"Selection of sources in Times of Crisis"

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Abstract:

Learning and understanding what is happening in before, during the crisis, and after a crisis is extremely important for the betterment of the comeback process. For this determination the different sources has become an important communication medium used by both the affected persons and the emergency services. The technological advances have   distorted   how communication teams broadcast information to the public in a crisis. Several types of traditional media such as TV, transistor and the media (newspapers) are not sufficient and no longer used for primary source of material as tablets, smartphones, common (social) media are to be used as digital platforms in periods of disaster. This research is expected to considerate the role of different sources of information more precisely discussed and to design different efficient and effective platforms for information retrieval from the medium of communication in the time of crisis.

Keywords: Crisis, source selection, communication, response.

Introduction:

A crisis is defined here as a significant threat to operations that can have negative if it is not fingeredcorrectly. In crisis, the risk is the probabledestruction a crisis can impose on an association, its participants and status. A crisis is having three types of threats:

1. Public safety
2. Financial loss
3. Reputation loss

Crisis refers to sequence of unwanted events at the workplace which lead to disturbances and major unrest amongst the persons. Crisis generally rises on a short notice and causes a feeling of threat and fear in the personnel. In other words crisis leads to uncertainty and causes major harm to the organization and its employees.

It is essential for the employees to sense the early signs of crisis and warn the employees against the negative significances of the same. Crisis are affecting the smooth functioning of the organization but also pose a threat to its brand name.

Today humans are witnessing multiple grim crisis, whether financial, social, conservational as well as the security crisis that end up with endless conflicts. Today's crisis bring new tasks. In the time of crisis, people want evidence. They tries to news sources to find out what is happening and to help them what is exactly happen. At the same time, news sources are working at full capacity on short limits. Under these environments, false reports are sometimes circulated so it's very important to see what the communication sources are to be followed for getting correct information at right time.

Type of crisis:

1. **Natural Crisis**

   - Conflicts in the atmosphere and nature lead to natural crisis.
   - These events are generally outside the control of human beings.
   - Cyclones, Earthquakes, Hurricanes, Landslides, Tsunamis, Flood, Drought all result in natural disaster.

2. **Technological Crisis**

   - Technological crisis arises as a result of failure in expertise. Problems in systems lead to technological crisis.
   - Failure of machine, software corruption and so on give rise to technological crisis.

3. Confrontation Crisis

- Confrontation crises arise when employees fight amongst themselves. Persons do not agree to each other and finallyrest on non-productive acts like boycotts, strikes for indefinite periods and so on.
- Employees violatesbetters; give them challenges and force them to accept their demands.
- Internal arguments, ineffective communication and lack of coordination give growth to confrontation crisis.

4. Crisis of Malevolence

- Organizations face crisis of malevolence when some disreputable employees take the help of criminal activities and dangerous steps to fulfill their demands.
- Acts like kidnapping company's officials, untruthfulgossip's all lead to crisis of malevolence

5. Crisis of Organizational Crimes

- Crises of organizational crimes arise when management takes certain decisions knowing the harmful consequences of the same towards the stakeholders and external parties.
- In such cases, managers ignore after effects of policies and implement the same for quick results.

6. Crisis due to Workplace Violence

- This type of crisis stand up when employees are spoiled in violent acts such as beating employees, superiors in the office premises itself.

7. Crisis Due to Rumors

- Scattering false gossips about the association and make lead to crisis. Employees must not spread anything which would tarnish the image of their organization.

8. Bankruptcy

- A crisis also rises when administrations fail to pay its creditors and other parties.
- Lack of fund leads to crisis.

9. Crisis Due to Natural Factors

- Conflicts in environment and nature such as storms, volcanoes, flood; deficiencies, earthquakes etc.

10. Sudden Crisis

- Sudden crisis arise all of a sudden or unexpected and on andtremendously short notice.
- Executives do not get threatening signals and this type of situation is in most cases beyond any one's control.

11. Smoldering Crisis

- Ignoring minor issues in the foundation lead to smoldering crisis later.
- Managers regularly can forecast crisis but they should not ignore the same and wait for someone else to take action.
- Advise the employees immediately to avoid such a situation.

Communicating during a crisis presents a particularly difficult challenge in maintaining public self-assurance. Solid emotions, such as fear, nervousness, doubt, anger, crime, powerlessness and

Different types of sources by means of crisis communication such as social media, Traditional media like radio & Television, Microblogging like Twitter, social network as Facebook (Google plus), Commercial mobile Alert Services (CMAS), information sharing and gathering.

The following are discussed some types of sources which will beneficial at the times of crisis as

- **Social Media**: Today's social media platforms differ in their use and purposes, and simplify different methods of text, audio, video or multimedia. Although the social media landscape matures constantly, a class system is convenient for crisis communication, as it can make simpler what opportunities and challenges the display place represent. In a

crisis, some stages will be more pertinent than others, dependent of the target stakeholders and the replycommunication, as well as the nature of the crisis. There are somesortsof tools which demonstrate the characteristics of the different platforms

1. Social networks (share content and communicate with networks, e.g. Facebook, Google Plus)
2. Blogs(online journals open for remarks, private or commercial)
3. Topic discussion sites (share and discus comfortable content, e.g. Digg)
4. Content communities (create and statement on content, e.g. YouTube and Flickr.)
5. Microblogs (share small amounts of information in actual, e.g. Twitter.)

As social media has become more broadlyrecycled, particularly by news channels and other establishments, it has develop a place many people turn to before traditional media as a source of data. There are many problems but the benefits found in recent studies are undisputable. By enduring to follow the latest research and developing a plan ahead of time for possible crisis situations, social media can be a greater source to achieveannouncement during any alternative or crisis that impacts any organization.

- **Traditional Media**: Traditional media refers to channels that are part of our nation. These forms include TV, transistor, print ads, and trailers. The greatestluxurious form of marketing-television ads-have the authority to spreadcomprehensive and targeted viewers, subject on the reach of the channels selected. So it is frequently used average of communication at any type of crisis. Transistor is alternative source that can approximately target viewers which is mostly used in rural area. Print announcements as those in newspapers and magazines, and poster which is available everywhere to be used to attract large groups of people at once and they can aware of any type of crisis.

- **Digital Media**:The role of digital media during crisis, is to protectadministrativestatus. Having already build online relations, governments should control these relations and draw upon kindness during a crisis. As it discusses to audio, video and image content and this includes social networking sites, website advertisements, blogs, vlogs and podcasts. So by using these bases any emergencyspread fast among the public.

- **Microblogging**: A type of blog that lets users publish short text updates. Bloggers can usually use a number of service for the updates including instant messaging, e-mail, or Twitter. The posts are called micro posts, while the act of using these services to update the blog is microblogging.

  Users of Twitter crisis are re-posting material from traditional media, providing observation on the incident and on the public and government reaction, and updating their contacts as to how they are themselves being affected by the event.

- **Commercial mobile Alert Services (CMAS)**: Wireless Emergency Alerts (WEA, formerly known as the Commercial Mobile Alert System (CMAS), and prior to that as the Personal Localized Alerting Network (PLAN)), is an alerting network in the United States designed to disseminate emergency alerts to mobile devices such as cell phones and pagers. Organizations are able to disseminate and coordinate emergency alerts and warning messages through WEA and other public systems by means of the Integrated Public Alert and Warning System.

  The commercial Mobile Alert Service(CMAS) is currently being developed to leverage communications technology for communicating with the public in a crisis.

- **Old Media versus New Media**: The traditional view of information propagation centers on the knowledge post. Signals and notices are prepared by communityadministrators, media collect their information from discussions by public information officers (PIOs), and the public receives its information from the media. According to the traditional interpretation, the awareness of the crisis is tightly controlled by the situation of the conference room and the information that the PIO indicates to deliver. Likewise, information is intermediated, the timing of the information ismeasured, and direct contact to the crisis sector is organized. Irrespective of which news source people try to, they getthe same information.

Today's media can deliverquick information. Long before an alert is delivered by CMAS or another authorizedfoundation, information about the experience will already be available on social media locations, such as Twitter or Facebook, that support online social communication, including the extensivedistribution of people's clarifications about recent events. Statistics shared using these sources, even information simply exchanged betweenpersonalities, comprises not only text but images and video, which are eagerlytaken using mobile telephones. As anoutcome, those directly exaggerated by a disaster can also become key sources of information around the event. These tools also change conservative news gathering—correspondents can use cell phones bottom of Form to interview people at the scene of an event or to gather both still images and video quickly.

- **Information sharing and gathering:** The different studies thatexamined people's use of common media not only to forward the official messages but also to add pointers to additional information that might not have been deemed reliable by health care authorities. During the initial H1N1 outbreak crisis, the Centers for Disease Control and Prevention (CDC) made a concerted effort not only to use multiple outlets to maximize the reach of the CDC message but also to try to ensure that CDC messages were the public's primary source of information on the subject. CDC also used Facebook, Twitter, and other social media tools to monitor public opinion and to correct rumors. A lesson to be drawn from this experience is that although one cannot determine what information people receive, it is possible to monitor the information that is being seen by the public and to reiterate key points if necessary.

Research Methodology:

The overall research methodology adopted in this research will be discussed under following sub heads:

- **Research Design**: The research design is a detailed plan of action for the research. It contributes the blue print for collection, measurement, tabulation and analysis of the data. Historical research turns history or the past to study the patterns, their impact on the present, process and so on. In this sense, this research can be termed as a historical research.

- **Research Instrument**: This research is based on the secondary data. And the secondary data has been collected from different types of sources as published and unpublished literature reviews, research papers, books, articles, journals and websites.

- **Research Area**: The study is based on to understanding the role of different sources of information more precisely and to design different efficient and effective platforms for information retrieval from the medium of communication in the time of crisis.

Data Collection:

The concept of data collection field refers to a range of information sources available to individuals (or a group). The most frequently information source that comprised individual information field during the analysis.

The data utilizes already available information both published as well as unpublished and collected through newspaper articles, magazines, books, journals, research papers, reports and websites. The researcher has read various papers related to the topic of selection of sources at the times of crisis and studied the literature review to improve the understanding of the problem, collected information from various websites and reports. Researcher has gone through lot of social media platforms to build the technological and ideological foundations for collection of data as well.

Analysis:

This study proposes to discover the impact of the role of different types of sources used at the times of crisis communication. This includes detailed examination of how the various types of sources being used to facilitate communication during the crisis, in between the crisis and post crisis. The crisis response is what management does and says after the crisis hits. Public relations plays a critical role in the crisis response by helping to develop the messages that are sent to various publics from various sources. A great deal of research has examined the crisis response as well as the source in which they are getting information.It's a theory that explains how and when the said sources are used to improve the communication with the public fast at the time of any crisis. So in this research the data is collected via the secondary source. The data is collected and reviewed by literature review for understandable form.

Conclusion:

Learning and understanding what happened before, during, and after a crisis is extremely important for the improvement of the response process and of course what are the different sources of communication is used to communicate and inform to the public about crisis. For this purpose, social media, traditional media, digital media,Microblogging, Commercial mobile Alert Services (CMAS) and many more has become an important communication medium used by both the affected persons and the emergency management services (EMSs). However, in different crises, different information may be needed, and the information shared in these sources varies in its usefulness: It could be highly critical or completely irrelevant to the rescue operation. Supplying the best possible up-to-date information is crucial to the EMS, whose actions based on that information may save lives and resources. This paper studies a particular use case of extreme situations in different crisis and identifies the information needs, the problem faced by EMSs, and how they use these sources. It further, determines what different sources of crisis communication analysis platforms can provide in this type of crisis. The results of the research are criteria that the communication sources analysis should follow to address EMSs' concerns. The output of this work can be used to more precisely describe the sources of crisis communication and to design more efficient platforms for information retrieval from it.

Limitations:

It is difficult to refine all that is known about crisis communication and the sources selected to communicate into one, concise entry. Crisis and the communication are not the ideal way to improve any organization. Due to the very limited scope of this report, it was not possible nor necessary to review the large number of studies based on the primary data about the different types of sources used at the times of crisis, which resulted in this report having focused/limited only for theoretical understanding of this area of research, and is discussed by studying the secondary databut it would certainly be enlightening to get a more complete understanding.

Topics for further research:

Communication between and within crisis response organizations (i.e. fire and rescue services, medical assistance, government agencies, public organizations, police etc.) and public (i.e., victims, volunteers, people affected by the attacks) is essential for coping with natural or man-

made crisis. Research however, emphasizes that effective communication is very difficult to establish because multiple communication related sources barriers arise during crisis management which should be include well preparedness, response and recovery. The different sources which are discussed in this paper are still lacks a comprehensive overview. So there must be a systematic literature review to examine how communication between and within crisis response organization with selected sources and the public takes place during the mitigation, preparedness, response and recovery phases of a crisis. The purpose of the future topics are to provide a foundation based on current research and directions to advanced knowledge on different sources on communication between and within crisis response organizations and the public during the crisis.

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