	Count
Address / Specific Named	143
Radius / Area	58
All campus	46
Block	36
Intersection	25
Digital / Telephone	2
Total	315




Interview and Diary Study Objectives

How does the WarnMe Emergency Alert System at UC Berkeley impact student perceptions of safety, emotions and behaviors?



How can the system enhance its effectiveness in Addressing safety precautions and communication?

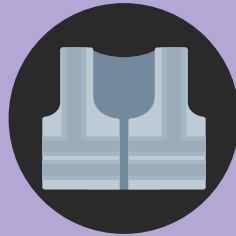


Interview Themes



Theme 1

Oz of WarnMe



Theme 2

Illusion of Safety



Theme 3

Bombardment of
Inconsistent Language

Theme 1: Oz of WarnMe



Theme Description

- How users conceptualize the administrators and authors of WarnMe messages and how it influences how they engage with the system as well as their sentiments towards it

Issues/User Needs

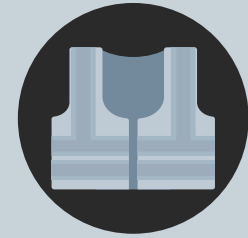
- Inconsistency of reporting all events that impacted students and being selective in when, how, or what was sent

Solution/Recommendations

- Coordinate with student groups to understand how to further develop the WarnMe system and message content and setting up regular cadences of collecting student feedback through surveys and interviews

“In my head there’s some administrator (nameless administrator). I don’t have a sense of the order of operations of how WarnMe messages are sent”

Theme 2: Illusion of Safety



Theme Description

- The gap between the perceived security provided by the WarnMe alert system and its actual effectiveness in real-world scenarios which affect perceived safety and preparedness of the community

Issues/User Needs

- Discrepancies in timeliness, relevance, and clarity of communications leading to a false sense of security, increased anxiety and confusion among the campus community

Solutions and Recommendations

- Immediate and Accurate Information Delivery, Enhanced User Customization
- Integration with Localized Mapping and Detailed Descriptions

"I feel that given how important locations are, it doesn't do a good job of sharing where locations are."

Theme 3: Bombardment of Inconsistent Language



Theme Description

- The inconsistency seen by users of the WarnMe system that ultimately affect how they comprehend WarnMe messages and how it affects their general safety decisions

Issues/User Needs

- Inconsistencies of details that include rare, useless, or vague descriptions cause issues with digesting information

Solutions and Recommendations

- Transparent Method and Centralized Information Location
- Consolidated Method of Writing WarnMe Messages

"It doesn't impact [my overall experience] alot. When immediate safety and security was at risk, it was lacking. My general sense of safety is not supremely increased by the Warnme or safety measures."

Diary Study Themes



Theme 1

Emotional Impact of
WarnMes



Theme 2

Sense of Safety and User
Action



Theme 3

User Comprehension

Sense of Safety and User Action



Theme Description:

- Users more frequently reported having their “current sense of personal safety” change after reading a WarnMe message about a violent incident than nonviolent incidents; although, users more frequently planned to change their behavior or did change their behavior for nonviolent incidents

Issues/Pain Points

- Message Language and Formatting: Users indicated in their diary entries that the language used in alert messages and how those messages are organized impacts its digestibility and usability

Solutions and Recommendations

- More Robust Incident Details:
 - Users indicated wanting more information about the incident as well as who or what was affected
 - The quality of recommended next steps in an alert message may need to improve for users to better incorporate them into their safety planning and actions

Toolkit Research Products



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Toolkit Components



Clery Act

Overview of the Act and its application at UCB



UXR Guides

Guides to perform user interview & diary studies



Journey Map

How students receive engage with & apply WarnMe info



Sentiment Analysis

Code and documentation to perform sentiment analysis



Coding WarnMe

Code and documentation to manually code and calculate IAA



Usability Heuristics

How the WarnMe system is assessed through UI usability standards



Case Study

A close look at February 9th active shooter incident



Exploratory Interviews

Insight on other university emergency alert systems

What's Next?: Outreach

**Student-led
Newspapers**

**Student
Council
Groups**

**Student
Worker Union
Orgs**

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Questions?

