Social Media and Disaster Management

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Abstract

Crisis management is very important, especially during both man-made and natural disasters. Timely and accurate dissemination of relevant information during a crisis would improve public engagement, and reduce public anxiety and negative information behavior. Information can be circulated via different platforms, including social media and traditional media. There are pros and cons of communication via the online and offline channels. Also, the behaviors of the public differ when they use social media. This is due to diverse personalities, different cultures and background which, in turn, lead to different perceptions of crises.

Thus, this paper aims to examine (i) users' information behavior on social media during a crisis, and (ii) public institutions' strategies to engage social media in a disaster management process Prasetyo et al (2013). Social Impact Analysis Framework of social media, including fours dimensions: activity, content, emotion and network, will be used as the theoretical foundation for discussion.

Keywords: crisis communication, disaster management, information behavior, crisis perception, public engagement, Singapore, social media