



GeoHIVE
A DigitalGlobe Community

What is GeoHIVE?

GeoHIVE (Human Imagery Verification Effort) is a DigitalGlobe crowdsourcing community that provides solutions to geospatial problems. Members of the HIVE perform a variety of tasks including tagging points of interest in satellite images, drawing territorial boundaries, and voting on the accuracy of tags downloaded from open sources. Participants use a propriety web interface to view DigitalGlobe imagery and are eligible for financial incentives up to \$1,000, paid summer internships, t-shirts, lanyards, and exclusive high-res satellite images sourced by DigitalGlobe satellites.

Who can join the GeoHIVE community?

Neither prior experience nor specialized software is necessary to participate in GeoHIVE campaigns. Campaigns are universally accessible to the public, and require only a computer with internet access. Participants are not required to submit any information to DigitalGlobe in order to participate, though only account holders are eligible for incentives. A small number of GeoHIVE campaigns are invite-only. Parties to these initiatives are chosen from the larger GeoHIVE community based on the accuracy of their previous work. The vetting process to identify high-performing users occurs automatically during public campaigns.

What geospatial techniques do GeoHIVE participants learn?

GeoHIVE participants are exposed to geospatial techniques and terminologies falling into three categories: validation, discovery, and creation. For validation projects, users assess the accuracy of point features downloaded from publicly accessible databases (OpenStreetMap, Wikimapia, GeoNames, Google Maps.); for discovery campaigns, users explore imagery and tag points of interest falling into 26 unique categories; for creation projects, users trace roads and railroads, draw territorial boundaries, and create polygons to delineate land usage.

Why is GeoHIVE important?

The aggregated work of thousands of GeoHIVE crowdmembers can produce an incredibly clear picture of ground conditions in a given location. From maps tagged with public meeting houses, hospitals, and infrastructure, to polygons delineating locations affected by natural or man-made disasters, the collective contributions of the crowd empower analysts and relief agencies to save resources and lives.

What are examples of past GeoHIVE campaigns?

- » June 2015: Participants identified the locations and roof materials of buildings in Swaziland to assist planning and implementation of malaria elimination activities.
- » May 2015: Participants identified flooded buildings, roads, and vehicles following storms in Houston, Texas.
- » January 2015: Participants identified features in Democratic Republic of the Congo to bring attention to the area's poaching epidemic. 20,000 participants placed 385,000 tags on helicopters, cars and temporary structures such as tents and huts.