

**KNOWLEDGE SHARING VIA SOCIAL MEDIA IN FLOOD DISASTER
EVENT**

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*All praises to Allah the Almighty for
the strengths and His blessing in completing this thesis.*

*Specially dedicated to
my beloved parents Wan Hussin Wan Salleh and Zauwiyah Che Ibrahim
my precious siblings Wan Farihah, Wan Nur Haila, Wan Muhammad Syahrir and
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ABSTRACT

Social media is gaining its popularity as one of the most used information technology (IT) medium. Recently, previous works from the other researchers have acknowledged the important of social media as one of the most widely used IT tools to share information during the event of disaster. Flood is a common natural disaster in the world. Like other disasters, floods can cause fatalities from drowning and damages to properties such as houses, buildings, plantations, livestock and others. Social media itself became as knowledge sharing (KS) during the flood. Although social media is gaining popularity, it is unknown how this application fit the task of knowledge sharing in flood disaster. Hence, this study is carried out to know the information needed in pre event, event and post event of flood from awareness of local people which can be relate to current usage of social media as knowledge sharing tool. Besides reading the previous researchers work, mix research method was also used in this study. Data for this research is collected using questionnaire and interview. The result of this research shows a positive impact from the usage of social media as knowledge sharing tool in flood disaster. The current social media usage with information of pre event, during the event and post event of flood disaster is shown by a diagram of knowledge sharing summarization in flood event and discussion relation with knowledge sharing is also being discussed.

ABSTRAK

Media sosial semakin popular sebagai salah satu medium teknologi maklumat (IT) yang paling banyak digunakan. Dewasa ini, kajian-kajian telah dilakukan mengenai kepentingan media sosial sebagai salah satu alat IT yang paling banyak digunakan untuk berkongsi maklumat semasa bencana. Banjir merupakan bencana alam yang umum di dunia. Seperti lain-lain bencana alam, banjir boleh menyebabkan kematian akibat lemas dan kerosakan kepada harta benda seperti rumah, bangunan, perladangan, ternakan dan lain-lain. Media sosial itu sendiri menjadi sebagai medium perkongsian ilmu (KS) semasa banjir. Walaupun media sosial semakin popular, ia tidak diketahui bagaimana aplikasi ini sesuai dengan tugas perkongsian maklumat semasa banjir. Oleh itu, kajian ini dijalankan untuk mengetahui maklumat yang diperlukan sebelum banjir, semasa banjir dan selepas banjir dan juga kesedaran orang ramai mengenai penggunaan media sosial sebagai alat untuk berkongsi maklumat. Selain membaca kajian dari penyelidik-penyelidik sebelum ini, kaedah penyelidikan campuran juga digunakan dalam kajian ini. Data untuk kajian ini dikumpul dengan menggunakan soal selidik dan temubual. Hasil kajian ini menunjukkan kesan positif dalam penggunaan media sosial sebagai alat perkongsian ilmu semasa bencana banjir. Penggunaan semasa media sosial dengan maklumat sebelum, semasa dan sesudah banjir ditunjukkan dalam satu gambar rajah ringkas perkongsian maklumat dalam banjir dan perbincangan mengenai perkongsian maklumat turut dibincangkan.

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LIST OF ABBREVIATIONS

IT	Information Technology
KM	Knowledge Management
KMS	Knowledge Management System
KS	Knowledge Sharing
NGO	Non-Government Organization
QPS	Queensland Police Service
SPM	Sijil Pelajaran Malaysia
VICSES	Victoria State Emergency Service

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CHAPTER 1

INTRODUCTION

1.1. Introduction

This chapter includes the overview of research with regards to the problem background, problem statement, objectives, scopes and significance of study. The research focus is regarding to knowledge sharing via social media in flood disaster event. As we know, normal floods are ordinarily invited in numerous parts of the world as they give water, can improve soil, and offer a method for transportation. In any case, a dangerous flood, or a flood of eccentrically scale with extreme recurrence, can make harm nature, to jobs, and even to human lives and that of domesticated animals and other living things. Numerous nations on the Earth face flooding occasions, including China, Thailand, Indonesia, Malaysia and Australia. A contextual investigation sample is that of the condition of Victoria in Australia. Victoria confronted flooding between September 2010 and March 2011. Amid that time, numerous group individuals utilized social media as a way to get data about the floods and to share data, news and photos with others (Charlwood, 2012). As a noteworthy disaster, the floods were broadly secured by both Australian and worldwide standard media, particularly when they started to affect real populace focuses. Likewise, social media including Facebook, Twitter, and YouTube, started to play imperative parts (Bruns, 2011).

Malaysia still has a long way to go when compared to Australia, and still experiences a lack of social media use, especially during disaster events. The previous research so far demonstrates that there has been inadequate study, especially within the subject of disaster management inside Malaysia (Mustaffa et al., 2015). Knowledge sharing is also being delayed in Malaysia, because people are still unaware of the importance of using social media as a first source of information. Meanwhile, the information can be quite confusing. In the event of a disaster, sharing information effectively is vital for helping to save lives, providing immediate relief and support, and minimizing the effects of disaster (Ahmad, Mohamad Zani and Hashim, 2015).

Recent major natural disasters have witnessed a global increase in social media approaches to disaster relief (Chong et al, 2014). Social media is currently narrowing the crevice in the reaction time, in view of their moment availability to the open platform (Palen et al., 2009; Kaewkitipong, Chen and Ractham, 2012). Social media can be utilized as a part of different circumstances amid a period of emergency, in light of its information sharing ability (Boyd and Ellison, 2008). Nationals can share information, coordinate different disaster help occasions, and team up with a specific end goal to execute those occasions (Hiltz et al., 2011). Therefore, using social media as a knowledge sharing device is truly the best solution for generating information and distributing information during flooding events. More detailed discussion regarding the flood, knowledge sharing and social media will be discussed in chapter 2.

1.2. Problem Background

Social media has turned into a method for knowledge sharing (KS) amid flooding occasions. KS implies the administration of explicit and unsaid knowledge (tacit), which includes performing one or a few knowledge procedures including exchanging, making, incorporating, consolidating and utilizing knowledge (Sarkheyli et al., 2012). The other researchers have stated KS as methods attempted by

individuals at whatever point they are trading thoughts, by method for exchange, so that new knowledge will be created (Alam et al., 2009; Nordin et al., 2012; Kathiravelu et al., 2013). The KS handle entirely includes social media both specifically and indirectly way. Social media can be utilized as an instrument for knowledge management, for instance with respect to the creation, trade and change of knowledge. Social media elements, for example, individual profiles, bunch correspondence and the declaration of opinions, can improve KS as to the exchange of knowledge (Mahmood, Mohamed Dahlan and Che Hussin, 2013). In view of the declaration from previous researchers, social media can stimulate KS while exchanging information and knowledge about flooding occasions.

Social media will function as a medium for minimizing misfortune, demise, time, expense and administration prerequisites. As we probably are aware, information can be rapidly and effortlessly spread through social media, particularly considering that the vast majority have social media accounts. As indicated by eMarketer (2013), one in four individuals around the globe is use social media. Facebook was the most prevalent social media in 2013, with more than 800 million clients around the globe, trailed by Twitter with 220 million clients, and LinkedIn with 100 million. Innovation continues changing, and these days, individuals tend to send information through mobile based applications, like Facebook and WhatsApp.

Social media manages the content of interaction in online and in two ways communication spontaneously, different from newspaper as traditional media. As Keim and Noji (2011) stated that social media depends on peer-to-peer networks and change individual from consumer to producer. A great deal of crisis associations around the world are utilizing social media at this moment to declare notices, recuperation and reactions, supplanting conventional media, for example, daily papers and television. As indicated by White (2012), social media is utilized by all levels as a part of crisis administration in a wide range of organizations, each with distinctive purposes and goals when utilizing social media as the answer for addressing their offices' necessities.

At the point when the impact of social media is as of now known, we can propose that groups, offices or people use social media as a method for exchanging knowledge and it cannot be looked down. The other researchers before, mostly discuss about flood in general like the effects, the problems and the preparedness during flood in Malaysia. They did not focus in impact of using social media in flood situation. Meanwhile, the paper that discuss about using social media during flood, is not focusing in Malaysia but other country like Australia. Hence for this study, it is important to observe the influence of using social media in Malaysia during the flood disaster.

The disaster of flood is chosen because Malaysia currently faced the serious series of flood disaster nowadays. Previously, usually the states in Kelantan, Terengganu and Pahang had the flood because of monsoon. But, appalling today, almost states in Malaysia faced the flood. Knowledge sharing is vital in this circumstance, with trust of information can be immediately exchanged and individuals now have the knowledge to face its effects. Likewise, social media makes it simple for helpers to offer backing to sufferers.

Considering the flow quick use of social media, this study concentrates on utilizing social media as a knowledge-sharing tool. It will especially take a view at social media's utilization in spreading news, information, charity and donations. The reason of this study or motivation of doing this research is to examine the use of social media as a knowledge-sharing tool in flood disaster event. The questionnaire has be distributed manually and online, and from the data collected, the discussion of analysis need to be done. Groups and people need to comprehend the significance of social media in exchanging knowledge when flooding occasions. If this research is not take place in this matter, there will be more misfortunes to people, groups and even to nations.

1.3. Problem Statement

Problem statement in this case is presented as research questions. There are 3 research questions here which are:

- i. What is the current utilization or usage of social media in flood disaster?
- ii. What is the awareness of local people using social media as knowledge sharing tool in flood disaster?
- iii. What is the knowledge sharing existence in social media in pre event flood, during event flood and post event flood among local people?

1.4. Objectives

Research objectives are the answer for those problem statements. For example, the research question number one is tally with objective number one and so on. The objectives that have been identified are as below:

- i. To identify the current usage and utilization of social media in flood disaster.
- ii. To examine the awareness from local people using social media as knowledge sharing tool in flood disaster.
- iii. To investigate the knowledge sharing existence in social media in pre event flood, during event flood and post event flood among local people.

1.5. Scope

In each study, there must be several scopes to conduct the research. The scopes in this study are:

- i. The area of study is in East Coast Malaysia which are Kelantan, Terengganu and Pahang.
- ii. The respondents involve in this study are people from those states especially the one that using smart phone's applications which are not included children and old citizens.
- iii. The type of flood chosen is monsoon flood which is usually occurred during November to January each year.
- iv. Mobile phone applications focus on using Facebook and Whatsapp as the agent to share the flood information.

1.6. Significance of Study

All study should have the reason so that the study will give benefits to others. This significance study can be divided into two categories which are practical and research. Therefore, the significant of study are:

- i. For practical: helping people or victims to survive by notified to social media group or page in Facebook (for example) where they have been if they are being trapped during the disaster. The victims can also always alert regarding flood news.
- ii. For practical: helping volunteers or non-government organization (NGO) to detect the location of flood's victim by seeing the update in social media. They can also supply food, drink, blanket (utilities) to the victims.
- iii. For practical: guiding the generous and kind people to know the path on how they can help the victims by giving the money to correct and trusted agent although they themselves may not go to victim's places.

- iv. For research: presenting of new era for recognizing the usage of social media and its advantages in flood disaster. By contemplating the advantages of social media, we can urge individuals to give information and yield from the flood disaster that will be helpful for future.
- v. For research: examining the awareness of local people in flood disaster. By the opinion given, we can see that how well the acceptance of using social media in disaster as knowledge sharing tool.
- vi. For research: investigate the knowledge sharing existence in social media in pre event flood, during event flood and post event flood among local people. We can see the relationship between knowledge sharing in social media in flood disaster.

1.7. Summary

Basically, chapter 1 is about the brief introduction on the problem statements, objectives, scopes, and the significance of study. From this chapter, people can get the basic idea on next topic to be discussed later. This overall report starts by discussing the introduction of the topic, followed by literature review which refer to the previous research or study by researchers. After that, in chapter three will focus about how the study was conducted and in chapter four will discuss about finding of the research from interview and questionnaire feedback. And lastly in chapter five, which is the last chapter in this report, will discuss about conclusion, limitation of study and future plan of it. The overall process that has been done is summarized as in Figure 1.1 below.

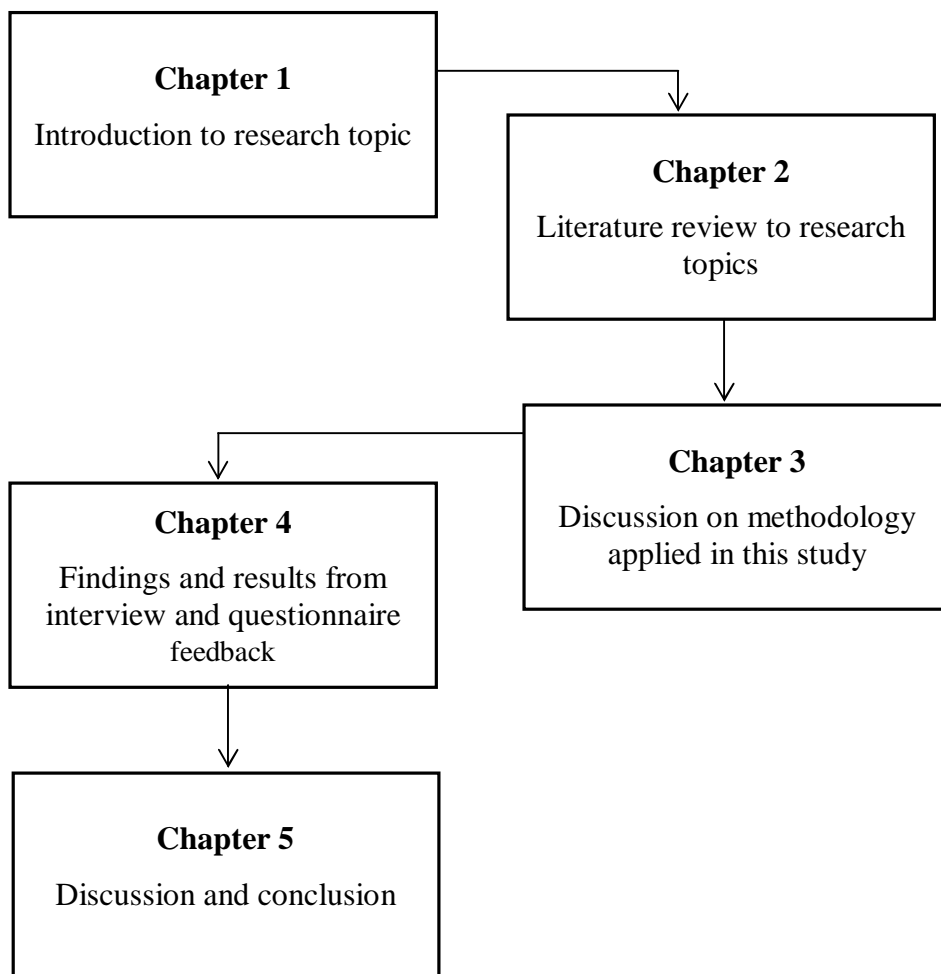


Figure 1.1: Organization of Report

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