

Crises around the globe.

A study into the intention to gather government information through social media during foreign crises.



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Abstract

Social media is getting growing attention in crisis communication strategies. Scientific research into this field is mainly descriptive and consists of studies into the increased use of social media during crises. On behalf of the Dutch Ministry of Foreign Affairs a quantitative survey is executed to investigate the perceptions of Dutch citizens. The main focus of this study was the question whether a crisis context influences perceptions concerning social media. Besides, the role of trust in the government organization and the effect on the intention to use social media to gather crisis information is investigated. The results of this study indicate that the crisis context affects citizens' level of perceived information gathering capacity. Citizens feel less able to gather all information if the crisis takes place in a foreign context. During a foreign crisis, citizens perceive social media as more useful than traditional media, while during a domestic crisis social media are perceived equally as useful as traditional media. The intention to use social media during a foreign crisis is indirectly predicted by relational trust and confidence. Relational trust seems a more important predictor than confidence. Eventually, the perceived usefulness of social media is the only direct predictor of the intention to use social media in a foreign crisis context. This study contributes to a new research area. The conceptualization of social media and crisis communication needs attention in future research. For now, governments should start integrating social media into their crisis policy and building on relation trust with their citizens.

Dutch summary

Sociale media worden een steeds belangrijker onderdeel van crisiscommunicatie. Veel wetenschappelijk onderzoek op dit gebied is beschrijvend en heeft het toenemende gebruik van sociale media tijdens crises in kaart gebracht. In opdracht van het Ministerie van Buitenlandse Zaken is een kwantitatief onderzoek uitgevoerd naar de percepties van Nederlandse burgers. De vraag die hierbij centraal stond is of de context van de crisis invloed heeft op de percepties wat betreft sociale media. Daarnaast wordt ingegaan op het effect van vertrouwen in de overheidsinstantie en de intentie om crisisinformatie via sociale media in te winnen. Uit het onderzoek is gebleken dat burgers zich tijdens een crisis in het buitenland minder in staat voelen om informatie in te winnen dan tijdens een crisis die zich in Nederland afspeelt. Tijdens een crisis in het buitenland wordt sociale media ook meer bruikbaar gevonden dan traditionele media, terwijl tijdens een crisis in Nederland sociale en traditionele media even bruikbaar worden gevonden. De intentie om sociale media tijdens een crisis in het buitenland te gebruiken wordt indirect voorspeld door relational trust (intenties) en confidence (competenties). Relational trust lijkt meer belangrijk dan confidence. Uiteindelijk blijkt de ervaren bruikbaarheid van sociale media de enige directe voorspeller van de intentie om tijdens een crisis in het buitenland sociale media te gebruiken. De conceptualisering op het gebied van sociale media en crisiscommunicatie staat nog in de kinderschoenen. Dit onderzoek is onderdeel van de start van dit nieuwe onderzoeksgebied. Daarnaast is het voor overheden zaak om sociale media te integreren in hun crisisbeleid en te werken aan vertrouwen van burgers.

Keywords

Crisis communication, social media, traditional media, RISP, trust, foreign crisis context

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This thesis is the final part of my study Communication Science. Hopefully it becomes clear what I have investigated the last six months in The Hague. Enjoy reading!

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1 Introduction

The internet is playing a very important role in the lives of most of the Dutch population. Van Deursen and Van Dijk (2011) mention that ninety percent of the Dutch population is online every day. On average, people spend more than three hours online daily. This is an increase of almost half an hour since 2010. This growth is primarily caused by the usage of the internet for transactions, entertainment, but also for communication. Especially the use of social media for online communication is increasing. The internet is still primarily used as information provider, although the time spend on this feature does not increase (Van Deursen and Van Dijk, 2011). Within the European Union the Netherlands has the highest percentage (94 percent) of the population that has internet access (Eurostat, 2011).

Social media

Social media refers to online platforms containing user-generated content. Thus social media allow people to provide content directly and interact with other (connected) users. There are several forms of social media differing in purposes, e.g. photo sharing (Flickr, Picasa), video sharing (YouTube), micro blogging (Twitter), and social networking (Facebook, Hyves, and Google+). This paper concentrates specifically on the role of social media during crises. The American Red Cross (2011) found that Facebook and Twitter turned out to be the most popular social media sites for posting emergency and newsworthy information. For this research it is therefore decided to focus on Twitter and Facebook.

To communicate with networks, citizens are increasingly using social media to interact with their friends, colleagues, social organizations and government (Kavanaugh et al., 2011). This increased usage of social media by citizens results in an increased amount of information available. On the other hand, citizens expect the government to provide more information through the internet, and more specifically social media (Palen and Liu, 2007). Thus social media can be viewed as a new opportunity for governments to inform and be informed by the citizenry (Kavanaugh et al., 2011; Palen and Liu, 2007).

Kavanaugh et al. (2011) note that this new opportunity for government organizations has two dimensions: monitoring and responding. First, social media allow government officials to monitor perceptions and moods of citizens concerning specific topics. Through traditional methods like telephone surveys, mail polls and so on, the monitor would never gather the same amount of data as with social media which is fast, cheap and concerns real time information. Secondly, government officials are able to improve services towards citizens through social media. Social media are able to reach a large audience in a short time, and thus improve the speed and scope of the response (Kavanaugh et al., 2011). This research will focus primarily on the second dimension: the improvement of services towards citizens. More specifically it will determine whether social media is perceived as useful and trustworthy in crisis responses towards citizens who face a crisis. A distinction is made between a domestic and foreign crisis context.

To give meaning to the beliefs on social media, it is contrasted against traditional media. Traditional media differ from social media, because they do not include user-generated content and possibilities to interact. Examples of traditional media are television, radio and (online) newspapers. The most important feature of these media is top-down communication without the possibility to interact.

Social media usage during disasters

Recently, research into the usage of social media in disaster management is getting much attention. The American Red Cross (2011) found that one in seven of the American public has experienced an emergency and posted information and/or photos to a social media site. Due to this information sharing, the opportunity for officials to use social media to monitor the crisis situation is increasing. Many studies suggest social media to be very useful in times of crises since it reports situational information from those affected immediately after the disaster took place (e.g. Acar & Muraki, 2011; Vieweg, Hughes, Starbird & Palen, 2010). Social media have been utilized as a solution to disaster response, due to its interactive (two-way) features (Huang, Chan & Hyder, 2010; Veil, Buehner & Palenchar, 2011). According to Veil and her colleagues (2011), the community is becoming part of the actual crisis response. Through mobile phones, computers, and digital video equipment, people are able to share actual crisis information with their networks. People are not only consumers of information anymore, though they are producers as well (Veil et al., 2011).

The next section will give an overview of examples of social media usage in crisis communication. After the literature analysis, it was found that social media for crisis communication is a new field of research. The overview therefore contains work-in-progress review of recent studies that are mainly descriptive.

During the earthquake in Japan in 2011, ordinary people were acting as first reporters since Twitter was the only communication tool that worked properly immediately after the disaster (Acar & Muraki, 2011; Winn, 2011). The authors found that people sent Tweets during the disaster either about their unsafe situation in directly affected areas, information to others that they were alright in unaffected areas such as Tokyo, or secondary effects in indirect affected areas. Another research analyzed the Tweets posted after the shooting of four police officers and during the 48-hour search of the suspect in the Seattle-Tacoma, Washington Area (Heverin & Zach, 2010). The analysis suggests that people are using Twitter to organize and spread information about the violent crisis. Additionally, Vieweg and her colleagues (2010) investigated the broadcasts on Twitter during the Oklahoma Grassfires of 2009 and the Red River Floods of 2009. The authors note that the geo-located information and situational updates were primarily information categories on Twitter.

Other descriptive studies analyzed the Twitter usage during the typhoon disaster in Taiwan (Huang, Chan & Hyder, 2010), the postelection crisis in Kenya (Mäkinen & Kuira, 2008), the Chile earthquake (Mendoza, Poblete & Castillo, 2010), the Haiti earthquake (Smith, 2010), and the Virginia tech shooting (Vieweg, Palen, Liu, Hugher & Sutton, 2008). It has to be clarified that these papers are mainly descriptive and focusing on the monitoring of interactions of those affected during and immediate after the crisis. Little research aimed to investigate the role social media can play in order to improve crisis responses and fulfill citizens' demands of government communication via social media. This paper aims to contribute to this new research area by investigating citizens' perceptions of social media as information channel during crises for government communication through a more social-psychological perspective.

Because little research clarified how organizations should implement social media into their crisis communication strategies, organizations that already adopted it are analyzed. First, the case of the American Red Cross can be viewed as guideline for organizations that are planning to adopt social media into their crisis response strategies. The organization investigated the needs of people concerning social media during crises (American Red Cross, 2011). The results demonstrate that during crises one in four of the online American population would try an online channel for help. Also it was found that the majority of the American population (80 percent) expects emergency response organizations to monitor

social media frequently. Therefore, the American Red Cross (2009; 2011) came up with a listening program to correct misinformation, to be informed by the public opinion, to identify influential people and blogs, to build relationships, and to monitor trends in conversations.

The American Red Cross (2009) notes that social media should be used to execute their mission: preventing, preparing and responding to emergencies with social media. A social media handbook has been published to serve as toolkit for local Red Cross units to adopt social media in their crisis strategies (American Red Cross, 2009). Also for other emergency response organizations insights in the social media usage and expectations of the target audience, and a handbook for adopting a social media strategy would be useful to improve crisis response strategies. Therefore, the case of the Red Cross is a good example for the Dutch Ministry of Foreign Affairs and other organizations that deal with crises frequently.

The second organization that will be discussed is the US government. Bent (2010) analyzed the use of social media by the US government and notes that they use social media for different consular purposes. The American Consular Affairs for example, spread travel alerts and updates via the dedicated Twitter-account 'TravelGov'. American officials believe they will gain more success via social media, because it engages in the natural communication behavior of people. Therefore, it is expected that the government will have more success in reaching its citizens and providing the information they need. The authors also note that officials believe that engaging citizens in a dialogue will give them an increased feeling of ownership and therefore enhance the public image. In order to do so, responding to comments is perceived as critical. The research suggests that the best outcomes of social media usage by the government will be enhanced during crises. The US officials plead for the adoption of social media during crisis and developed a social media hub. This forum provides information and trainings to US posts to provide guidance in using social media for consular purposes (Bent, 2010).

In short, the above section suggests the adoption of social media into crisis response strategies. This research is conducted in the context of the Dutch Ministry of Foreign Affairs. The context differs from the described papers since it affects citizens who are located in a foreign context. Other papers mostly concern crisis communication by the national government and aid agencies. The field of the Ministry of Foreign Affairs is an international environment. This context is more complex for citizens, because their social environment is not directly and face-to-face available. Therefore citizens might rely more on the internet and social media in particular, during a foreign crisis than during a domestic crisis.

2 Theory and hypotheses

2.1 Situational awareness during a crisis & absence of social environment

According to Palen and Liu (2007), both officials and citizens are responding to a crisis. As mentioned in the above section, officials are in practice not the first responders, but the public is taking the first actions. Besides, the social environment plays an important role in the information seeking process. People are seeking information from multiple sources and validate this information through their own social network (Palen et al., 2010).

The same process is suggested by Weick (1988). Weick notes that social construction and shared meanings play a significant role during crises. This process of sense making highlights the importance of a social environment to give meaning to the turbulent context of a crisis (Weick, 1995; Maitlis & Sonenshein, 2010). In a foreign crisis context, it is expected that people are less capable to consult family and friends for updates and information concerning the crisis. Therefore, social media might play a more important role as information seeking tool in a foreign crisis context than during domestic crises.

2.2 The RISP model

The model of Risk Information Seeking and Processing (RISP; Griffin, Dunwoody and Neuwirth, 1999) is the core of this research. The RISP model is a rational model which suggests several constructs that affect the information seeking and processing strategy of people. The direct predictors are information insufficiency, relevant channel beliefs, and perceived information gathering capacity. The model gives a general overview on the different responses to risks depending on the described predictors (Griffin et al., 1999).

Perceived information gathering capacity

The core of the RISP model is information sufficiency. More specifically the model concerns the relation between current knowledge and information sufficiency. The gap between knowledge people have concerning risks and the amount of knowledge people need to deal with it is called information insufficiency. Even though this study affects crises and not risks, we assume crises will also lead to information insufficiency. Especially in foreign crisis contexts citizens might experience less ability to perform necessary information seeking and processing steps. The perceived information gathering capacity might be low in a crisis context, particularly when the crisis takes place in a foreign country.

It is expected that foreign crisis contexts result in lower levels of perceived information gathering capacity and require non-routine efforts to gather information. One of these efforts might be the consultation of the embassy for consular matters. Perceived information gathering capacity reflects one's sense of self-efficacy to perform necessary information seeking and processing steps (Griffin et al., 1999). Due to the absence of people's social environment, the perceived capacity to gather information is expected to be lower in a foreign crisis context than in a domestic crisis context.

H1 A foreign crisis context leads to lower levels of perceived information gathering capacity than a domestic crisis context.

Perceived usefulness and trustworthiness

Griffin et al. (1999) suggest that the beliefs about the various channels that supply risk information affect the information seeking and processing strategies people have. Relevant channel beliefs are expected to play a role in crisis communication as well. The authors note that relevant channel beliefs concern the perceived trustworthiness and usefulness of information channels. Perceived trustworthiness predicts the level of trust people have in the information channel (Griffin et al., 1999). Perceived trustworthiness can also be described as credibility. However, in this study the term perceived trustworthiness is retained. To define perceived usefulness of social media, Davis' (1999) definition of usefulness of information technology is used: "people tend to use or not use an application to the extent they believe it will help them perform their job better" (p. 320).

The more positive beliefs people hold about these factors, the more they are expected to use the channels (Griffin et al., 1999; Ter Huurne, 2008). Therefore, this research will investigate whether channel beliefs differ according to the context in which the crisis takes place (domestic versus foreign context). It is expected that in a foreign crisis context social media is perceived as more useful than traditional media. In this context, social media might also be perceived as more trustworthy than traditional media.

H2a In a foreign crisis context, social media is perceived as more useful for government communication than traditional media.

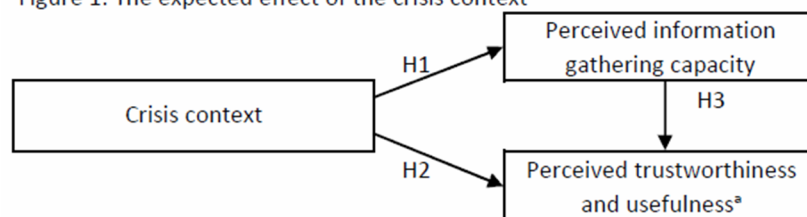
H2b In a foreign crisis context, social media is perceived as more trustworthy for government communication than traditional media.

Besides, this study investigates whether citizens' levels of information gathering capacity affects the perceived usefulness and trustworthiness of social media. Channel beliefs are expected to be higher when citizens perceive low levels of information gathering capacity. It is expected that people perceive social media as more useful when they feel less able to gather crisis information. Concerning the perceived trustworthiness of social media, it is expected that people lower their standards due to the limited ability to gather information. Therefore, the following hypotheses derived.

H3a Low levels of perceived information gathering capacity lead to higher levels perceived trustworthiness of public communication via social media than high levels of perceived information gathering capacity.

H3b Low levels of perceived information gathering capacity lead to higher levels perceived usefulness of public communication via social media than high levels of perceived information gathering capacity.

Figure 1: The expected effect of the crisis context



a: concerning government communication via social media

2.3 Trust

For the adoption of social media to seek information during crises, trust in the publishing agency is expected to play a crucial role. Griffin et al. (1999) already noted trust in official organizations plays a major role in risk perceptions people have. It is also stated that trust helps people to reduce uncertainty and engage in behaviors which request trust (McKnight, Choudhury & Kacmar, 2002).

Conceptualization

Research into trust is not consistent concerning the use of dimensions. Some literature on trust identifies three dimensions: benevolence, integrity and competence (Mayer et al., 1995; Lee & Turban, 2001; McKnight et al., 2002). The first dimension, benevolence is the extent to which the trustee is responsive, has goodwill and acts in the truster's interest. This ethical dimension reflects to the motives of the trustee and is based on altruism (Mayer et al., 1995; McKnight et al., 2002). Secondly, integrity refers to the honesty of the trustee. Also integrity refers to ethics, but differs from benevolence since it refers to keeping commitments and reliability (not to lie) (McKnight et al., 2002). Finally, competence refers to the ability of the trustee to do what the truster expects, in other words the trustee's capability (McKnight et al., 2002).

Other research on trust identifies two central antecedents. Earle's (2010) came up with a model which specifies two commonly used concepts that refer to trust. The first concept is relational trust. Relational trust refers to the relationship between the truster and the trustee. It concerns the intentions of the trustee. Secondly, calculative trust is an antecedent based on past behavior and expectations of how the trustee will act in the future. This concerns the abilities of the trustee. The author refers to this antecedent of trust as confidence. Generally, relational trust is more important than confidence (Earle, 2010).

Research on trust seems not to be consistent with regard to the conceptualization. Though, relational trust and confidence refer to the same concepts as benevolence, integrity and competence. Relational trust refers to benevolence and integrity. Confidence refers to competence. For this study Earle's (2010) concepts, relational trust and confidence are used.

Trust and behavioral intentions

Although this research is primarily designed to investigate whether social media is more important in foreign crisis contexts than in domestic crisis contexts, another aspect to be investigated is the relationship between trust and behavioral intentions. These behavioral intentions affect social media usage as information gathering tool to gather government information during crises. It is difficult to measure actual behavior during crises in a research setting. It would be unethical to organize a real crisis. A reflection of behavior after a real crisis would be difficult, because people might have forgotten their actual feelings and behavior. Therefore this research focuses on people's intentions to certain behavior. However, prior research has frequently found significant correlations between behavioral intentions and actual behavior (Davis, 1989; McKnight et al., 2002)

Due to the lack of research into the relationship between the adoption of social media initiatives by government and trust in government, research into the adoption of e-government initiatives is used as guidance to predict this relationship. Crisis communication via social media is viewed as the electronic service. Several studies highlight the importance of citizens' trust in government agencies to provide electronic services. Horst, Kuttschreuter and Gutteling (2006) indicated that citizens' worry about e-government services is indirectly predicted by the level of trust in e-government, which in turn depends

on the level of trust in government. Another research highlights the importance of trust in the government agency providing the service to the adoption of e-government initiatives (Bélanger & Carter, 2008). Therefore, it is argued that trust affects the intention to use social media during crises as a tool to gather information from the government.

H4a High levels of relational trust lead to higher levels of intentions to use social media as information channel than low levels of relational trust.

H4b High levels of confidence lead to higher levels of intentions to use social media as information channel than low levels of confidence.

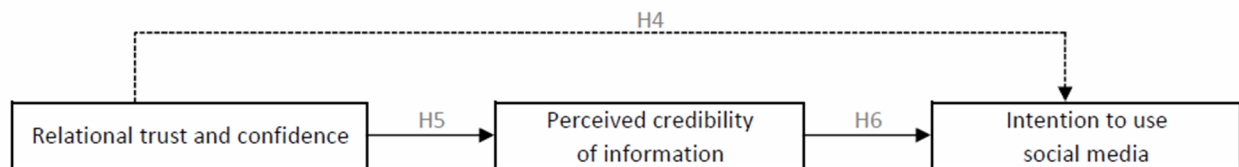
Besides the predicted direct relation between trusting beliefs and behavioral intentions, it is predicted that information credibility mediates this relation. We hypothesize that perceived credibility of information mediates the relation between trusting beliefs and the intention to use social media as information channel.

H5a High levels of relational trust lead to higher levels of perceived credibility of information than low levels of relational trust.

H5b High levels of confidence lead to higher levels of perceived credibility of information than low levels of confidence.

H6 High levels of perceived credibility of information lead to higher levels of the intentions to use social media as information channel during crises than low levels of perceived credibility of information.

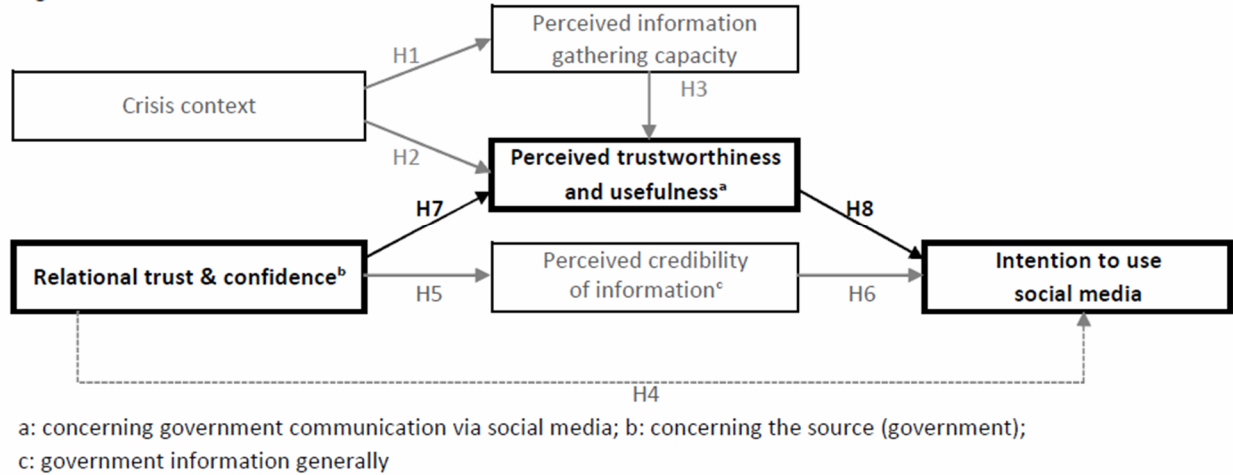
Figure 2: The expected role of trust



2.4 Combining both models

The above two models seem to predict different relations. However both models might relate to each other as well. A possible relation between both models is derived among trusting beliefs, perceived trustworthiness and usefulness, and the intention to use social media. When people hold positive trusting beliefs on the government agency, they might perceive its crisis communication through social media as more trustworthy and useful. With regard to this prediction, the following model (figure 3: The combination of both models) and hypotheses have been established.

Figure 3: The combination of both models



H7a High levels of relational trust lead to higher levels of perceived trustworthiness of public communication through social media than low levels of relational trust.

H7b High levels of relational trust lead to higher levels of perceived usefulness of public communication through social media than low levels of relational trust.

H7c High levels of confidence lead to higher levels of perceived trustworthiness of public communication through social media than low levels of confidence.

H7d High levels of confidence lead to higher levels of perceived usefulness of public communication through social media than low levels of confidence.

Finally, relevant channel beliefs might also influence the intention to use social media in crisis situations. It is assumed that people intent to use social media more when they hold positive beliefs on the trustworthiness and usefulness of it.

H8a High levels of perceived trustworthiness lead to higher levels of the intention to use social media as information channel.

H8b High levels of perceived usefulness lead to higher levels of the intention to use social media as information channel.

3 Method

3.1 Design and procedure

The study was divided into two sections. The first section is a between subjects design. In this section, citizens' perceptions were compared between a domestic and a foreign crisis context. Participants were randomly assigned to one of the two imaginary crisis scenarios. The domestic crisis context was a crisis situation in a soccer stadium in Rotterdam. The crisis started with tensions between the local government and citizens. Respondents were requested to imagine they were visiting a soccer match between Feyenoord and their biggest enemy Ajax. After losing the game, riots have broken out in the city center. The foreign crisis situation was a crisis in the African country Mossatania. Also this scenario started with tensions between the local government and citizens. In this scenario, respondents were requested to imagine they visited an international sport event. During that event, a civil war has broken out. Both scenarios are included in the attachment.

Thus in both conditions respondents were asked to imagine they were in a crisis situation where violence occurred and their safety was unsure. Besides both scenarios mentioned that it was unclear whether people were able to leave the location and go home. Possibilities to use information channels (including social media) were not mentioned in the crisis scenarios. Respondents answered questions concerning their perceived information gathering capacity and the perceived trustworthiness and usefulness of three sorts of information (public communication through traditional media, social media generally and public communication through social media). Before the questions on social media, an explanation was given for those who were not familiar with it.

The second section of the study consisted of items on trust and the intention to use social media. There are no different crisis scenarios required, so all participants completed the items of this section based on the same scenario: the foreign crisis context. Therefore, the half of the sample who had read the domestic crisis context had to read a second scenario: the foreign crisis context. Table 1 presents an overview of the research design.

Table 1: Overview of the research design

Part	Domestic crisis context	Foreign crisis context
1	Domestic crisis scenario (Rotterdam)	Foreign crisis scenario (Mossatania)
2	<i>Items on a domestic crisis (N=445)</i>	<i>Items on a foreign crisis (N=434)</i>
	<i>a Items on perceived information gathering capacity</i>	
	<i>b Items on perceived usefulness and trustworthiness of public communication via traditional media</i>	
	<i>c Items on perceived usefulness and trustworthiness of public communication via social media</i>	
	<i>d Items on perceived usefulness and trustworthiness of social media generally (friends and family)</i>	
3	Foreign crisis scenario (Mossatania)	-
4	<i>Second part of the questionnaire (N=879)</i>	
a	<i>Items on relational trust and confidence in the Ministry of Foreign Affairs</i>	
b	<i>Items on the perceived credibility of information of the Ministry of Foreign Affairs</i>	
c	<i>Items on the intention to use social media</i>	

3.2 Participants

Participants were a sample of the EU panel, initiated by a research agency. Members of the EU panel are Dutch citizens who signed up themselves. Members receive one euro per completed questionnaire, which they can spend at Bol.com (an online warehouse). An advantage of this method is that it is fast and the response rate is very clear.

Selected panel-members were assigned to one of the both conditions depending on their demographics to make sure that all groups (gender, age, education, etc.) are represented and both samples do not to differ among each other. A chi square test did indeed not show differences among any demographic characteristic between both samples.

For this study 2.720 panel-members were invited to participate. These people were requested to participate in the survey. After sixteen days, a total number of 1.431 participants started the survey (gross response rate: 49%). A number of 429 participants (15,8%) did not complete the questionnaire. Therefore the number of respondents that completed the questionnaire was 1.002 (net response rate: 37%). A total number of 879 respondents answered the control question correctly and were included in the analysis. That is a number of 445 within in the domestic crisis context and 434 in the foreign crisis context. The control question is presented under measures in section 6.3.

Thus the total number of respondents that were included in the analyses is 879. The respondents existed of 446 men (50,7%) and 433 women (49,3%). The average age was 47 year. 75,9% of the respondents had an account on a social network site and 38,6% of these people read messages from others on social media every day. A complete overview of the demographics is given in table 2.

Table 2: Demographic information

	N	Percent		N	Percent
Gender			Social media account		
Male	446	50,7%	None	212	24,1%
Female	433	49,3%	At least one	667	75,9%
Education			Facebook	556	63,3%
Lower education	271	30,8%	Twitter	251	28,6%
Middle education	377	42,9%	Hyves	369	42,0%
Higher education	231	26,3%	Other	102	11,6%
Household			Reading messages on social media		
Living with parents	65	7,4%	Daily	339	38,6%
Single	196	22,3%	4-5 times per week	121	13,8%
Residential community	30	3,4%	Once per week	95	10,8%
Living together/married	576	65,5%	2-3 times per month	53	6,0%
Other	12	1,4%	A few times per year	23	2,6%
Work situation			Less than a few times per year	7	0,8%
Self-employed	56	6,4%	Never	27	3,1%
Employed	394	44,8%	Missing (no account)	214	24,3%
Householder	54	6,1%	Publishing on social media		
Not working	36	4,1%	Daily	84	9,6%
Job seeker	34	3,9%	4-5 times per week	91	10,4%
Retired	166	18,9%	Once per week	129	14,7%
School/study	90	10,2%	2-3 times per month	141	16,0%
Other	49	5,6%	A few times per year	112	12,7%
Region			Less than a few times per year	51	5,8%
Big cities (west)	131	14,9%	Never	57	6,5%
West	269	30,6%	Missing (no account)	214	24,3%
North	87	9,9%			
East	177	20,1%			
South	209	23,8%			
Missing	6	0,7%			

3.3 Measures

Control question

In the first section of the questionnaire the sample was divided into two parts and assigned to either the domestic or foreign crisis context. To check whether respondents actually read the crisis scenario, a control question was formulated. The control question was: 'Where has the crisis where you read about taken place?' Response options were 'In the inland', 'In a foreign country' and 'Do not know' (question 9 of the questionnaire).

Most constructs included for this study were measured on a five-point Likert scale. The Likert-scales consisted of 1=strongly disagree; 2=disagree; 3=not agree nor disagree, 4=agree; and 5=strongly agree. Thus a high score indicates a high agreement on the construct. For a few constructs a five-point semantic scale is used. Next, the items, reliability and response options are discussed.

Manipulation check

To check whether the crisis context actually influences people's perceived ability of consulting family and friends, a manipulation check was invented. In the domestic crisis context, the effect was determined with the question: 'During the event in Rotterdam I am able to consult my family and friends directly'. In the foreign crisis context, the question was: 'During the event in Mossatania I am able to consult my family and friends directly'. A five-point Likert-scale was used to measure the manipulation. The manipulation check can be found under part ten of the questionnaire.

Perceived information gathering capacity

Also the level of perceived information gathering capacity was measured through a five-point Likert-scale. The items were based on two items of Griffin et al. (2002) (e.g. 'I expect to easily obtain all current information'). These two items on perceived information gathering capacity were reformulated into four items. The items were proposed to a few people before they were added to the questionnaire. This resulted in a reliable scale ($\alpha=0.79$) for perceived information gathering capacity. The items can be found under part one of the questionnaire.

Perceived trustworthiness of information channels

Perceived trustworthiness is measured by using a four-item scale (Ohanian, 1990). Through a semantic scale, four items on relational trust (honest, reliable, sincere, and trustworthy) were measured. The scale yielded reliable results for government communication through traditional media ($\alpha=0.92$; question 2a), social media generally ($\alpha=0.88$; question 4) and government communication through social media ($\alpha= 0.92$; question 6a)

Perceived usefulness of information channels

Perceived usefulness is measured using a three-item scale conducted from Davis' (1989) Technology Acceptance Model. E.g. 'I think it is useful that the Ministry of Foreign Affairs uses social media to distribute information about the crisis in Mossatania' (foreign crisis context). For the measurement, a five-point Likert-scale was used. The scale on perceived usefulness yielded reliable results for government communication through traditional media ($\alpha=0.83$; question 3), social media generally ($\alpha=0.90$; question 5) and government communication through social media ($\alpha=0.88$; question 7).

Trusting beliefs

Trusting beliefs are measured through scale conducted from McKnight, Coundhury and Kacmar (2002). Relational trust was measured in terms of benevolence (e.g. I believe that the Ministry of Foreign Affairs would act in my best interest) and integrity (The Ministry of Foreign Affairs is truthful in its dealings with me). The seven items together formed a very reliable scale for relational trust ($\alpha =0.92$). The items on relational trust are presented in question 11a. The five-item scale on competence formed a very reliable measure for confidence ($\alpha=0.92$). The items on confidence can be found under question 11b of the questionnaire. Both relational trust and confidence were measured using a five-point Likert-scale.

Perceived credibility of information

Perceived credibility of information is measured by Eastin's (2001) three-item semantic scale. The beliefs were measured concerning whether citizens expect information of the Ministry of Foreign Affairs to be 'accurate, factual and believable'. This scale showed to be highly reliable ($\alpha=0.89$). The scale is presented under question 12a of the questionnaire.

Behavioral intentions

Finally, behavioral intentions were measured in terms of the intention to use social media to gather information from the Ministry. The intention to use social media is measured by a three-item scale inspired by Lin and Lu (2011) (e.g. 'If I were in the crisis situation in Mossatania, I would follow the Ministry of Foreign Affairs via social media'). The five-point Likert-scale showed to be highly reliable as well ($\alpha=0.92$). The items can be found in the questionnaire under question 15.

Demographics

Finally demographic characteristics were retrieved. Because a panel was used for this study, most demographic information (e.g. gender, education, household situation etc.) was already known. The additional background information that was retrieved concerned marital status (question 16), social media behavior (question 17, 18 and 19), travel behavior (question 20, 21 and 22) and the perceived importance of family and friends (question 23).

4 Results

4.1 Manipulation check

Respondents in the domestic crisis context ($M=3.30$, $SD=1.09$) scored significantly higher on the perceived ability to consult family and friends for support during the crisis than the respondents in the foreign crisis context ($M=2.77$, $SD=0.96$). Thus the manipulation is successful, because people feel less able to consult their family and friends in a foreign crisis context: $F(1, 877) = 57.69$, $p<0.001$.

4.2 Effects of manipulation

The first hypothesis is tested using an analysis of variance (ANOVA). A main effect of the crisis context on the level of perceived information gathering capacity is found. In the domestic crisis context ($M=2.12$) higher levels of perceived information gathering capacity were found than in the foreign crisis context ($M=1.52$), $F(1,877)=122,44$, $p<0.001$. Thus people's sense of performing necessary information seeking and processing steps during crises is indeed lower in a foreign crisis context. These results support H1.

4.3 Effect of the medium

After reading the crisis scenario and answering items on the perceived information gathering capacity, the perceptions of citizens are measured concerning different media (traditional and social media) and different sources (family and friends, and government) of crisis information.

First the effect of the medium is determined. The respondents in both conditions answered items on the perceived usefulness and trustworthiness of government communication through traditional as well as social media (part 2b and 2c of table 1: overview of the research design). Therefore a paired sample t-test is executed for both conditions separately. The results of this test can be found in table 3 (Mean scores and standard deviations for both types of media).

Table 3: Mean scores and standard deviations for both types of media

	Traditional media		Social media		t-value
	M	SD	M	SD	
Foreign crisis context					
Perceived usefulness	2,59	0,68	2,72	0,71	3.65***
Perceived trustworthiness	2,42	0,84	2,80	0,74	9.53***
Domestic crisis context					
Perceived usefulness	2,64	0,67	2,62	0,82	-0.46
Perceived trustworthiness	2,46	0,78	2,79	0,74	8.33***

*** $p<0.01$, *** $p<0.001$; Scales: 1 = strongly disagree to 5 = strongly agree*

The t-test for paired samples shows that in a foreign crisis context, the perceived usefulness and trustworthiness of public communication differs among traditional and social media.

- During a foreign crisis, people perceive government communication as more useful when it is sent through social media than traditional media.
- Also the perceived trustworthiness of the message is higher when social media is used for government communication instead of traditional media.

The same paired sample t-test is executed for the domestic crisis context.

- c. In a domestic crisis context, trustworthiness is perceived higher when the message is sent through social media than traditional media.
- d. The perceived usefulness of different media does not differ within a domestic crisis context.

These findings indicate that social media is perceived as more useful than traditional media if the crisis takes place in a foreign country. When the crisis takes place in a domestic context, perceptions about the usefulness of social and traditional media do not differ. Besides, in a crisis situation social media is perceived as more trustworthy no matter where the crisis takes place.

Thus both H2a and H2b are supported. In a foreign crises context, social media is perceived as more useful and trustworthy than traditional media. However it should be noted that the crisis context only influences the perceived usefulness of social media, because social media is perceived as more useful when the crisis takes place in a foreign context. The crisis context does not influence the perceived trustworthiness of media. The trustworthiness of social media during crises is higher, no matter where the crisis takes place.

4.4 Regression analysis

The third hypothesis predicted a direct relation between perceived information gathering capacity and the perceived usefulness and trustworthiness of public communication through social media. With regard to this prediction, a regression analysis was conducted. The first regression analysis, with perceived trustworthiness as dependent variable and perceived information gathering capacity as predictor did not yield a significant relation ($\beta=0.01$, $p=0.86$).

The same analysis with perceived usefulness as dependent variable and perceived information gathering capacity as predictor did also not yield a significant relation ($\beta=0.05$, $p=0.16$). So the level of perceived information gathering capacity did not influence the usefulness and trustworthiness of public communication through social media and H3a and H3b are not supported. This indicates that the extent to which people feel to be able to gather all relevant crisis information does not influence their beliefs on social media.

4.5 Effect of the source

The main purpose of this study is the above analysis of differences of perceptions on trustworthiness and usefulness among traditional and social media during different crisis contexts. However, the sender of the message might also influence the perceived usefulness and trustworthiness of social media. The perceptions of people on social media are measured with both the government, and family and friends as source of information (part 2c and 2d of table 1: overview of the research design).

Table 4 (Mean scores and standard deviations for both types of sources) gives an overview of the perceived usefulness and trustworthiness of crisis information on social media from family and friends, and government. Besides, a distinction between both conditions (domestic versus foreign crisis context) is made.

Table 4: Mean scores and standard deviations for both types of sources

	Family and friends		Government		t-value
	M	SD	M	SD	
Foreign crisis context					
Perceived usefulness	2,55	0,83	2,72	0,71	4.28***
Perceived trustworthiness	2,60	0,74	2,80	0,74	4.45***
Domestic crisis context					
Perceived usefulness	2,47	0,94	2,62	0,82	4.34***
Perceived trustworthiness	2,67	0,78	2,79	0,74	3.38**

***p<0.01, ***p<0.001; Scales: 1 = strongly disagree to 5 = strongly agree*

First, the perceived usefulness and trustworthiness of social media is determined in a foreign crisis context.

- The usefulness of social media is perceived higher when the medium is used by the government than when it is sent by family and friends.
- Also the trustworthiness of social media is perceived higher when the medium is used by the government.

The same outcomes were found in a domestic crisis context.

- The usefulness of social media is perceived higher when the medium is used by the government.
- The trustworthiness of social media is perceived higher when the medium is used by the government.

Thus in both contexts, social media is perceived as more useful and trustworthy when the medium is used by the government. This means that the source is essential for the beliefs citizens hold on social media.

4.6 Mediation effect credibility of information

Besides the effect of the crisis context, the effect of trust on the intention to use social media is determined. In the second part of the questionnaire, all respondents answered the same items concerning the crisis scenario in Mossatania and the role of the Ministry of Foreign Affairs (part 4 of table 1: overview of the research design). It is assumed that the half of the respondents, who read the domestic crisis context in the first part and answered the control question correctly, would also read the foreign crisis context in the second part.

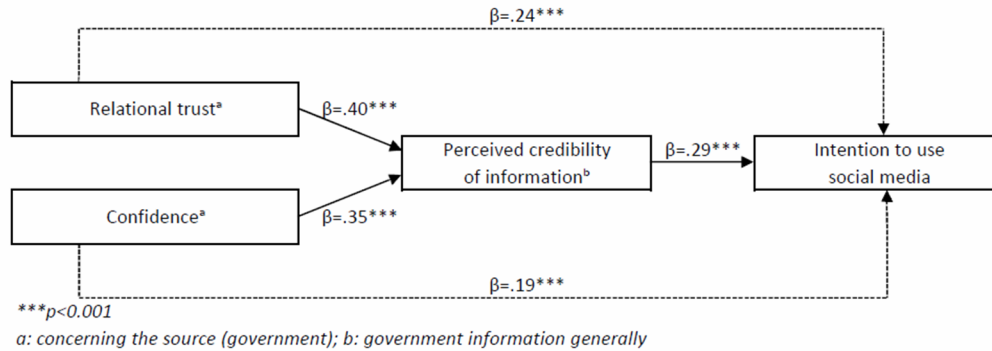
A mediation analysis tested the hypotheses that perceived credibility of information mediates the relation between trust and the intention to use social media as information channel. The first regression analysis tested whether the relation between the intention to use social media to gather crisis information as dependent variable and relational trust in the organization that sends the message as predictor. The relation was significant ($\beta=0.33$, $p<0.001$). The same analysis was conducted for confidence as independent variable. The regression analysis with the intention to use social media as dependent variable and confidence as predictor, yielded a significant relation ($\beta=0.30$, $p<0.001$).

Next, a multiple regression analysis was conducted with relational trust and confidence as predictors and perceived credibility of information as dependent variable. The results indicate that perceived credibility of information is predicted by relational trust ($\beta=0.40$, $p<0.001$) and confidence ($\beta=0.35$,

$p < 0.001$). Relational trust seems to predict the credibility of information a little more than confidence. Though, the difference is not very clear.

Also, a multiple regression analysis with relational trust and perceived credibility of information as predictors and the intention to use social media as dependent variable was performed. The previously found relation between relational trust and the intention to use social media, remained to be highly significant ($\beta = 0.24$, $p < 0.001$). The multiple regression analysis with confidence and perceived credibility of information as predictors and the intention to use social media as dependent variable also revealed that the previously found relation between confidence and the intention to use social media remained significant ($\beta = 0.19$, $p < 0.001$). Also the mediator showed to relate significantly to the intention to use social media ($\beta = 0.29$, $p < 0.001$).

Figure 4: The mediation effect of credibility of information

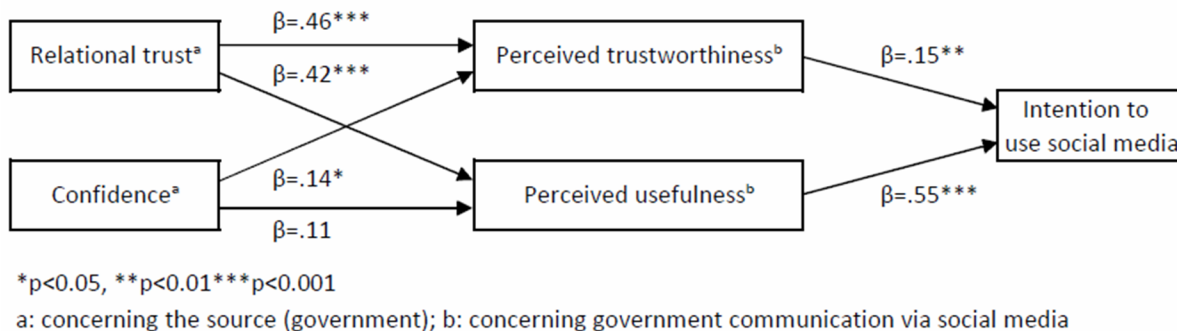


These results indicate partial mediation of the perceived credibility of information between trust and the intention to use social media to gather information from the publishing organization during crises. Relational trust seems to predict both the perceived credibility of information and the intention to use social media a little more than confidence. Though, the difference is not very clear.

4.7 Combining both models

Besides the separate outcomes of both models, channel beliefs might relate them to each other. The analysis was conducted only for the participants in the second condition, because the constructs come from both parts of the survey. The second half of the respondents answered all questions about the crisis in Mossatania and are therefore included ($N = 434$). Figure 5 (The combination of both models) gives an overview of the combination of both models and H7 and H8.

Figure 5: The combination of both models



The first multi regression analysis with perceived trustworthiness of government communication via social media as dependent variable and both relational trust and confidence as predictors, yielded a significant relations. Relational trust ($\beta=0.46$, $p<0.001$) had a greater effect on the perceived trustworthiness of government communication via social media than confidence ($\beta=0.14$, $p<0.05$). Thus H7a and H7b are supported.

The second multi regression analysis analysed the relation between perceived usefulness of social media as dependent variable and relational trust and confidence as predictors. Only relational trust affects the perceived usefulness of social media significantly ($\beta=0.42$, $p<0.001$). Confidence did not affect the perceived usefulness of social media ($\beta=0.11$, $p=0.075$). Thus H7c is supported, but H7d is not supported.

Deze findings indicate that relational trust is a more important predictor than confidence. Though, in the previous model (figure 4: the mediation effect of credibility of information) these differences did not seem very clear.

The last hypothesis concerns the relation between perceived trustworthiness and usefulness of social media and the intention to use social media as information channel during crises. Perceived trustworthiness of social media significantly influences the intention to use social media ($\beta=0.44$, $p<0.001$). The perceived usefulness of social media influences the intention to use social media even more ($\beta=0.63$, $p<0.001$). These results indicate that relevant channel beliefs affect the intention to use social media during crises. Thus both H8a and H8b are supported.

4.8 Main predictor of the intention to use social media

Finally, a multiple regression is performed with the intention to use social media as dependent variable and all constructs of this research as predictors (table 5: Predictors of the intention to use social media). Again, the analysis is based on $N=434$, since only respondents of the second condition are included (Mossatania). The analysis shows that the perceived usefulness of government communication via social media is the only direct predictor of the intention to use social media.

Table 5: Predictors of the intention to use social media

	β
Perceived information gathering capacity	-0.02
Perceived trustworthiness ^a	0.09
Perceived usefulness ^a	0.51***
Relational trust ^b	0.07
Confidence ^b	0.04
Perceived credibility of information ^c	0.03

*** $p<0.001$

a: government communication via social media; b: in the source (government); c: government information generally

5 Conclusion

This study aims to predict two effects concerning the role of social media during crises. The results indicate that the crisis context affects the level of perceived information gathering capacity. When citizens confront a foreign crisis, they feel less able to perform all necessary information seeking and processing steps than during a domestic crisis.

To gather government information, the beliefs on perceived usefulness and trustworthiness of social media are determined. In a foreign crisis context social media is perceived as more useful than traditional media. In a domestic crisis context, social media is perceived equally as useful as traditional media. Even though the crisis context affects both the perceived information gathering capacity and the perceived usefulness of social media, information gathering capacity does not influence perceived usefulness.

This study partly supports Earle's (2010) research, which suggest that relational trust is more important than confidence. For the perceived usefulness of social media, only relational trust is a significant predictor. The intention to use social media is predicted by both relational trust and confidence. Relational trust seems to be a greater predictor, but the difference is not very clear. Both types of trust influence the intention to use social media significantly.

From all constructs of this study, the intention to use social media is mainly predicted by the perceived usefulness of government communication via social media. Even though relational trust, confidence and perceived credibility of information are indirect predictors, they do not directly affect the intention to use social media. These results confirm Horst, Kuttschreuter and Gutteling's (2007) research which indicates that the intention to adopt to government e-services is mainly predicted by the perceived usefulness of e-services. Even though offering crisis information via social media is not a typical government e-service, usefulness still seems to be the most important predictor.

6 Discussion

This research includes two imaginary crisis scenarios. Theofilou (2011) investigated reactions to imaginary and real crisis situations. The analysis of the results did not show any significant differences between both conditions. This indicates that imaginary crisis scenarios are a valid method in research about crisis management. Also, respondents that did not answer the control question about the crisis scenario correctly were excluded in the analysis. However, the perceptions of citizens might still not exactly reflect their actual behavior during a crisis. Further research could examine actual perceptions and behavior during crises through for instance reflecting actual behavior during a crisis with the critical incident technique. That would also improve the level of realism, since it concerns a real crisis.

Future research is needed into the uprising field of research into social media and crisis communication. Most research is descriptive and analyzes the use of social media during crises (e.g. Acer & Muraki, 2011; Heverin & Zach, 2010). This research serves as starting point for conceptual modeling. Future research should develop a conceptual framework about the perceptions on social media as information medium during crises and the intention to use social media during crisis situations. Attention should be paid to the social and interactive features of social media which differs from ICT conceptualizations.

Besides the contribution to the upcoming field of research into social media and crisis communication, this research is of importance for government organizations. The results highlight the importance for governments to integrate social media in their crisis response strategies. Especially for government organizations that operate in an international context it is of great importance to integrate social media into their crisis communication strategy. When the government does not communicate through social media, it might be perceived as invisible or not capable to assist.

This result is in contrast with Acar and Muraki (2010) who argue that social media users confront a lot of rumors and unreliable information on social media. However, Acar and Muraki's (2010) study concerns social media generally and this study reflects specific social media messages from the government. This study also indicates that social media is perceived as more useful and trustworthy when the government is the source than when family and friends communicate via social media. These findings support the importance of the government to communicate via social media and disprove rumors.

Besides, it is important for governments to build on relational trust. This study seems to indicate that relational trust is a stronger predictor than confidence. This finding is not very clear and further research should investigate the exact differences between the effect of relational trust and confidence on the intention to use social media during foreign crises. Even though this is not very clear, both types of trust seem to predict the intention to use social media indirectly. Therefore governments that operate in an international context should build on relational trust to benefit during actual crises. With travel advices and other updates the government can already build on a relation with its citizens. This relation would than promote citizens' intentions to use social media when they confront a crisis abroad.

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8 Crisis scenarios

8.1 Domestic crisis context



KNVB beker

Op Hemelvaartsdag wordt traditiegetrouw het toernooi voor de KNVB beker afgesloten in het stadion van Feyenoord: de Kuip. De bekerwinnaar mag het volgende seizoen deelnemen aan de traditionele seizoensopening, de Johan Cruijff schaal, en plaatst zich voor de UEFA Europa League. Dit jaar is de finale een ultieme nationale derby, namelijk Feyenoord – Ajax. Dankzij een actie bij de Albert Heijn heeft u kaartjes weten te bemachtigen voor deze voetbalklassieker.

De Kuip

Het huidige stadion van Feyenoord is gebouwd in 1937. Het stadion is sterk verouderd en voldoet niet meer aan de eisen van een hedendaags voetbalstadion. Daarnaast kan de veiligheid van supporters in dit stadion en op deze locatie op den duur niet meer worden gewaarborgd. Daarom zijn de gemeente Rotterdam en Feyenoord het gesprek aangegaan om een nieuw stadion te laten bouwen. Beide partijen hebben echter te kampen met financiële problemen.

Dreiging

Na een lange fase van gesprekken tussen het bestuur van Feyenoord en de gemeente Rotterdam, is de gemeente tot het besluit gekomen om voorlopig geen nieuw stadion te laten bouwen. Dit tot grote woede van de Feyenoord-aanhang. Tot overmaat van ramp, heeft de gemeente besloten minder gemeenschapsgeld te willen uitgeven aan de huidige Kuip, omdat ze hier weinig toekomst in zien. De Feyenoord-aanhang voelt zich dan ook genegeerd door de gemeente en is woest.

Het drama

De derby tussen Feyenoord en Ajax wordt al vroeg in de wedstrijd beslist door een rode kaart voor Feyenoord. Vele Feyenoord-aanhangers verlaten dan ook het stadion. Uiteindelijk eindigt de wedstrijd in 5-1 en is Ajax de winnaar van de KNVB-beker. Door de in de afgelopen dagen opgebouwde spanningen tussen Feyenoord-aanhangers en de gemeente en de teleurstellende nederlaag, zijn in de stad rellen uitgebroken. Wanneer u het stadion probeert te verlaten merkt u dat dit vrijwel onmogelijk is door het enorme geweld rondom het stadion. Ondanks de extra ingezette ME is het een puinhoop rondom het stadion en in de stad. De ME kan de uitzinnige menigte niet meer aan. Enkele Feyenoord-aanhangers zijn zwaargewond geraakt doordat vuurwerk ontplofte. Ook het treinverkeer rond Rotterdam is stilgelegd als gevolg van de rellen.



8.2 Foreign crisis context



Kom naar het Holland Heineken House, pal naast
het **Great Bulawa Sportcenter** op het WBG-terrein
Dagelijks geopend van 10:00 – 24:00 uur
Hoofdsponsors van de Nederlandse deelname aan de World Benefit
Games zijn:



World Benefit Games

In de winter van 2011/2012 vinden in Mossatanië de World Benefit Games plaats. Sinds 2005 wordt dit initiatief van internationale sportwedstrijden met Olympische allure om het jaar georganiseerd in een derdewereldland. De opbrengst gaat naar UNICEF en ook het land trekt profijt van het evenement. Dit jaar worden de games gehouden in de Democratische republiek Mossatanië in Oost-Afrika gelegen. De wedstrijden vinden plaats in het Great Baluwa Sportcenter in het centrum van de hoofdstad Bulawa.

Mossatanië

Mossatanië is sinds 1997 een republiek, geleid door President Algare. Het land is rijk aan bodemschatten, maar door koloniale uitbuiting in het verleden en opeenvolgende burgeroorlogen sterk verarmd. Sinds de komst van President Algare is de kustlijn van het land ontwikkeld tot een zeer geliefde vakantiebestemming. Nu de World Benefit Games hier gehouden worden, heeft u weten te profiteren van een late vakantie om sportwedstrijden op hoog niveau mee te maken voor een kleine prijs.

Dreiging

Veel gemeenschapsgeld is de afgelopen jaren gebruikt om het imposante sportcenter in Baluwa versneld af te bouwen. De onvrede onder het armste deel van de bevolking uit de sloppenwijken neemt toe en in aanloop naar de games zijn al diverse rellen geweest waarbij politie en leger met harde hand hebben opgetreden.

Het drama

Nadat u een wedstrijd van het Nederlands elftal heeft bijgewoond, gaat u naar het Holland Heineken House (HHH) om de overwinning te vieren. De sfeer is buiten echter steeds grimmiger geworden. Tienduizenden demonstranten zijn slaags geraakt met de oproerpolitie en beschikken over vuurwapens. De muziek in het HHH stopt en u ziet de uitzinnige menigte wild schreeuwend op u afkomen. Tijdens de nacht die volgt blijkt dat de burgeroorlog is uitgebroken. Het evenement wordt afgelast. Veel toeristen en sporters proberen het land te verlaten, maar dit wordt bemoeilijkt door de bezetting van de grote vliegvelden.



9 Questionnaire

1. Perceived information gathering capacity (Griffin et al. 2002)

Nu volgen enkele vragen over de wijze waarop en van welke bronnen u in de crisissituatie uit het nieuwsbericht informatie zou vergaren. Het gaat er hierbij om wat u verwacht. Het is dus belangrijk om te weten dat er geen foute antwoorden zijn. Alle vragen hebben betrekking op de hiervoor beschreven crisis in Rotterdam/Mossatanië.

In hoeverre bent u het eens of oneens met de onderstaande stellingen?

	Totaal mee eens	Mee eens	Niet mee eens, niet mee oneens	Mee oneens	Totaal mee oneens
Ik verwacht dat ik eenvoudig alle actuele informatie kan krijgen.	-	-	-	-	-
Ik verwacht dat ik in de crisissituatie in Rotterdam/Mossatanië genoeg bronnen (familie, overheid, nieuws, etc.) om me heen heb om informatie te krijgen.	-	-	-	-	-
Ik verwacht dat het lastig voor me is om in de crisissituatie in Rotterdam/Mossatanië relevante informatie over de situatie te krijgen.	-	-	-	-	-
Ik verwacht dat ik in de crisissituatie in Rotterdam/Mossatanië voldoende toegang tot internet heb om informatie te verzamelen.	-	-	-	-	-

2. Perceived trustworthiness government communication via traditional media (Ohanian, 1990)

a. Intentions

Het nieuwsbericht over de crisis in Rotterdam/Mossatanië is gebaseerd op informatie van de gemeente Rotterdam/het Ministerie van Buitenlandse Zaken. Hoe zou u dit nieuwsbericht ervaren?

Eerlijk	-	-	-	-	-	Oneerlijk
Betrouwbaar	-	-	-	-	-	Onbetrouwbaar
Oprecht	-	-	-	-	-	Niet oprecht
Geloofwaardig	-	-	-	-	-	Ongeloofwaardig

b. Competences

Wat is uw verwachting met betrekking tot de hulpverlening van de gemeente Rotterdam/het Ministerie van Buitenlandse Zaken tijdens de crisis in Rotterdam/Mossatanië?

Naar mijn verwachting is de gemeente Rotterdam/het Ministerie van Buitenlandse Zaken in haar hulpverlening tijdens de crisis in Rotterdam/Mossatanië:

Expert	-	-	-	-	-	Geen expert
Ervaren	-	-	-	-	-	Onervaren
Deskundig	-	-	-	-	-	Ondeskundig
Gekwalificeerd	-	-	-	-	-	Ongekwalficeerd
Bekwaam	-	-	-	-	-	Onbekwaam

3. Perceived usefulness public communication via traditional media (Davis, 1989)

De volgende vragen gaan over de informatie uit het nieuwsbericht. In hoeverre bent u het eens of oneens met de onderstaande stellingen?

	Totaal mee eens	Mee eens	Niet mee eens, niet mee oneens	Mee oneens	Totaal mee oneens
Met behulp van informatie van de gemeente Rotterdam/het Ministerie van Buitenlandse Zaken zou ik in staat zijn sneller de crisis in Rotterdam/Mossatanië te overzien.	-	-	-	-	-
Met behulp van informatie van de gemeente Rotterdam/het Ministerie van Buitenlandse Zaken zou ik de crisis in Rotterdam/Mossatanië beter in kaart kunnen brengen.	-	-	-	-	-
Ik zou informatie van de gemeente Rotterdam/het Ministerie van Buitenlandse Zaken handig vinden om een overzicht van de crisissituatie in Rotterdam te krijgen.	-	-	-	-	-

De volgende vragen hebben betrekking op sociale media als bron om informatie over de crisis in Rotterdam/Mossatanië te verzamelen. De meest gebruikte sociale media zijn Twitter, Facebook en Hyves.

Met Twitter kunnen snel korte berichten van maximaal 140 tekens uitgewisseld worden. Deze zogenaamde Tweets worden verspreid onder de mensen die u volgen. Zelf kunt u de Tweets van mensen en organisaties die u volgt lezen. Deze Tweets kunt u eventueel weer verder verspreiden onder uw eigen volgers. Facebook is een sociaalnetwerksite waarop een persoonlijk profiel aangemaakt kan worden. Ook op Facebook kunnen berichten gedeeld worden met mensen in uw eigen netwerk (zogenaamde vrienden). Zelf kunt u vrienden worden met personen en organisaties om door middel van updates op de hoogte te blijven van hun bezigheden. Zowel Facebook als Twitter zijn gratis te gebruiken. Hyves is een vergelijkbare sociaalnetwerksite als Facebook, maar dan voor Nederlandse gebruikers. Andere vormen van sociale media zijn YouTube, blogs en forums.

4. Perceived trustworthiness social media (Ohanian, 1990)

Voorbeeld 'Tweet' en Facebook bericht:

Rotterdam:



Mossatanië:



Hoe zou u berichten van uw familie en vrienden op sociale media omschrijven?

Eerlijk	-	-	-	-	-	Oneerlijk
Betrouwbaar	-	-	-	-	-	Onbetrouwbaar
Oprecht	-	-	-	-	-	Niet oprecht
Geloofwaardig	-	-	-	-	-	Ongeloofwaardig

5. Perceived usefulness social media (Davis, 1989)

In hoeverre bent u het eens of oneens met de onderstaande stellingen?

	Totaal mee eens	Mee eens	Niet mee eens, niet mee oneens	Mee oneens	Totaal mee oneens
Naar mijn verwachting, ben ik met behulp van sociale media in staat om sneller crisisinformatie te achterhalen.	-	-	-	-	-
Met behulp van sociale media verwacht ik beter crisisinformatie te kunnen inwinnen.	-	-	-	-	-
In vind sociale media handig om tijdens de crisis in Rotterdam/Mossatanië informatie vergaren.	-	-	-	-	-

6. Perceived trustworthiness public communication through social media (Ohanian, 1990)

a. Intentions

De volgende vragen gaan over de mogelijkheden voor de gemeente Rotterdam/het Ministerie van Buitenlandse Zaken om sociale media in te zetten om de burger over de actuele situatie van het drama te informeren.

Voorbeeld Tweet:



@rotterdam
Rotterdam



@minbuza
MinBuZa

#nieuws Rotterdam: Rellen uitgebroken rondom #Feyenoord stadion
#DeKuip. Treinverkeer is stilgelegd. Meer info op bit.ly/jkDJE

#nieuws Burgeroorlog uitgebroken tijdens #WorldBenefitGames. Beperkt vliegverkeer mogelijk. Meer info op bit.ly/jkDJE #Mossatania

Hoe zou u de crisisinformatie op sociale media afkomstig van de gemeente Rotterdam/het Ministerie van Buitenlandse Zaken omschrijven?

Eerlijk	-	-	-	-	-	Oneerlijk
Betrouwbaar	-	-	-	-	-	Onbetrouwbaar
Oprecht	-	-	-	-	-	Niet oprecht
Geloofwaardig	-	-	-	-	-	Ongeloofwaardig

b. Competences

Naar mijn verwachting is de gemeente Rotterdam/het Ministerie van Buitenlandse Zaken op het gebied van sociale media:

Expert	-	-	-	-	-	Geen expert
Ervaren	-	-	-	-	-	Onervaren
Deskundig	-	-	-	-	-	Ondeskundig
Gekwalificeerd	-	-	-	-	-	Ongekwatificeerd
Bekwaam	-	-	-	-	-	Onbekwaam

7. Perceived usefulness government communication through social media (Davis, 1989)

Ik hoeverre bent u het eens of oneens met de onderstaande stellingen?

	Totaal mee eens	Mee eens	Niet mee eens, niet mee oneens	Mee oneens	Totaal mee oneens
Ik verwacht dat de berichten van de gemeente Rotterdam/het Ministerie van Buitenlandse Zaken op sociale media me helpen om sneller crisisinformatie te achterhalen.	-	-	-	-	-
Ik verwacht dat ik door berichten van de gemeente Rotterdam/het Ministerie van Buitenlandse Zaken op sociale media beter crisisinformatie kan inwinnen.	-	-	-	-	-
Ik vind het handig dat de gemeente Rotterdam/het Ministerie van Buitenlandse Zaken sociale media inzet om informatie over de crisis in Rotterdam/Mossatanië te verspreiden.	-	-	-	-	-

8. Voordelen sociale media

Stel dat de gemeente Rotterdam/het Ministerie van Buitenlandse Zaken sociale media inzet om tijdens de crisis te communiceren. In hoeverre zouden onderstaande aspecten de gemeente Rotterdam/het Ministerie van Buitenlandse Zaken helpen om de getroffen en beter te informeren?

	Veel voordeel				Geen voordeel	Weet niet
De snelheid	-	-	-	-	-	-
Het grote aantal mensen dat bereikt wordt	-	-	-	-	-	-
De mogelijkheid om te reageren en vragen te stellen	-	-	-	-	-	-
De mogelijkheid om handige informatie met vrienden te delen	-	-	-	-	-	-

9. Controlevraag

Waar heeft de crisis waar u over hebt gelezen plaats gevonden?

- ☐ In het binnenland
- ☐ In het buitenland
- ☐ Weet niet

10. Manipulatiecheck

Tijdens de gebeurtenis in Rotterdam/Mossatanië ben ik in staat mijn familie en vrienden direct te raadplegen.

- ☐ Totaal mee eens
- ☐ Redelijk mee oneens
- ☐ Niet mee eens, niet mee oneens
- ☐ Redelijk mee eens
- ☐ Totaal mee eens

----- Deel 2 -----

11. Trust (McKnight, Choudhury and Kacmar, 2002)

De volgende vragen gaan over de verwachte rol van het Ministerie van Buitenlandse Zaken tijdens de crisis in Mossatanië. Heb gaat hierbij wederom om uw verwachtingen. Er zijn dus geen foute antwoorden.

a. Relational trust

In hoeverre bent u het eens of oneens met de volgende stellingen?

	Totaal mee eens	Mee eens	Niet mee eens, niet mee oneens	Mee oneens	Totaal mee oneens
Ik denk dat het Ministerie van Buitenlandse Zaken in mijn belang zou handelen.	-	-	-	-	-
Als ik hulp nodig heb, zou het Ministerie van Buitenlandse Zaken haar best doen om mij te helpen.	-	-	-	-	-
Het Ministerie van Buitenlandse Zaken is geïnteresseerd in mijn welzijn, niet alleen in haar eigen welzijn.	-	-	-	-	-
Het Ministerie van Buitenlandse Zaken is eerlijk in de omgang met mij.	-	-	-	-	-
Ik zou het Ministerie van Buitenlandse Zaken als eerlijk karakteriseren.	-	-	-	-	-
Het Ministerie van Buitenlandse Zaken houdt zich aan de verplichtingen.	-	-	-	-	-
Het Ministerie van Buitenlandse Zaken is oprecht.	-	-	-	-	-

b. Confidence

In hoeverre bent u het eens of oneens met de volgende stellingen?

	Totaal mee eens	Mee eens	Niet mee eens, niet mee oneens	Mee oneens	Totaal mee oneens
Het Ministerie van Buitenlandse Zaken is competent in het verstrekken van hulp aan Nederlanders tijdens een crisis in het buitenland.	-	-	-	-	-
Het Ministerie van Buitenlandse Zaken is doeltreffend in het verstrekken van hulp aan Nederlanders tijdens een crisis in het buitenland.	-	-	-	-	-
Het Ministerie van Buitenlandse Zaken vervult de rol van het bieden van hulp aan Nederlanders tijdens een crisis in het buitenland erg goed.	-	-	-	-	-
Het Ministerie van Buitenlandse Zaken is een vakkundige hulpverlener in het buitenland.	-	-	-	-	-
Het Ministerie van Buitenlandse Zaken is een bekwame hulpverlener in het buitenland.	-	-	-	-	-

12. Perceived credibility of information (Eastin, 2001)

Wat is uw verwachting met betrekking tot de informatie over de crisis in Mossatanië van het Ministerie van Buitenlandse Zaken?

De informatie van het Ministerie van Buitenlandse Zaken is:

a. Geloofwaardigheid

Juist	-	-	-	-	-	Onjuist
Feitelijk	-	-	-	-	-	Niet feitelijk
Geloofwaardig	-	-	-	-	-	Ongeloofwaardig

b. Overig

Bruikbaar	-	-	-	-	-	Onbruikbaar
Op tijd	-	-	-	-	-	Niet op tijd

13. Behavioral intentions: following advices (Lin & Lu, 2011)

In hoeverre bent u het eens of oneens met de volgende stellingen?

	Totaal mee eens	Mee eens	Niet mee eens, niet mee oneens	Mee oneens	Totaal mee oneens
Tijdens de crisis in Mossatanië zou ik de adviezen van het Ministerie van Buitenlandse Zaken opvolgen.	-	-	-	-	-
Ik zou mijn best doen om de adviezen van het Ministerie van Buitenlandse Zaken zo goed mogelijk uit te voeren.	-	-	-	-	-
Ik zou de adviezen van het Ministerie van Buitenlandse Zaken zonder twijfel opvolgen.	-	-	-	-	-

14. Volgorde hulpverleners

Wilt u hieronder de volgende organisaties indelen op volgorde waar u tijdens de crisis in Mossatanië hulp zou vragen?

U kunt niet aan meerdere organisaties hetzelfde cijfer geven.

	1	2	3	4	5	6	7	8	9
De ANWB									
De lokale overheid									
Het Ministerie van Buitenlandse Zaken									
Het Rode Kruis									
Mijn reisorganisatie									
Mijn verzekeringsmaatschappij									
Slachtofferhulp Nederland									
SOS internationaal									
Andere									

15. Behavioral intentions: social media

In hoeverre bent u het eens of oneens met de volgende stellingen?

	Totaal mee eens	Mee eens	Niet mee eens, niet mee oneens	Mee oneens	Totaal mee oneens
Als ik me in de crisissituatie in Mossatanië zou bevinden, zou ik het Ministerie van Buitenlandse Zaken op sociale media volgen.	-	-	-	-	-
Ik zou het andere mensen aanbevelen om tijdens de crisis in Mossatanië het Ministerie van Buitenlandse Zaken op sociale media volgen.	-	-	-	-	-
Tijdens de crisis in Mossatanië zou ik sociale media gebruiken om informatie van het Ministerie van Buitenlandse Zaken te vergaren.	-	-	-	-	-

16. Burgerlijke staat

Wat is uw burgerlijke staat?

- ☐ Alleenstaand
- ☐ Getrouwd
- ☐ Samenwonend
- ☐ Wil niet zeggen

17. Social media (1/3)

Op welke van de volgende social media heeft u een account?

- ☐ Facebook
- ☐ Twitter
- ☐ Hyves
- ☐ Anders, namelijk...
- ☐ Geen van bovenstaande (sprong naar vraag 20)

18. Social media lezen (2/3)

Hoe vaak leest u op Facebook, Twitter of Hyves berichten van anderen?

- ☐ Elke dag
- ☐ 4-5 keer per week
- ☐ Eens per week
- ☐ 2-3 keer per maand
- ☐ Een paar keer per jaar
- ☐ Minder dan een paar keer per jaar
- ☐ Nooit

19. Social media posts (3/3)

Hoe vaak plaatst u gemiddeld een bericht of foto op uw account (Facebook, Twitter, Hyves)?

- ☐ Elke dag
- ☐ 4-5 keer per week
- ☐ Eens per week
- ☐ 2-3 keer per maand
- ☐ Een paar keer per jaar
- ☐ Minder dan een paar keer per jaar
- ☐ Nooit

20. Buitenland (1/3)

Bent u het afgelopen jaar in het buitenland geweest?

- ☐ Ja
- ☐ Nee

21. Buitenland (2/3)

Kunt u aangeven hoeveel weken u het afgelopen jaar in het buitenland heeft doorgebracht?

22. Buitenland (3/3)

Waarvoor bent u afgelopen jaar in het buitenland geweest?

- ☐ Vakantie
- ☐ Werk
- ☐ Studie
- ☐ Familiebezoek
- ☐ Anders, namelijk....
- ☐ Wil niet zeggen.

23. Familie/vrienden

In hoeverre bent u het eens of oneens met de volgende stellingen?

	Totaal mee eens	Mee eens	Niet mee eens, niet mee oneens	Mee oneens	Totaal mee oneens
Familie is belangrijk voor me	-	-	-	-	-
Ik heb veel contact met mijn familie	-	-	-	-	-
Vrienden zijn belangrijk voor me	-	-	-	-	-
Ik heb veel contact met mijn vrienden	-	-	-	-	-