

Disaster information by national disaster management agency (NADMA) on social media during disaster: A qualitative perspective

Abstract

Disaster information flashing a warning news and preparing the public to face an inescapable natural disaster. This paper presents a case study approach to explore the disaster information prepared by NADMA on social media during disaster. In-depth interviews were conducted with disaster management teams from National Disaster Management Agency Malaysia (NADMA). It provides the coding frameworks for analysis of semi-structured interviews with five individuals. The interviews were transcribed and then analyzed by using software. Results show NADMA often provides current situation news and disaster help response information for the public. There were clear preferences that the response guidelines and disaster preparedness education were the most information published in social media. Theoretically, this study aims to enriched the study of communication especially in disaster situations. The results could guide the aspect of information management by disaster management teams during disasters.