URL: https://stvp.stanford.edu/clips/navigating-safety-solutions

Waze's Di-Ann Eisnor addresses the topic of identifying high-crime locations to users of the real-time navigation app. It must still serve people who live in those areas and avoid scaring away potential customers from local businesses, according to Eisnor. She says Waze gets crime data from trusted organizations and notifies users within the app when they approach a dangerous neighborhood.

Transcript

- What do we do about high-crime areas, for example, in Brazil, where if you are routed into a specific neighborhood, you can be murdered? This is a very difficult topic for us.. Actually, I didn't even.. Usually, I'm being facetious, I was not.. We have a solution, and it's been a very tricky one.. Why? For example, in Rio, Rio has specific neighborhoods that are very dangerous, and they are controlled by drug dealers, but they get often lumped into this one term, called communidade, which is really where poor people live.. We will never do anything that is not, that's going to stop business from flowing into a poor neighborhood because it's a poor neighborhood.. So, first of all, how do you define a dangerous neighborhood? This was our first very, very difficult question, and how do you do it fairly? How do you do it over time, because the gangs move, right? So, this year, this neighborhood is very dangerous.. The next year, it could be somewhere else.. It could be months.. It could be, it depends on what the police want to do..

Getting that data is very difficult, particularly in Brazil, where not all of the government agencies want to admit there's a problem, so can you get this crime data? It's not easy to get.. In Rio, we worked with a third party, a Disque Denuncia, and we get crime data from them only on concentrations, geographically, of homicides, rapes, violent crimes, and we actually tell you when you route there this is a high crime area.. We don't say danger.. We have to be very concrete in our terminology.. It's high crime.. And so now, we will route you there, because what if you're going home, right? But we will tell you this is a high crime area, and you can't get around it.. It takes over your screen, and it's based only, though, where Disque Denuncia has this great data.. So now we're looking at how to scale this to Sao Paolo, where we're having the same problem.. Where do we get the information about where the high crime is? We're having this issue in Israel, multiple other places.. It's a big deal, and it's exactly the kind of topic that we can start to look at now, but it requires, I hate to be one of those people who sounds like we can solve our problems through data, but we really can..

I mean, right now, it's a matter of where are homicides occurring in high densities, and then that should just be an algorithm...