

Adaptation of Social Mediated Crisis Communication Model: A Systematic Review

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ABSTRACT

The social media crisis communication model (SMCC) is a new framework that describes the current landscape and environment for crisis communication. Social mediated crisis communication refers to the dissemination of direct and indirect information on traditional media and social media channels involving various types of users, including influential media, social media followers and social media inactive. Therefore, this article aims to systematically review on adaptation social mediated crisis communication model. This research is based on past research using a systematic survey approach. 4 out of 9 articles were identified for analytical purposes in line with the themes observed; adaptation social mediated crisis communication.

Keywords: Social Mediated Crisis Communication, SMCC, Public Health.

1. INTRODUCTION

The social media crisis communication model (SMCC) is a new framework that describes the current landscape and environment for crisis communication. This SMCC model is also one of the first theoretical frameworks to describe the relationships between organizations, the public, social media, traditional media and offline word-of-mouth (WOM) communication before, during, and after the crisis. In fact, this model is also a framework for understanding crisis communication among organizations, new media and the public online and offline (Cheng, 2019; Liu, Jin, Briones, & Kuch, 2012). The SMCC model provides guidelines for helping crisis communication determine when, and how to respond to social media influences, traditional media influence and offline word-of-mouth (WOM) communication. This SMCC model evolved from the blog crisis communication model (BMCC) (Jin & Liu, 2010), which provides guidance for crisis management in identifying influential blogs and implementing communication response strategies for influential blogs before, during and after the crisis. There are three public keys to communicating crisis information namely influential media, social media followers and social media inactive. However, there are five factors that influence how organizations engage with the public: crisis history, crisis type, infrastructure, messages form and strategy messages (Jin & Austin 2016).

2. METHODOLOGY

The systematic review is comprehensive method and it synthesize either towards the topic of the research or the inquisition of the research. For this research, the systematic review approached was primarily based upon the online articles published via the internet. Relevant articles were located by searching articles on Taylor & Francis and Science Direct. English and Malay language publications published between 10 years focusing on methodologies in trust and credibility in public health were included in the present review. A systematic literature search by using the

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following search keywords: ("Social Mediated Crisis Communication") AND (Public Health) AND ("SMCC"). Articles were also selected from references of relevant articles.

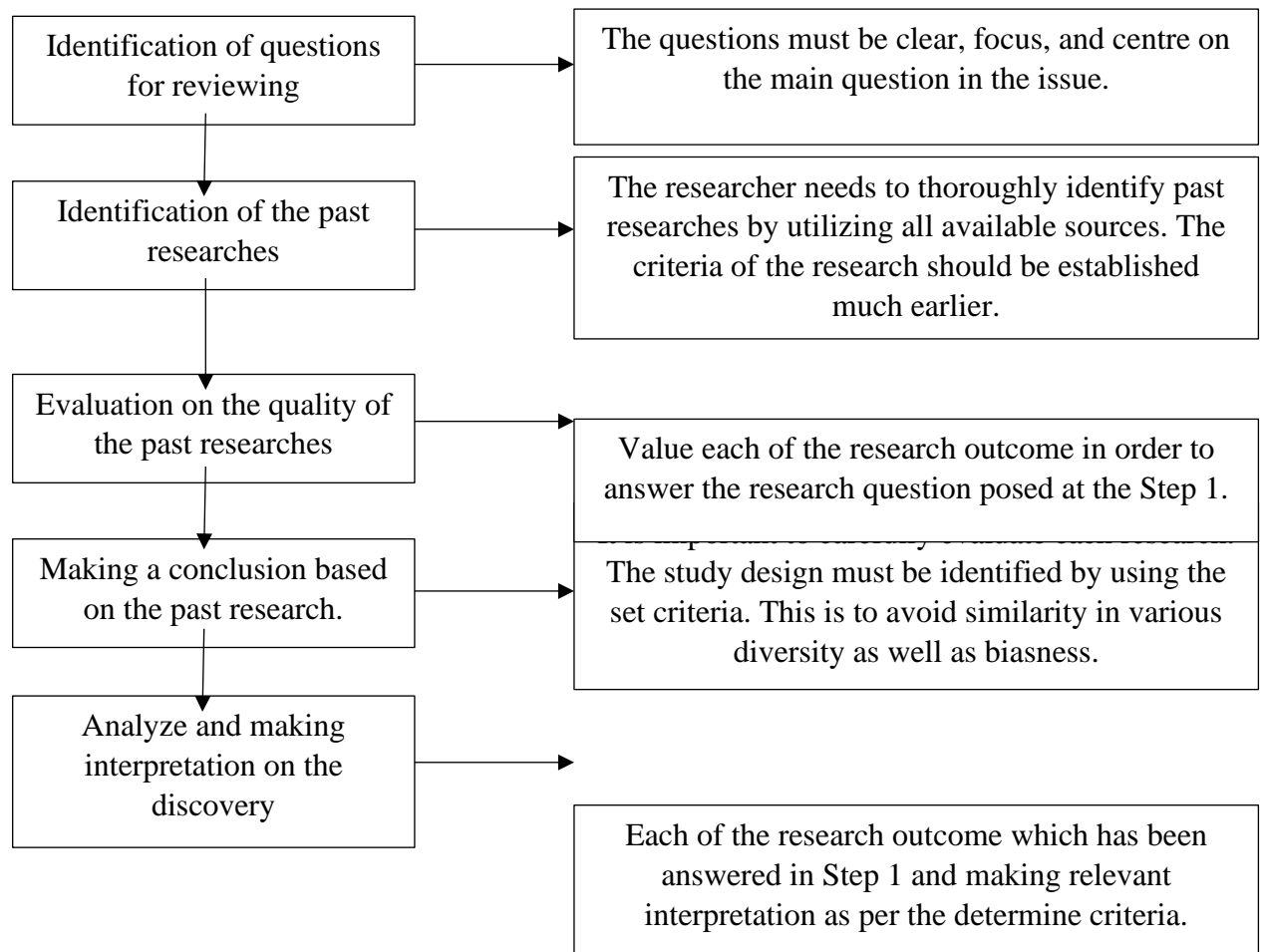


Figure 1. Process of Systematic Review Approach.

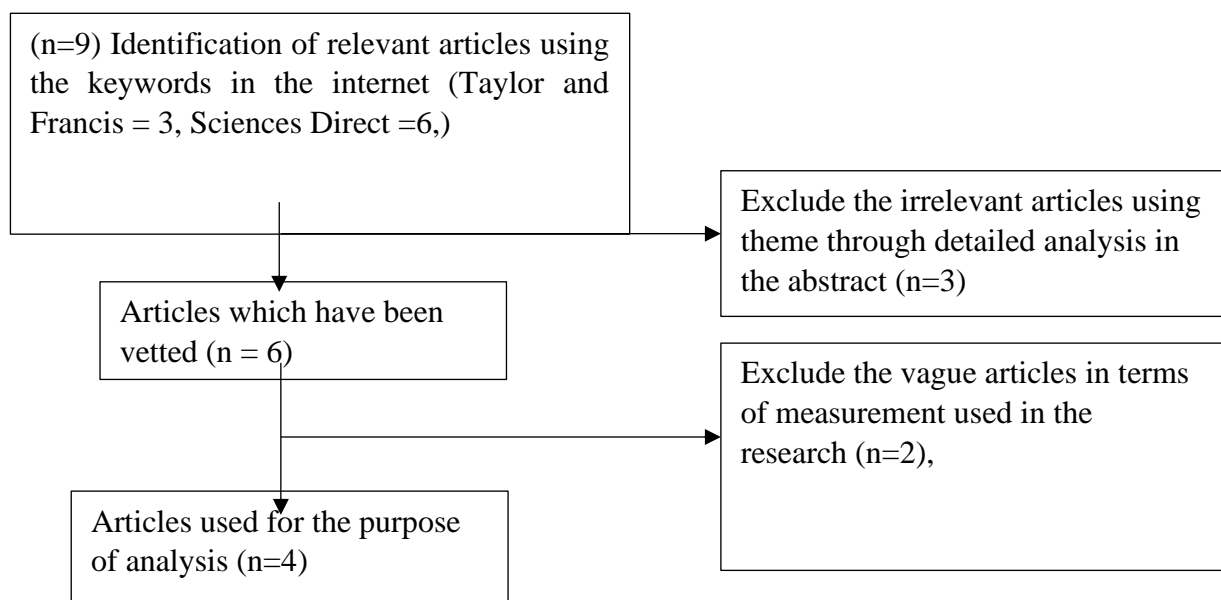


Figure 2. Selection Process for Studies Included in Analysis.

The systematic review approach in this research is further validated using below criteria:

- i. Issue: Trust and credibility
- ii. Type of research: cross-sectional or longitudinal
- iii. Research design: qualitative and quantitative
- iv. Scope: public health
- v. Language: English and Malay
- vi. Article: full text only

3. FINDING

A total of 9 articles were successfully obtained using the keyword search via the internet. However, upon vetting through the abstract of the said articles, only 9 articles were qualified as it focused on trust and credibility in public health. Meanwhile the remaining articles only touched on generic information in multidisplinary area. From the total of 9 qualified articles, it has been discovered that 4 articles (refer table 1) had conducted the research on the trust and credibility in public health and the rest of 2 articles focused was out of the theme.

Table 1 Studies Relating Trust and Credibility in Public Health

| Author | Research design | Respondent | Findings |
|-----------------------------|--------------------------------|---|--|
| Zhoa <i>et al</i> (2018) | Qualitative (content analysis) | Analysis the Twitter data | <ul style="list-style-type: none"> - Providing a typology of social media based on information shared with public in the network - Crisis managers need to pay more attention to the public who have a higher influencer - the top influencers and broadcasters - -Sharing information in social media changed based on the crisis stages - -Massively shared information can impact the public on crisis and appraisal of organizations |
| Roy <i>et al</i> 2020 | Quantitative (empirical study) | Efficiency of gaining attention over social media activity. | <ul style="list-style-type: none"> - Agencies, individuals and influencers participate in information dissemination in a short time during a crisis - Efficiency in information dissemination is important for a successful crisis communication strategy - Monitoring and responding to content of influential social media creators are critical to communicating effectively with target people, correcting any misinformation and rumors - The influence of social media is mainly focus on the typical blogosphere content and are not tuned for social media platforms - Different competency factors can help us to understand |

| | | | SMCC (activity frequency, initial follower, bot score). |
|---------------------------------|-------------|--|--|
| Tully et al 2019 | Qualitative | Analysis Twitter of nonprofit organization | <ul style="list-style-type: none"> - Active followers interact on Twitter are viewed as a reliable source of information - SMCC use to explore the frequency, form, source of social media messages and to learn how organizations use features to connect and fulfill communication needs during crisis - Influential social media users can affect the public's perception of the credibility and expertise organization |
| Gurman & Ellenberger 2015 | Qualitative | Haiti Earthquake Twitter content analysis | <ul style="list-style-type: none"> - Crisis communication strategies for fostering relationships being transparent, providing information and resources (dissemination of information) and individuals online and offline - SMCC outlines the process by which the public uses and shares information crises relevant to an organizations on social media - Help organizations develop a comprehensive set of strategies for crisis communication - The selection of media (traditional media vs. social media) as an organizational effort to inform the public about crisis - Public relies on traditional media and social media for information during crisis |

4. CONCLUSION

The study of the adaptation social mediated crisis communication is still minima. The study of social mediated crisis communication is highly relevant to be carried out in the context of public health in Malaysia. Most of the researchers involved in the research are international researchers. The focus of the research on the SMCC model is primarily focused on the dissemination of information in times of crisis involving influential social media users. Most of the research designs used are qualitatively content analysis SMCC model research shows more contextual factors as to why people use social media to disseminate and share crisis information and how various channels are used in crisis situations. The SMCC model is a relevant model in the context of studies of crisis communication that have not been empirical explored, especially in public health in Malaysia.

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