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SEIT 1386

Heidelberg University cordially invites you to a lecture marking
the 10th Anniversary of Heidelberg University Association

GEOGRAPHIC INFORMATION FOR DISASTER MANAGEMENT - COMBINING CROWDSOURCING AND ARTIFICIAL INTELLIGENCE -

Friday, September 14, 2018, 6:30 p.m.

with

Prof. Dr. Alexander Zipf

Chair of Geoinformatics, Heidelberg University

Welcoming remarks by

Prof. Dr. Dr. h.c. Bernhard Eitel

President, Heidelberg University

at the

German House, 871 United Nations Plaza (First Ave. at 49th Street), New York, NY

RSVP by September 9 by clicking [here](#).

This event is free, but **registration is required**.

Seating is limited. Reception to follow.

Disasters and conflicts affect large parts of the world's population, frequently in remote areas. Relief agencies and local authorities depend on up-to-date information on infrastructure, the population and resources to do their essential work. For example, real-time data provided by researchers from Heidelberg University offered critical support in the aftermath of the devastating earthquake in Nepal. Such geographic information can also be harnessed to improve city living. Noise pollution is a growing problem in many urban environments, for example. It can reduce happiness, increase stress, and even make people sick. To minimize exposure to noise pollution while navigating the city, people need real-time information on noise-polluted areas. Geographic information combined with new non-traditional ways to generate data have shown potential to help in both disaster relief and city living. In addition to satellites and sensor data, crowdsourcing of geographic information through volunteers has evolved as a new paradigm for data generation and is contributing vital information. Heidelberg University researchers are seeking ways to successfully merge the power of technical sensors and human sensors. Join us in a stimulating discussion on how to integrate the wisdom of the crowd with artificial intelligence for improving geographic information for disaster response, risk reduction and urban living.

www.heidelberguniversity.org

Speaker Biographies:

Alexander Zipf has been Chair of GIScience (Geoinformatics) in Heidelberg University's Institute of Geography since late 2009. He is a member of the Centre for Scientific Computing (IWR) and the Heidelberg Center for Cultural Heritage. He is also a founding member of the Heidelberg Center for the Environment (HCE). He is currently working on establishing the Heidelberg Institute for Geoinformation Technology (HeiGIT). Since 2012 he has been the spokesperson for the "CrowdAnalyser – Spatio-temporal Analysis of User-generated Content" graduate school. He is also a member of the editorial board of several journals and organized a series of conferences and workshops. Before coming to Heidelberg, he served as the Chair of Cartography at the University of Bonn and previously was a Professor for Applied Computer Science and Geoinformatics at the University of Applied Sciences in Mainz. He has degrees in Mathematics and Geography from Heidelberg University and finished his PhD at the European Media Laboratory (EML), Heidelberg.



Bernhard Eitel was elected President of Heidelberg University in 2007, and was re-elected to serve for another six years in 2013. He earned his doctorate in 1989 and received his habilitation in physical geography in 1994. After accepting a professorship from the University of Passau and participating in longer field studies in areas including Africa, South America and China, he held a full professorship of physical geography at Heidelberg University since 2001. Prof. Eitel is involved in various national and international academic societies and scientific institutions, and is currently Chairman of the Baden-Württemberg State Rectors' Conference. He served as the founding spokesperson of the German U15 e.V., a strategic alliance of fifteen major research-oriented universities with medical faculties in Germany, and is a member of the German Academy of Sciences Leopoldina in Halle.

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Heidelberg University Association – Universität Heidelberg's U.S. presence

Founded in 1386, Heidelberg University is one of the top-ranked institutions in the world of international science and scholarship, and a symbol of outstanding academic excellence. Germany's oldest university enjoys strong and long-standing ties with the United States. Heidelberg University Association, a 501(c)3 non-profit organization based in New York, was founded in 2008 to support the University's dynamic transatlantic academic endeavors and the close ties between Heidelberg and its U.S. Alumni organization, Heidelberg Alumni U.S. (HAUS).