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This study that employed the phenomenological approach was conducted to examine the lived experiences of flood survivors from Talisay City, Negros Occidental who sought disaster response through social media. Six flood survivors were chosen as the participants through purposive sampling, and the instrument used was a researcher-made interview protocol. The findings reveal the following themes: (1) different demonstrations of nervousness; (2) effective utilization of social media; (3) active use of social media as communication platform; and (4) evident flood damage.

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I. INTRODUCTION

1.1 Background of the Study

In 2019, the average amount of time spent on social media was 2 hours and 22 minutes per day (Georgiev, 2022). The social media changed the way people live their life as it has made communication much easier (Moosa, 2022) such as when they are confronted with calamities such as floods. For instance, during the 2019 flood in Poland, social media was utilized by different individuals for specific purposes amid the crisis (Domalewska, 2020). On November 14, 2020, #CagayanNeedsHelp became the widely

discussed topic on social media after troubled residents appealed for help in the midst of enormous flooding in the Cagayan Valley region because of Typhoon Ulysses (Hallare, 2020). Several inhabitants sent photographs to the social media showing their homes submerged in floodwaters. Likewise, on January 8, 2021, residents of the northern parts of Negros Occidental were subjected to a mass evacuation after the water level reached as high as 13 feet in the affected areas. Around midnight of January 9, the social media was inundated with calls for help as waters rose in some parts of the province, driving away residents (Espina, 2021).

The aforementioned flood incidents emphasized the importance of social media in disaster response. Flood victims who are in dire need of rescue resort to social media to seek help through posts about their locations and current situations with hopes that they could be afforded assistance by local government units.

A number of studies on the importance of social media during a flood have been conducted. However, there is a dearth of both national and local phenomenological studies that tackled the experiences of flood survivors who sought disaster response through social media. In the light of this premise, this study was carried out to discover how the use of social media facilitated disaster response for the flood survivors. Specifically, this study aimed to fill in the research gap and to examine the lived experiences of flood survivors from Talisay City, Negros Occidental who sought disaster response through the use of social media, to take advantage of modern communication innovations, to help beneficiaries such as flood victims, to assist the National Disaster Risk Reduction and Management Council (NDRRMC) and local

government units in mobilizing rescue efforts, and to guarantee greater efficiency in flood response in the future.

1.2 Statement of the Problem

This study aimed to examine the lived experiences of flood survivors from Talisay City, Negros Occidental who sought disaster response through the use of social media.

1.3 Theoretical Framework

This study was anchored on the Social Cognitive Theory of Albert Bandura (1989), which explains human achievements and well-being in terms of the interaction between people's characteristics and behavior, and of the factors at play in their environment. Moreover, the people themselves are contributors to their living conditions and are characterized by a set of fundamental capabilities.

Bandura developed agentic perspectives of social cognitive theory, and one of these is the forethought capability of people. Beyond forward-directed planning, it is the temporal extension of the agency. People develop objectives for themselves, forecast the probable outcomes of potential events, and choose and create courses of action that will yield desirable outcomes while avoiding negative ones (Bandura, 1991). People drive themselves and control their actions in anticipation of future events by exercising forethought. A forethoughtful perspective provides direction, coherence, and meaning to one's life when projected over a considerable period on matters of value. People continue to plan, reorder their priorities, and structure their lives as they advance through their lives. Future events, of course, cannot be the source of current motivation and action because they do not exist. However, predicted future events are transformed into current motivators and regulators of behavior by being represented cognitively in the present (Bandura, 2001). Since the social cognitive theory is concerned with individual personality characteristics, behavioral factors, and environment, it was deemed appropriate for this study that delved into how people dealt with the flood that brought about distress.

1.4 Scope and Limitations

The main focus of this research was to examine the lived experiences of Talisay City, Negros Occidental flood survivors. The participants in the study were six (6) residents who sought disaster response through the social media.

The researchers conducted a pre-survey in the Local Government Unit of Talisay City, Negros Occidental to gather data about flood survivors who sought disaster response through the social media. However, the data was not readily available, so the researchers utilized purposive sampling. The participants' social media accounts were checked to confirm that they sought help through the social media.

Furthermore, this study was limited to the experiences of the flood survivors - why they sought disaster response through the social media, how the social media facilitated disaster response for them, and the challenges they encountered before and after the flood incidence. The experiences of flood survivors who did not utilize social media platforms in seeking disaster response and those who were 18 years old and below were not included in this study.

1.5 Significance of the study

This study aimed to discover the lived experiences of flood survivors who sought disaster response through the social media. Thus, the result of the study may bring usefulness to the following:

Flood victims. This study may enlighten flood victims situated in flood-prone areas about the important measures to be remembered and considered during flood disasters. The results of this study may also encourage them to engage in facilitating disaster response through the social media by sharing posts that contain relevant information necessary to address the immediate need for the rescue of flood victims.

National Disaster Risk Reduction and Management Council (NDRRMC). Through the results of this study, the NDRRMC may integrate strategies in flood rescue operations that would consider the utilization of social media in tracing

flood survivors and in providing immediate disaster response.

Local Government Units (LGUs). This study may help LGUs in realizing intervention programs in the activation of a more efficient flood rescue operation that integrates the utilization of social media in keeping track of flood victims that are in dire need of rescue and substantial assistance.

Disaster Mental Health Workers. This study may help disaster mental health workers to formulate interventions in dealing with problematic flood survivors who have emotional struggles and troubles with coping after a flood occurrence.

School Administrators. This study may help them acknowledge the need for information drive with regard to flood precautionary measures as well as coping strategies in the occurrence of floods.

Future Researchers. This study may serve as a baseline, which is open for further studies. The data from this study could also be used for research references.

1.4 Definition of Terms

The following terms were defined both conceptually and operationally to provide a better understanding of the concepts that are central to this study.

Social media. This term refers to web-based communication devices that empower individuals to interact with each other by sharing and expanding information (Nations, 2021).

In this study, the term pertains to the internet platforms utilized by the flood survivors in seeking disaster response.

Survival. This term is defined as a challenge to maintain biological equilibrium, or more simply, to stay alive, including climate, ambient temperature, high altitude, and immediate access to nature-given resources like food, water, and shelter (Tveita, 2022).

In this study, the term refers to the flood survivor's state of continuing to live or exist despite the difficult circumstances.

Plight. The plight is defined as a condition or situation of difficulty or adversity (Grosfeld, 2007)

In this study, the term refers to difficult or unfortunate situations experienced by the flood survivors.

Disaster Response. This term refers to the provision of emergency services and public help amid or promptly after a calamity to spare lives, diminish health impacts, guarantee public security and meet the public subsistence requirements of the individuals affected (Department of the Interior and Local Government, 2011).

In this study, the term refers to the rescue or response provided to the flood survivors who sought help on social media.

Lived Experiences. According to Manen (2016), a lived experience is not confronted as something perceived or represented; it is not granted, but because people have a reflexive knowledge of it and they have it instantly as belonging to them in some way, the truth of the lived experience is therefor-them.

In this study, the term refers to the personal experiences of the flood survivors who sought disaster response through social media.

Flood Survivors. This term refers to the persons or people who have been adversely impacted by natural or human-induced dangers and have been forced to leave their habitual residences due to impending threats, damaged shelter, with causality among immediate relatives, or those who stayed in their habitual places of origin when still feasible but whose main source of revenue or livelihood had been compromised, and are experiencing hopelessness and difficulty coping or responding to the deluge of harmful events (National Disaster Coordinating Council, 2010).

In this study, the term refers to the participants who were 19 years old and above and who were residents of Talisay City, Negros Occidental that sought disaster response on social media during the flood incidence

II. REVIEW OF RELATED LITERATURE

This chapter presents literature and studies that are solely about flood incidence, flood survivors, and the utilization of social media for seeking disaster response. Such literature and studies were taken from online scholarly works.

2.1 Conceptual Literature

2.1.1 Social Media

Society is greatly influenced by social media. Social media refers to web-based communication devices that empower individuals to interact with each other by sharing and expanding information (Nations, 2021). The social media has become essential to how billions of people obtain knowledge about the world and engage with one another, expanding the scope dramatically. It has both bad and beneficial impacts on how people interact with one another. One negative drawback includes a substantial impact on the privacy of people. When personal information is disclosed, it makes a person vulnerable to identity theft or stalking. Social media, on the contrary, has a good impact on people's lives. It allows an individual to meet new people, learn about new materials, and stay up to date with the latest news at the touch of a button (Werbach, 2019).

In just over a decade, the social media has evolved from a fun sidekick to a completely integrated element of practically every facet of many people's everyday lives (Jagadeesh, 2019). In 2019, the average amount of time spent on social media was 2 hours and 22 minutes per day (Georgiev, 2022). Indeed, the social media has changed the way people live their life as it made communication much easier (Moosa, 2022).

2.1.2 Disaster Response

Disaster response refers to the provision of emergency services and public help amid or promptly after a calamity to spare lives, diminish health impacts, guarantee public security and meet the public subsistence requirements of the individuals affected (Department of the Interior and Local Government, 2011). The National Disaster Risk Reduction and Management Council (NDRRMC) is the government institution

in charge of preparing for and responding to natural disasters in the Philippines. It also employs techniques to lessen the impact of catastrophes and strengthen the resiliency of both the national government and local governments (LGUs) in the face of disasters (National Disaster Coordinating Council, 2010).

In terms of disaster risk, the Philippines is positioned third among all of the nations with the highest disaster risks globally according to the World Risk Report 2018 (World Economic Forum, 2018) as cited in Disaster Risk Reduction in the Philippines, Status Report (2019). Hydro-meteorological events, such as storms and floods, accounting for more than 80% of natural catastrophes in the country over the last half-century (Jha, 2018) as cited in (Disaster Risk Reduction in the Philippines, Status Report, 2019).

During these trying times, flood victims in respective communities often rely on the local government units to mount disaster response and relief operations. With the sense of immediacy of the local government units, their role in disaster response in saving lives and in guaranteeing that the needs of their residents will be quickly addressed (Department of Social and Welfare Development, 2016).

However, the coordination of assets during natural disasters is characterized by a tall of data instability due to the chaotic situation, serious resource deficiencies, and a high call for timely information in the incidence of the disruption of infrastructure sustenance (Chen et al., 2014). Emergency numbers are also constrained as they cannot cater to the entire need of the affected population all at once (Whittaker et al., 2015). This poses a major challenge for both the flood responders and the affected flood victims to effectively coordinate with one another on the onset of flood calamities.

When a natural disaster strikes the Philippines, the NDRRMC activates the government's National Disaster Response Plan. This plan is divided into three stages (Tomacruz, 2018), each of which is led by NDRRMC staff and may overlap at times.

The pre-disaster risk assessment action, plans, and protocol, or, to put it another way, emergency response preparedness, is the initial stage. This should ideally occur before the hazard or disaster and should involve risk assessments. This initial step alone involves officials from numerous government departments and agencies, including civil defense, social welfare, and the Department of the Interior and Local Government.

Response Clusters and Incident Management Teams (IMT) are involved in the second stage. This can happen before, during, or after a calamity. This happens when the relief and response efforts come together. This stage, once again, involves several government agencies and departments.

The incident management teams are in charge of resources and personnel, while the response clusters are in charge of mandate and technical knowledge, suggesting that each team involved in the relief and response operation has a distinct job.

The Armed Forces of the Philippines, for example, are involved in the response clusters, as are the Health Department, the Department of Social Welfare and Development, the Philippine National Police, and the Department of Foreign Affairs in case foreign aid is required.

The Response cluster, as well as IMT demobilization and deactivation, is the third and final stage. This is where the transition to recovery and rehabilitation begins, and response clusters begin to disperse. At this step, response clusters examine and document their operations, lessons learned, and best practices to enhance policies.

2.2 The Roles of Social Media in Disaster Response

The whole community can be impacted by disasters. According to the International Federation of Red Cross and Red Crescent Societies (2021), the impacts incorporate death toll and harm to property and infrastructure, with

some survivors who may have been harmed in the disaster and traumatized by the experience, and who are uncertain of things to come and less ready to accommodate their welfare. The flood victims may experience an "affective response" to the disaster, which is defined as an individual's whole psychological state, which includes but is not limited to emotions and mood (Haile et al., 2015). And more likely, some of them are left without shelter, food, water, and different necessities to support life. Therefore, immediate actions are needed to forestall further loss of life.

One of the significant issues in disaster relief and rescue is the inability to know where the help is required, particularly in locations where maps have not been made or maps are not updated (Nelson et al., 2016). The emergency responders cannot cater to the entire need of the affected population all at once (Whittaker et al., 2015). When the power supply is cut, Wi-Fi routers could stop working normally, and this results in internet connection failure after the sudden power outage (Cyber Life, 2020). In connection, social media are web-based communication tools that allow people to communicate with each other through sharing and consuming information (Nations, 2021). Social media makes civic engagement easier (Tran, 2020). It can serve as a successful course of communication for governments to reach people and communities, as well as alarm responders to where and what sort of help is required (Huang et al., 2017).

There are several basic tasks that governments can accomplish through social media which incorporate planning citizens in zones likely to be influenced by a disaster; broadcasting real-time data both for affected areas and interested individuals; getting real-time information from affected areas; mobilizing and planning quick relief endeavors; optimizing recuperation exercises (Yehuda, 2017). Disaster responders can also make use of social media during a disaster to attract volunteers, help reconnect families, and to disseminate critical information. It also delivers valuable information to those in a disaster area pre and post-disaster, initiates awareness to those outside the affected areas, stimulates volunteers and/or donors, ties displaced family and friends,

affords information about unclaimed property, and bids information about aid, centers, and other resources accessible to the affected individuals (Armour, 2010).

Wendling et al. (2013) expounded that beyond refining preparedness and raising public alertness about risk and crises, social media in disaster risk management can be used in further ways such as surveillance, monitoring, situation responsiveness, early warning system; crowdsourcing, and data mining; disseminating real-time alerts and warnings; identifying survivors; countering erroneous press coverage to stabilize reputational effects; facilitate the collection funding and support; bridge the lessons learned and useful materials for risk and crisis researchers; boost recovery management; communicate recovery of infrastructure and detect areas that are in dire need of assistance.

Contrarily, Merchant et al. (2017) emphasized that there remain many obstacles between current practice and optimal exploitation of social media. It is imperative to recognize and discover the technology's limitations in reaching at-risk, vulnerable populations. It is not always conceivable to know whether social media users are who they claim to be or whether the data they share is truthful. Although incorrect messages that are broadcast extensively are often quickly corrected by other users, it is frequently difficult to isolate real signals of a health crisis or a material essential for background noise and devious scams. Cautious consideration must also be assumed to issues of privacy and the inquiry of who should monitor data from social media.

2.3 Challenges of Flood Survivors

According to the World Health Organization (2021), floods are the most continuous kind of natural disaster and happen when an overflow of water submerges in a typically dry land. A flood is regularly brought about by substantial rainfall, rapid snowmelt, or a storm surge from a typhoon or tsunami in coastal regions.

Widespread destruction can be caused by floods, bringing about a death toll and damaged personal properties. Drowning, injuries, hypothermia, and

animal bites are the immediate health effects of floods. In the short-term, infected wounds, complications of injury, poisoning, communicable diseases, and starvation are indirect effects of flooding. However, chronic disease, disability, poor mental health, and poverty-related diseases including malnutrition are the potential legacy in the long term (Du et al., 2010).

Regardless of what causes a flood, it can have devastating effects on the community. There are numerous hazardous flooding effects such as physical and psychological danger, economic impact, and social problems. A flood could kill people through drowning or carrying them away in fast-moving water and also through destroying infrastructures and creating unsafe environments, which could create lasting trauma among victims (Earth Networks, 2022). From the expansion to reestablishing buildings and supplanting material belonging, victims may have to be commit time to restoring their emotional equilibrium during the recovery period (North Dakota State University, 2022).

Disasters help the mind focus and demand urgent action (Addiss, 2019). According to the New Zealand Ministry of Health (2016), the majority of people who are involved in a traumatic event experience some kind of affective response. Although each person's experience is unique, several common responses are experienced by the majority of those who are involved. Also, according to Addiss (2019), disasters elicit a strong sense of vulnerability, and compassion is more than a desire to help.

Furthermore, damage from a flood is one of the challenges flood survivors face. It is determined by a variety of factors, including how long the water sits in the ground before receding and how swiftly it moves. Floods can harm the structure of a building by causing cracks in the roof or foundation, as well as loose or buckling floors. Flood water can damage home appliances, such as the heating, ventilation, and air conditioning system, as well as the water heaters and refrigerators (Redd, 2017).

There are different ways to cope with floods such as following a normal routine as much as possible, eating healthy meals, exercising and staying active; seeking help from family, friends, and coworkers; limiting sights and sounds of the flood incidence; and stopping dwelling with news reports about the crisis (National Flood Forum, 2020).

In addition, it is also recommended that it is beneficial for flood victims to do things that make them feel physically and emotionally safe such as discovering ways to associate with others, engaging in exercises that promote peace of mind, exploring ways to get involved with recuperation in the community, and taking breaks from the 24-hour news cycle (Reach Out Australia, 2022).

2.4 Research Literature

2.4.1 The Roles of Social Media in Disaster Response

Social media plays a crucial part in facilitating disaster response for the affected individuals. For instance, a study by Jayasekara (2019) revealed that the foremost prominent use of Facebook for disaster communication can be observed in, during, and post-disaster stages. During the disaster stage, individuals utilized Facebook to share posts related to calamity warnings, data around rescue missions, and contact numbers of rescue groups, to ask for help or protection and for donations of items, to coordinate aid dissemination, to inquire for volunteer work, and to supply input around the continuous subsidizing programs. Within the post-disaster stage, individuals utilize Facebook to ask for volunteer help for cleaning, to supply feedback about the progress, and to inquire about donating cleaning items. The findings of this study can be utilized by the government or authorized agencies to create official social media channels, which could fulfill data necessities amid calamity circumstances.

Furthermore, social media also has a variety of roles in the onset of crises and emergencies. A study by Domalewska (2019) found out that social media is utilized amid crises by different actors for distinctive purposes: crisis services utilize it to

broadcast weather cautions and situational overhauls; specialists communicate climate alerts and offer help; mass media outlets share up-to-date data; clients communicate and share their encounters of the disaster as well as express political views; and organizations spread general comments, situational overhauls, and political comments.

Similarly, amid the time of natural disasters like floods, seismic tremors, or tornados, when all the other modes of communications are found incapable, social media platforms such as Facebook, Twitter, Instagram, YouTube, etc. are found to be the foremost effective and advantageous. This is an interesting discovery found by a study by Varghese and Ta (2018). Results appear that amid the flood; Whatsapp, Facebook, and Instagram are found to be utilized by a larger part of the respondents. Most of the respondents spent more than three hours on Whatsapp, followed by Instagram and Facebook during the flood. For the data concerning the area status of friends and family, the majority of respondents utilized Facebook, followed by Whatsapp and Instagram.

Moreover, the need for a built-up proactive social media presence among organizations with flood-linked work, as well as community discussions to classify public data needs, is a policy implication. This is a takeaway from a study by Stephenson et al. (2018) which looks at how organizations in Northern Ireland use Facebook and Twitter in accordance to flooding. The findings determined that flood-related data is mainly disseminated amid the flood response stage, illustrating organizations' existing receptive social media presence. Twitter was more plausible to broadcast data, while Facebook was imminent to encourage particular behavior. The public favored data given by crisis information transmitted during the response stage.

Correspondingly, the social media can also facilitate disaster preparation and resiliency. A study by Allaire (2016) illustrated the potential of social media for compelling flood preparation. It concluded that disaster readiness requires exact, convenient, and promptly available data to direct

family decisions. In developing urban areas with quickly growing web client bases, extending the reach and usefulness of social media applications offers promising opportunities to spare lives and diminish the impacts of future calamities.

In addition, social media could also hasten the delivery of information during flood occasions. This is supported by a study by Hussin et al. (2016) which concluded that online social media increments information sharing particularly amid flooding calamities. The employments of online social media incorporate its capacity to spread cautions and warning messages, supply data to victims and non-victims, facilitate charity and volunteers, and inquire for do nations and related data. Its points of interest include cutting costs, decreased time, and disposal of dependence on a middle man.

Another study by Aisha et al. (2015) illustrated that social media and portable innovations especially may be a preferred instrument of communication amid disaster periods, and may hence possibly be utilized to encourage calamity efforts and share overhauled, basic, and precise data about the flood with other surge casualties, such as neighbors or family members. Social media and other modern communication tools are possibly respected as a point of reference in times of emergency, especially among more youthful adults, the Malaysian government, and other nongovernmental offices taking an interest in flood alleviation endeavors ought to take advantage of the accessibility of these modern communication innovations to help flood casualties, to mobilize rescue efforts, and to guarantee greater efficiency and adequacy of flood administration in the future.

A related study by Hashim et al. (2015) demonstrated that the community has utilized social media for data sharing amid the disaster. The community utilized Facebook to get and share data concerning floods. Hence, the fitness of social media in data sharing ought to be given towards the assignment and technology characteristics.

Jointly, a study by Takahashi and Tandoc (2014) examined the patterns of social media utilized by different groups—government authorities, writers, and citizens—affected during the disaster. Through interviews with 18 respondents, the study found that in terms of social media, Facebook got to be valuable over the three groups which utilized the social media location in a variety of ways—for dispersing, educating, mobilizing, and even adapting. The analysis moreover found that individual and structural level components shaped the ways with which diverse individuals utilized social media amid the catastrophe.

Comparatively, a study by Conguico (2019) concluded that social media, Facebook specifically, bear clients a tall degree of social presence, making them the finest instrument for making and supporting little online communities overseen by LGUs. They give solid support for social interaction, social integration, and the reinforcement of the Bayanihan (heroism) spirit.

Social media, on the contrary, has its disadvantages. A study by Du et al. (2017) found out that stronger social media can make evacuation processes more delicate to the change of worldwide broadcast and neighbor observations, and hence, force bigger uncertainty on evacuation rates. The study moreover highlighted the role of social media in flood departure processes and the need to screen social media so that misinformation can be rectified conveniently.

Lastly, social media cannot, and ostensibly ought to not, supplant or supersede conventional approaches to crisis administration communications, but in case leveraged deliberately, it can be viable implies of reinforcing and expanding current frameworks. This was claimed by a study by Charlwood (n. d.) which concluded that social media is just one channel that ought to be utilized as a portion of an overall communications stage enveloping different instruments. By beginning to integrate social media into conventional crisis administration structures and techniques, and through the advancement of compelling measurements to screen social media

commentary, crisis organizations have the potential to altogether increment their capacity to oversee crises over the run of arrangement, arranging, reaction, and recovery exercises. One of the key social media behaviors evidenced through this study is that there is a strong willingness within the social media community to help both official crisis administration organizations and the more extensive community. This eagerness was proven in two behaviors – message spreading and situational mindfulness. Social media users were dynamic in spreading official messages to further disseminate notices and data. This readiness to spread official messages through individual personal systems has the potential to lead to a considerable increment within the reach of official communications. The second behavior evidenced was the readiness of social media clients to bolster important situational data back to emergency administration agencies.

2.4.2 Psychological Response of Flood Survivors

Knowing and recognizing the emotional and psychological response of flood survivors is essential to facilitate intervention for faster recovery on their part. The study of Krishna et al. (2018) shows that during the floods, participants reported feeling helpless and expressed fear for their own and their children's safety, particularly since the floods were not something they had anticipated.

A related study according to the analysis study of Karmegam and Mappillairaju (2020) shows that negative emotions were prevalent in tweets during the disaster compared to the pre-and post-disaster periods. It was clear that negative emotions like fear, sadness, and disgust remained nearly constant between the pre-and post-disaster periods, peaking only during the disaster. The rate of tweets expressing anger varied significantly between the pre-and post-disaster periods, with the rate dropping dramatically after the disaster. If the high rate of negative emotions persisted even after the disaster, then people in the affected areas required psychological assistance.

The psychological effects are further elaborated in the study conducted by Makwana (2019), which shows that emotional instability, stress reactions, anxiety, trauma, and other psychological symptoms are observed commonly after the disaster and other traumatic experiences. These psychological effects have a massive impact, not only on the concerned individual but also on large communities. Most affected individuals recover with time, with the help of effective post-intervention techniques and their strengths. However, in some cases, recovery is incomplete, which can lead to several persistent psychotic symptoms which are often severe in nature. PTSD is the most common complication, coupled with anxiety, despair, and other behavioral and psychological abnormalities, such as excessive dread, hopelessness, worthlessness, and helplessness, as well as other physical symptoms that contribute to their mental health worsening.

With that, coping strategies utilized by flood victims are essential for facilitating faster recovery on their part. A recent study by Yusuf et al. (2021), revealed that structural and non-structural measures are fundamental for flood mitigation and coping respectively, access to bank credits, aid from the government, and admittance to early warning information are vital coping strategies in the Jigawa State, and financial and social variables determine coping with floods.

Another study by Mensah and Ahadzie (2020) showed the three coping strategies utilized by inhabitants, specifically reactive, preventive, and recovery. Nine investigations showed that flood casualties moved to a protected place and secured their resources and collectibles. With respect to preventive measures, a larger part of the investigations (8) referenced that individuals developed a drainage to make a simple progression of stock water, and six averred that individuals fixed, revamped their home, and shielded from additional harm. At long last, three investigations asseverated that flood casualties looked for support from the government and loved ones for things and money while five examinations announced local area clean up like removal of squanders and clearing of gutters.

A related study by Onu and Onu (2020) identified two kinds of flood coping strategy, and these are non-structural and indigenous which are profoundly impacted by the socioeconomic attributes of the respondents. The study presumed that the vulnerabilities of networks in Ebonyi State to flood can only be resolved through the use of both indigenous and governmental methodologies in a socially viable and sustainable manner.

2.4.3 Damages of the Flood

There are challenges that the flood survivors encountered during and after the flood incident. The study of Bandiola (2021) mentioned that flood disaster poses a serious threat to people, livelihood, and property. It is related to the study of Yazid et al. (2017) which revealed that there were eight pressing issues and four challenges of natural disaster. Flood preparations, a shortage of rescuers, a lack of awareness, communication difficulties, a lack of assets for rescue, transportation concerns, a lack of food supply, and other limits were among the eight pressing issues. Lack of provisions, redevelopment, the social and economic condition, and trauma were challenges.

In relation, the study of Daud et al. (2019) revealed three factors that made the humanitarian logistics relief mission during flood inefficiency, to wit, lack of emergency response transport and equipment, the vulnerability of road network, and attitude of flood victims. According to a study conducted by Nayan (2017), floods are natural disasters that can cause problems and adverse effects on the population, which can also lead to destruction on a large scale. Traders in Kuala Krai town, particularly those in the sale items business, were reported to have experienced significant damage and losses as a result of the flooding disaster in 2014. This was due to a high amount of destruction on their sale items and premises, stall or kiosk. This in turn can lead to threatening flood disasters, due to the lack of supplies directly caused by the flood. In regard to this, integrated flood management plays an important role in reducing the impact on people and damage to property.

With the improvements in terms of early preparation for the flood among traders, it will be able to reduce the loss suffered by traders, especially in areas that are submerged. Indirectly, this technique is able to create a sustainable society that can withstand a flood. Other than that, an answered interview by a 67-year-old resident of Dhaka, Bangladesh who experienced a massive flood in the study about physical vulnerability and local responses to flood damage in Peri-urban areas, stated that those houses made of mud and bamboo were easily damaged or washed away. Most of the houses' construction materials were also not flood-resistant. As a result, prolonged flood events did irreparable damage to them. The houses along the river were in worse condition. When the river suddenly rose during the night, living in those houses was dangerous. Their lives were also complicated by river erosion during the monsoon season. Many people lost a portion of their land as a result of erosion (Fatemi, et al., 2020). It showed that flood victims were vulnerable to the challenges during and after the calamity or a massive flood.

2.4.4 Synthesis

The literature presented delineated the positive and negative impacts of social media, the challenges encountered in disaster response, and the people that were supposed to take charge during disasters. It also highlighted the roles played by social media in disaster response and various challenges experienced by the flood survivors during and after a flood incident.

The literature reviewed revealed that the social media has greatly influenced society. It has become essential to how billions of people obtain knowledge about the world and engage with one another. It had a negative and positive impact on how people interacted with one another. One negative drawback on people's lives includes a substantial impact on their privacy. When personal information is disclosed, it makes a person vulnerable to identity theft or stalking. Social media, however, has had a positive impact on people's lives. It allows an individual to meet new people, learn about new materials, and stay up to date with the latest news at the touch of a

button. Additionally, social media is indeed beneficial, especially in facilitating disaster response for flood victims because evidence shows that the major challenge for both the flood responders and the affected flood victims was to effectively coordinate with one another on the onset of flood occasions. Emergency numbers are constrained as they cannot cater to the entire need of the affected population all at once because of a tall of data instability and of the chaotic situation during the flood. With that being said, social media can serve as a successful course of communication for governments to reach people and communities as it shows that flood victims in respective communities often rely on the local government units to mount disaster response and relief operations.

Along with it, studies also supported that flood victims may have experienced emotional or psychological impacts caused by a flood such as feeling helpless, stress reactions, sadness, disgust, anger, expressing fear and in the worst scenario may lead to emotional instability, anxiety, trauma, and other psychological symptoms. Also tackled were the different challenges encountered during and after the flood, namely, destruction of livelihood and property, lack of rescuers, lack of awareness, communication difficulty, lack of assets for rescue, and transportation issues. These challenges are evident from the reviewed literature in this study.

In conclusion, recognizing the advantages of social media, even the disadvantages, and the challenges experienced by flood survivors could be beneficial in facilitating faster disaster response in the future. Hence, this study has been created to hopefully present a unique concept to the existing body of literature on the plight of flood survivors and the importance of social media during calamities, specifically during flood incidents, through the experiences shared by the affected flood victims.

III. METHODOLOGY

This chapter presents the discussion of the research design employed, participants of the study, research instruments, data gathering

procedure, data analysis procedure, and rigors of the study. The most appropriate method used to enable the researchers to come up with the accurate and needed information.

3.1 Research Design

This was a qualitative phenomenological study. A phenomenological approach was utilized in which the researcher focuses on investigating the phenomena that have been experienced by an individual. According to Nelson (2011), the phenomenological approach is a type of qualitative inquiry that focuses on the experiential, lived aspects of a phenomenon - that is, how the phenomenon is experienced at the moment it occurs.

The researchers used a phenomenological approach as the research design to ensure that sufficient information could arrive from the lived experiences of the participants as it is also a useful tool in discovering the importance of those experiences. In other words, it was used to focus on describing a phenomenon that all the participants experienced, such as using social media in seeking disaster response to obtain the research aim.

3.2 Participants of the Study

The participants of the study were the flood survivors from Talisay City, Negros Occidental who sought help through the social media. Six flood survivors were chosen as the participants of the study. Ellis (2016, as cited in Wounds, 2016) suggested that in qualitative research, a sample size of six participants is sufficient to extract the essence of their lived experiences.

The researchers conducted a pre-survey in the Local Government Unit of Talisay City, Negros Occidental with regard to the data of flood survivors who sought disaster response through the social media. However, the data were not readily available, so the researchers utilized purposive sampling. The researchers conducted a social media tracing to search for Talisay City, Negros Occidental residents that sought disaster response in social media.

The inclusion criteria for the participants include the following:

- The participant should at least be 19 years old.
- The participant should be a legal resident of Talisay City, Negros Occidental.
- The participant should have utilized social media in seeking disaster response during the January 2021 flood incident.
- The participant should be willing to provide consent to participate in the study.

There were six flood survivors from Talisay City, Negros Occidental who sought help through the social media that were chosen as the participants of the study. The participants were asked to share their experiences that can provide enough information to allow an interpretation of the situation.

To protect identities and maintain confidentiality, the researchers used pseudonyms.

Table 1 shows the demographic profile of the participants.

Table 1: Demographic Profile of Participants

Socio-demographic Profile		Sample Size (n)	Percentage (%)
<hr/>			
Sex			
		Female	5 83.333
		Male	1 16.666
<hr/>			
Age			
		19	2 33.333
		21	1 16.666
		32	1 16.666
		33	1 16.666
		46	1 16.666
<hr/>			
Civil Status			
		Single	4 66.666
		Married	2 33.333
<hr/>			
Income Cluster			
		Poor (less than PHP 10,481) monthly income	5 83.333
		Low-income class but not poor (between PHP 10,481-20,962) monthly income.	1 16.666
<hr/>			
Educational Attainment			
		High School	1 16.666
		Senior High School	2 33.333
		Vocational Education	1 16.666
		College Graduate	2 33.333

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Case Vignettes Jay

Jay was a 32-year-old single woman, a resident of Zone 11, Talisay City, Negros Occidental, who lived near the river. She was the breadwinner of the family and she considered herself a “normal”

woman with a responsibility. She studied a vocational course in Technical Education and Skills Development Authority or TESDA and was awarded a National Certificate Level II (NC II) holder. Nonetheless, she considered herself poor

with less than 10,481 pesos monthly income, and this economic standing was averred by the Philippine Institute for Development Studies as cited by Zoleta (2022). To her, floods and typhoons are just usual phenomena. She was not bothered by it as it was an expected calamity every year. However, her experience on January 08, 2021 caught her awareness of the possibilities brought by an unexpected massive flood.

Jolly

Jolly was a 46-year-old woman living with her parents and some of her siblings. She was residing in Zone 12, Talisay City, Negros Occidental. She was a college graduate and was working as a call center agent at Teletech, Bacolod. She considered her family belonged to the category of low-income class but not poor with a monthly income between 10,481 to 20,962 pesos, and this economic standing was held by the Philippine Institute for Development Studies as cited by Zoleta (2022). She described herself as a compassionate and responsible person. Therefore, during the interview, she was expressive with her disappointment with the barangay officials as she also wanted to feel the concern and compassion of the elected officials to its constituents to show that they were responsible for the position they had.

Sockey

Sockey was a 33-year-old married woman, and a resident of Zone 2, Talisay City, Negros Occidental. She was a loving wife, a responsible daughter, and a sister of seven. She was a graduate of college and currently self-employed, doing her own online business at home. She considered herself poor according to the Philippine Institute for Development Studies. During the flood, she estimated the floodwater was at her neck level. Fortunately, flood responders were so alert after they were notified through the social media and their radio frequency despite busy dispatch all over Talisay City. When asked what her lessons or takeaways were from their experience, she concluded that learning from past disasters, better awareness, and planning were needed to decrease the adverse impact of a catastrophic event.

Kurt

Kurt was a 21-year-old single man who described himself as loyal, kind, and a multi-tasker. He lived in Zone 11, Talisay City Negros Occidental. He finished his senior high school with the course Information Communication Technology (ICT) and was studying in college. His life was simple. He considered his family poor with less than 10,481 pesos monthly income, an economic status according to the Philippine Institute for Development Studies as cited by Zoleta (2022). To help financially, he drove a pedicab or bike cab in the afternoon after his online classes. He lived with his parents, older brother, and two younger siblings. During the flood, his father and older brother were out for work. Therefore, Kurt had the responsibility to take care of their things so those would not to be reached by the flood.

Haley

Haley was a 19-year-old housewife, a mother of one. Although she had her own family, she still lived with her parents as they cared for the safety and well-being of their daughter and grandchild. She lived close to the river at Zone 11, Talisay City, Negros Occidental. She did not further her studies and only finished high school since she got pregnant but was willing to back to school if given a chance. During the flood, she was with her parents, younger sibling, and her newborn baby. She did not expect the sudden rise of the flood and just hoped that it would never happen again. She considered it as the worst flood she had experienced ever. She had some advice for the people who resided in flood-prone to areas, and she said that if there was a flood already, people should prepare and go to evacuation sites so that they will all be safe.

Melony

Melony was a 19-year-old girl college student who described herself as a friendly, trustworthy, and independent individual. She was the youngest in the family. She lived with her parents and siblings, consisting of one brother and one sister. During the flood incident, she resided with her aunt, uncle, and nephews in Zone 8, Talisay City, Negros Occidental. In her case, she considered herself poor according to the data of the

Philippine Institute for Development Studies as cited by Zoleta (2022). It was the first time for her to experience a massive flood that had almost reached their second floor. They were left stranded and had nowhere to go. Therefore, she tried posting on social media as her way to find help and survive. She did not fear failure, but rather feared not trying, which was reflected in her action during the flood.

3.3 Research Instrument

The researchers conducted an in-depth interview using the researcher-made interview protocol that was subjected to content validity. Creswell (2012, as cited by Quad, 2016) expressed that interviews are primarily done in qualitative research and by researchers asking participants open-ended questions and recording their answers. The interview in this study was done online through video calls via Google Meet since face-to-face interactions were restricted due to the Coronavirus disease (COVID-19). Quad (2016) stated that interviews are particularly beneficial for learning the backstory of a participant's experiences and gathering in-depth information about the topic.

3.4 Data Gathering Procedure

A letter explaining the study was sent via FB messenger to the participants of the study with follow-up messages to encourage timely responses. Each participant was given a consent form, which provided information for a video-recorded interview. The participants were given codes to ensure anonymity and to protect right to privacy. A video recorder application was used to record the interviews that lasted for approximately 40 minutes to one hour.

The time of the interviews was arranged, depending on the availability of the participants. An interview guide was used to assure that important information was covered. The purpose of the interview questions was to draw a comprehensive description of their lived experiences as they underwent disaster response through social media during the flood incidence. The interview guide questions were used as a way to allow the participants to respond to the

questions that were pertinent to this qualitative research.

The researchers conducted two separate interviews for each participant to ensure data saturation. All interviews were recorded as allowed by the participants to ensure the accuracy of manuscripts used for analysis. After the interviews reached saturation of emerging themes, the interview data were transcribed. A copy was given to the participants to check for accuracy and validation. This member checking or participant validation allows the participants to review the transcripts and clarify or reword any statements that were misinterpreted or misunderstood in the interview process.

3.5 Data Analysis Procedure

Creswell (2007, as cited by Garner, 2016) stated that the data analysis stage is a systematic search for meaning. Hatch (2002, as cited by Moore & Dooly, 2017) stated in a qualitative study, data analysis means organizing and interrogating data in ways that allow researchers to see patterns, identify themes, discover relationships, develop explanations, generate theories, and make interpretations.

Interviews were transcribed verbatim. Creswell (2003, as cited by Garner, 2016) suggested that meanings are formulated from the statements of the participants. The formulated meanings included categorized themes common to all of the participants.

To identify these themes, the researchers read the transcripts of the interviews multiple times and reflected on the statements made and how they related to each other. This may help provide an understanding of the lived experiences of flood survivors from Talisay City, Negros Occidental who sought disaster response through social media.

The researchers utilized the Lichtman (2013) 3 C's of data analysis: Coding, Categorizing, and Concepts. This was the point where the researchers can see how to move from raw data to meaningful concepts or themes.

This process followed a six-step procedure, namely, initial coding, revisiting initial coding, an initial listing of categories, modifying the initial list, revisiting categories, and moving from categories to concepts.

3.6 Ethical Considerations

Written and verbal assurances of confidentiality and participant rights, such as the freedom to stop participation at any time and voluntary participation were explained to each individual before written consent was obtained for participation. The researchers told the participants that if they had any worries or questions throughout the interview, the interviewer would be there and ready to answer them. The interview would be terminated if participants became uncomfortable during the interview period. To maintain anonymity, each participant was given an identifying code and was interviewed individually via Google Meet, ensuring that they were comfortable with the interview procedure and that their privacy was protected. During the data gathering phases of the investigation, all requirements were met. All data sets were analyzed and reported as group data. Lastly, the participants can be assured that all the interview transcripts and records of observation data were stored properly in a secure folder in google drives with access only available to the researchers, and with the duration of 6 months after the printing of the final manuscript.

3.7 Rigors of Research

3.7.1 Transferability

Transferability refers to the generalizability of inquiry. In a qualitative study, this concerns only case-to-case transfer (Tobin & Begley, 2004).

To address transferability, the researchers described in detail the research context and the assumptions that were central to this study and showed all data as transparent as possible. The researchers assured that the data were rich with descriptions so that the person who wished to "transfer" the results to a different context was then responsible for determining whether or not the transfer was reasonable.

3.7.2 Credibility

Credibility addresses the issue of 'fit' between respondents' views and the participant's representation of them (Tobin & Begley, 2004).

To establish the credibility of this study, the researchers ensured that rigors were properly observed during the data collection, especially during the interviews, wherein the researchers avoided concluding the interviews but based everything on factual data directly from the participants.

3.7.3 Dependability

Dependability is achieved by ensuring that the process of research is logical, traceable, and clearly documented (Tobin & Begley, 2004).

To establish the dependability of this study, the researchers ensured consistency during the data collection and analysis by doing the code-recode system during data reduction and applied the researcher's examination and investigator's triangulation of the data collected and analyzed.

3.7.4 Confirmability

Confirmability is concerned with demonstrating that the data and interpretations of the findings are clearly drawn from the data and are not the result of the researcher's imagination (Tobin & Begley, 2004).

To address the confirmability of this study, the researchers set aside their personal opinions, assumptions, and judgments to guard against the distortion of data. Free-flow video call interviews, note-taking, and voice recording were conducted throughout this study as ways of ensuring confirmability.

IV. RESULTS AND DISCUSSION

Presented in this chapter are the results obtained from the analysis of online interviews conducted. It also includes the lived experiences of each of the participants and a thorough discussion of the data gathered from their interactions throughout data gathering.

In data analysis, researchers utilized the method of Lichtman (2013), the 3 Cs of data analysis, namely: Coding, Categorizing, and Concepts. This process followed a six- step procedure, namely, initial coding, revisiting initial coding, the initial listing of categories, modifying the initial list, revisiting categories, and moving from categories to concepts.

Moreover, in this chapter, the specific objectives such as identifying the distinct experiences of the flood survivors, their reasons for seeking disaster response through social media, how the social media helped them, and the challenges faced by the flood survivors were answered based on the themes identified from the data analysis.

4.1 Emerging Themes

Review and analysis of all data resulted in several themes that resounded throughout the participant responses. These themes were: effective utilization of social media, active use of social media as communication platform, and evident flood damage.

A detailed explanation of each, along with participants' thoughts and words, is included in this section.

4.2 Different demonstrations of nervousness

This theme resounded throughout the data review. Six participants from Talisay City, Negros Occidental found the flood incident as nerve-racking, depressing, and fearsome which cause them stress, pain, and panic about the situation. Jay said

“Nagulpihan kami tanan, panic lang gid eh kay may mga magulang pa ‘ko nga waay kagwa, mga tiya, mga hinablos. Ang isa ko ka hinablos gasinggit, “Ta, buligi nyo kami di’ bi, lab-ot na amon babaw.” *(We were all taken aback. We really panicked because I had older siblings, aunts, and [nephews and nieces] who were not able to get out yet. One of my [nephews and nieces] shouted “Tita, help us here! The water has reached our second floor!”)*

Right away it was clear that Jay experienced shock and panic. In her view, the flash flood was unexpected and sudden as her older siblings, aunts, and nephews were left stranded and caught off guard. Sockey also felt negative about the flood when she shared

“Kulbaan gid kami ‘to that time, first time gid ‘to namon na experience nga nag amo ‘to nga baha for a very long time nga didto kami ga-istar. First time nga amo ‘to ang grabe ka baha. Before, kung maglapaw ang suba, waay gid nagalab- ot da sa amon.” *(We were really nervous during that time. It was our first time to experience that kind of flood since we have lived in that place for a long time. It was the first time that the flood was so serious. Before, when the river rose, the water could not reach our place.)*

In her experience, Sockey felt nervous as it was their first time to experience a massive flood after a very long time that they are residing in the location. She added that usually, the flood did not reach their area if the river overflowed. Haley also experienced nervousness. She said

“Pag baha di’ na kulbaan kami, kag depressed nga nakulbaan gid kay nga-a ma-among gid ‘to ang baha. Nakulbaan na kami. Gahibi na si mama. Hambal ni mama ma gwa kami, galing may baby kami, amu na indi kami kapanaog kay tungod ka dako gid sa baha di’.” *(When it flooded here, we were really nervous and got depressed. My mother was already crying. She said that we would go out, but we [could not because] had a baby. We could not go down since the flood was so big.)*

She described her situation during the flood incident as a depressing and nerve- racking experience. Her family was trapped because of the sudden rise of floodwater and she could not risk the life of her newborn baby. This is related to the study of Krishna et al. (2018) which revealed that during the floods, participants reported feeling helpless and expressed fear for their own and their children’s safety, particularly since the floods were not something they had anticipated.

Similarly, Kurt expressed what he felt during the flood. He said

“Didto na ko naka batyag kulba sang lapit nalang sa dughan ko ang tubig. Naga kapa-kapa nalang ko to nga sige pangimos. Didto na ko kabatyag kulba.” (*I felt nervous when the water was about to be up to my chest. During that time, I was just groping and fixing things. It was during that time that I felt nervous.*)

Kurt, as the only man in the house when the flood happened, had all the responsibility to take care of their things so they would not be reached by the flood. However, when the floodwater reached his chest, he also felt the nervousness.

Meanwhile, at first, Melony did not feel the same panic, stress, and nervousness as the other participants experienced because she expected that the water level would just go down eventually. However, when the situation came that they were left stranded, she had nothing in his mind but to visualize that maybe that was the end of their life. She said

“Siguro una wala pa ko nakulbaan kay ga expect ko nga manubo man dyapon ang tubig. Daw routine lang namon nga maninlo lang dyapon liwat. Pero sang like, ara nagid kami sa situation nga na stranded na gid kami, siguro damo na ko na overthink bala nga daw nagaka vision ko ang magatabo. Nga amo ni, basi diri nalang ko guro asta.” (*At first, maybe I was not nervous because I expected that the water would go down. It was routinary for us to clean after the flood. But, when we were in the situation where we were already stranded, I was maybe overthinking and envisioning what would happen – that it would be like my life would end here.*)

Conversely, although she took the situation with calmness and composure, Jolly still expressed that she felt nervous. She said

“Dapat kalma lang pero syempre ginakulbaan gid kay basi magsaka pagid ang tubig.” (*I should be calm, but, of course, I was nervous because the water might still rise.*)

During the online interview, it revealed that it was a horrific night for them as most of the participants and their respective families were stranded in their houses. The majority panicked and were nervous because that was their first time to encounter a massive flood in their particular location. Some of them chose to stay in their houses without expecting the rapid rise of water.

According to the New Zealand Ministry of Health (2016), the majority of people who are involved in a traumatic event experience some kind of affective response. Although each person's experience is unique, several common responses are experienced by the majority of those involved. Even though nervousness, fear, shock, anger, sadness, and shame are all unpleasant affective responses, they are normal reactions in a normal person to an abnormal event such as a flood.

In conclusion, it can be reflected from the statements of the flood survivors that the flood incident engendered nervousness, panic, and distress but such are considered normal responses to the flood.

4.3 Effective Utilization of Social Media

It was January 08, 2021 when residents of the northern parts of Negros Occidental, including Talisay City Negros, were subjected to a mass evacuation after the water level reached as high as 13 feet in the affected areas. According to Addiss (2019), disasters help minds focus and demand urgent action. Therefore, the participants took an action and perceived that social media was able to help them reach the flood responders and receive disaster response. Accordingly, they posted on social media, asking for help for themselves, for their family members, and for their neighbors to ensure their safety. During the interview, Jay shared

“Pagbaha gid to nagpost ko para mangayo bulig, duwa kami sa manghod ko man, sang January 8. Sang pagpost ko, may mga nag private message sa akon, hambal, ‘hulat-hulat nalang kay pakadto naman ang rescuer’.” (*When it flooded, I and my younger sibling right away posted [online] to ask for help. When I posted [online], somebody sent me a private message and told me to wait because a rescuer was coming.*)

After she posted, people who saw her posts eventually sent messages that rescuers would come. She was then assured and hoped that they would be rescued from the flood.

Similarly, Melony shared that she also posted on social media to ask for help. She said

“Wala na kuryente that time. So, data lang gid to gamit ko. 10 PM siguro ako nag post kay amo to nga time taas na, asta na sa hawak ang tubig. So, hindi na kami ka pa gwa. So, I decided nga mag post na para mangayo bulig.” *(There was no more electricity during that time, so I just used data. I posted [online] maybe around 10 PM since it was during that time that the water [level] was already high – up to my waist. Therefore, we could not anymore go out. I decided to post [online] so we could ask for help.)*

It was a dark and rainy night because of a complete power outage. Wi-Fi was not accessible. When the power supply was cut, Wi-Fi routers could stop working normally, and this resulted in internet connection failure after the sudden power outage (Cyber Life, 2020). They only used the data on their cellular phone. Unfortunately, they were stranded in their houses. Therefore, she decided to post on social media to seek help.

In different circumstances, Sockey and Kurt shared the same reason why they sought help from the social media. It was because they were more concerned about the safety of their neighbors although they were also affected by a flood. Sockey said

“Ang amon gid nga main concern are sila [neighbors]. Amo na nagpost ko sa social media... Gin videohan ko nga amo na ‘to kadalom ang amon area kag mabuligan na tani kay nakulbaan na ko sa iban.” *(Our main concern was our neighbors. That was why I posted on social media. I took a video of how much our area was flooded and hoped that we would be given help because I was already nervous for others.)*

Kurt said

“Ang gina paminsar ko ‘to that time, pa’no be kung magsaka pa gid ang tubig, maano ang mga bata diri sa amon.” *(What I was thinking during that time was what would happen if the water would rise and what would happen to our kids.)*

It was evident from the statements of Sockey and Kurt that compassion for others was never more vital or more difficult than in disaster situations. According to Addiss (2019), disasters elicit a strong sense of vulnerability and compassion is more than a desire to help.

Kurt added

“... nag post ko to sa Facebook... Didto ko nag post kay wala kami diri kuryente, wala ko load, wala pa ko kabalo kung diin ko mangayo bulig.” *(I posted on Facebook. It was there I posted since we did not have electricity, I did not have [cellphone] load, and I did not know where to ask for help.)*

As regards why the flood survivors sought disaster response through social media, it was found out that they believed that social media was a useful tool for seeking response during the flood. Social media are web-based communication tools that allow people to communicate with each other through sharing and consuming information (Nations, 2021). The majority of the participants posted, specifically on Facebook, to ask for help. Others posted for their concern and some posted for their neighbor’s sake. This is in line with the interesting discovery found by a study titled “Roles of Social Media during Kerala Floods 2018” by Varghese and Ta (2018). Results divulged that amid the flood when all the other modes of communications are found incapable, these social media platforms, such as Facebook, are found to be the foremost effective and advantageous.

In connection, affected people are more likely to check in with family and friends, seek help from others such as strangers, acquire information about the scope of the disaster, and provide ground-zero first-hand experiences during a natural disaster (Saleem, 2020).

In conclusion, with regard to the responses of the participants, the study revealed that they believed that social media was an effective tool to utilize during flood disasters and were able to help them reach the flood responders and receive disaster response.

4.4 Active use of social media as communication platform

The social media has become an integral part of an individual's life. Likewise, during the flood incident, it became a platform of communication. It was used as a tool to inform or share the event, coordinate with flood responders and officials, and communicate with other people. Comparably, Melony expressed her thought on the importance of social media as a communication platform in times of calamity like a flood. She said

“Kabalo man ta nga ang internet or ang social media is may ara pros and con man diba? Pero sa amo to nga time, siguro mahambal ko nga importante gid ya ang social media. Kay without social media, wala kami naka reach sa mga mabulig. Kung nag call or nag text lang ko, budlay pa kay basi wala pa to ya nabasahan. So, kung social media masiling mo nga... Once mag post ka nga naka public, damo makakita. Importante gid s'ya kay hindi lang isa or pila ka taho ang maka reach out sa imo. Sa use sang social media naka-communicate ang mga 'di ko kakilala sa akon nga willing mag help to secure kung ano na 'to ang amon nga situation.” (*We know that the internet or the social media have pros and cons, don't we? However, during that time maybe I would say that the social media was important since without it, we would not be able to reach the people who could help us. If I called or text, it would be hard since it could not be read. Therefore, a public post could be seen by many. It is important since many can reach out to you. The social media enabled those whom I did not know to communicate with me and to help me.*)

Sockey seconded

“Butang ta bi kung mag tawag sa phone number ka rescuer, busy man kay damo man

iban gatawag, pero mag post ka social media... mas dasig.” (*A rescuer's phone might be busy since there are others calling. Posting on social media is faster.*)

In the statement of Melony, she claimed that without social media, she may not be able to reach people who are willing to help. Through the social media, not only one person reaches the post but also the whole public. Social media makes civic engagement easier (Tran, 2020). If Melony and Sockey only relied on calls or texts, there was a possibility that those would not be read or entertained because the emergency numbers were also constrained. The emergency responders cannot accommodate the entire need of the affected population all at once (Whittaker et al., 2015). This poses a major challenge for both the flood responders and the affected flood victims to effectively coordinate with one another on the onset of flood calamities. Similarly, Jay expressed the same perception. Social media is a way of communication to coordinate with other people that could initiate help for them. She said

“Sa tion sg kalamidad, importante ang social media, para bala may ara man iban. Kung indi bala kabulig ang lapit 'di samon kay tungod nga nabahaan man sila, may ara man bala tani nga sa iban nga lugar, pareho na sa iban bala nga Sona nga mag-initiates, 'pwede n'yo to sila makadtuan, para makabulig kamo to sila o ano'.” (*In times of calamity, the social media is important. If those who are near us cannot help since [their place] is also flooded, it is hoped that those who live in other zones will initiate help. You can go to the [flood victims] and help them.*)

The initiative will display a Bayanihan (heroism) spirit during a flood (Congjuico, 2019). On the contrary, Sockey believed that when she used social media as a medium for communication, it would be easier and fast to spread the news and real-time information about the events during the flood.

“Dako ang bulig sang social media, pwede ka bala ka spread sang news kag ... makabulig man sa life

kag mapabalo kung ano bakalatabo. Makabulig man sila tawag sa mga rescuers.” (*The social media is a big help. You can spread news, help, and inform [people] about what is happening. Those people can call rescuers.*)

Kurt disclosed

“Dako-dako gid ang bulig sang social media e. Ang iban wala man na sila kabalo nga gabaha di’ sa’mon mong, wala sila kabalo kung ano na sitwasyon namon. So, sang pagpost ko to, damo na dayun kabalo e nga naga baha di’ sa amon, nga taas na ang baha, nga naga pangayo kami rescue. Didto naga ginuha ang ila mga concerns sa amon.” (*The social media is a big help. The others did not know that it was flooding in our place and what our situation was. Therefore, when I posted [online], many were informed that it was flooding in our place, that the water was high, and that we were asking to be rescued. It was there [social media] that their concern for us was revealed.*)

The experiences of the participants using social media as a platform of communication to connect and coordinate with flood responders and other people were related to a study by Hashim et al. (2015) titled “A Study on Social Media Application as A Tool to Share Information during Flood Disaster.” It stated that the community utilized the social media for data sharing amid the disaster. Individuals used the social media to get and share data concerning the flood.

The study titled “Social Media for Risk Management and Emergency Response for Philippine Local Government Units” by Congjuico (2019) showed that social media, specifically Facebook, bear users a tall degree of social presence, making them the finest instrument for making and supporting little online communities overseen by LGUs. Moreover, it gives solid support for social interaction, social integration, and the reinforcement of the Bayanihan (heroism) spirit.

In conclusion, it can be reflected from the statements of flood survivors that social media is

an important platform in times of calamity. They perceived that social media is a convenient platform of communication to reach flood responders and to engage with numerous people online, taking chances that they would be helped during the flood incident. The majority of the participants utilized social media because of the capacity of this platform to bolster data sharing in the event of a flood.

4.4 Evident Flood Damage

Extreme flood incidents can cause tremendous damage to impacted communities and can have devastating consequences for most vulnerable residents. Even the flood survivors residing in Talisay City, Negros Occidental could not avoid the damages caused by the floods. The participants held that the flood somehow damaged their homes, appliances, and livelihood. Sockey shared

“Mga gamit sa dalum, kaluluoy gid kay na damage gid. Damage sa gamit, sa mga furniture, kag iban nga importante. Damo man nga valuable items nga nadala sa baha. Kadamo ‘di ko na ma isip.” (*[I] felt disappointed over the [fact] that the things downstairs were damaged. Also, there were many valuable things that were swept away by the flood. There were many I could not anymore count.*)

Sockey felt sorry for their belongings such as damaged furniture and some important things caused by the flood. A lot of the things that she considered valuable were swept away by the flood. Melony expressed an identical sentiment. She said

Madamo kami nga mga gamit or appliances nga nagkala anod gid. Labi na ang mga "relief", kay si tita, naga baligya sang relief bala nga mga bayo. So, naapektohan gid ‘to ang iya [business]. Syempre dako man ‘to capital niya, daw kanugon lang. (*We had many things or appliances that were really swept away, especially the ‘relief [secondhand goods] since my tita was selling clothes. So, her business was really affected.*)

Of course, her capital was big, [so] it seemed to be just a waste.

Melony felt remorse for the appliances and livelihood that had been carried away by the flood. According to the study of Bandiola (2021) titled “Flood Risk Assessment: Level of Property Damage and Casualty in Northeastern Mindanao Philippines” mentioned the flood disaster poses a serious threat to people, livelihood, and property.

Likewise, Haley shared the challenges they encountered after the flood incident.

She revealed

Halos mga bayo namon di, mga ref basa, TV namon basa. Halos tanan gamit namon basa. Ang iban ginpasaka namon, abi namon bala indi mag dako ang baha galing malab-ot sa bubong namon, te basa. (Almost all our clothes, our ref, and tv were wet. Almost all our things were wet. Some [of our things] were moved upstairs. We thought that the flood would not become huge, but it reached our roofs. Hence, [our things] got wet.)

Jay seconded the statements of Haley, with acceptance in her tone during her virtual interview. She said

Asta mga bayo namon wala gid bilin Hahaha. Wala man sa naanod kundi nagkala basa sa sulod sang mga cabinet bala. Ang ref ‘di sang magulang ko nagkalatumba. Mga lamisa nagkala-utod. Tanan. Mga TV namon, electric fan, ubos. (Nothing was left of our clothes. They were not swept away; instead, [those things] in the cabinet got wet. My older sibling’s ref fell. The tables got broken. All. Our tv [sets and] fan [were all damaged].)

Jolly, although disappointed that her floor was damaged, optimistically accepted that some of her things soaked in the flood. She shared

Ang mga salog lang gid. Amo lang na siya ang na damaged. Pero ang mga gamit nga nabasa pwede man lang na siya labhan. (Only the floors [were damaged]. Only [those things] were damaged. But, the things that got wet could still be washed.)

Damage from a flood is determined by a variety of factors, including how long the water sits in the ground before receding and how swiftly it moves. According to Redd (2017), floods can harm the structure of a building by causing cracks in the roof or foundation, as well as loose or buckling floors. Flood water can damage home appliances, such as the heating, ventilation, and air conditioning system, as well as the water heaters and refrigerators.

In conclusion, from the stories of the flood survivors, it can be deduced that the flood brought about destruction and loss of property. The majority of participants mentioned that their clothes were wet, furniture and appliances were destroyed and some drifted, and their livelihoods were affected. It was a challenging experience because not every one of them had the ability to buy new things and appliances.

4.6 Summary of Themes

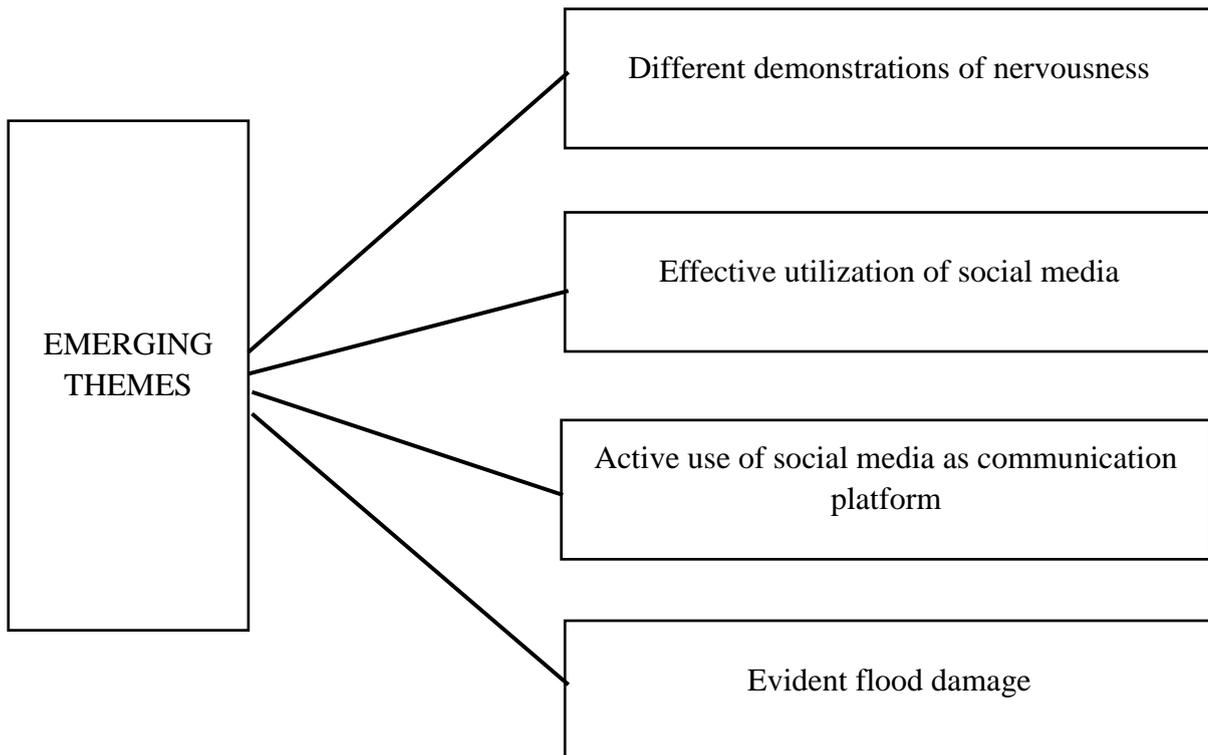


Figure 1: Thematic Insights of using Social Media for Survival: The Plight of Flood Survivor

V. CONCLUSIONS

This study aimed to examine the lived experiences of flood survivors from Talisay City, Negros Occidental who sought disaster response through the use of social media.

The results of this study present a unique concept to the existing body of literature on the plight of flood survivors and the importance of social media during calamities, specifically during flood incidents through the experiences shared by the affected flood victims. One of the struggles for both the flood responders and the affected flood victims was to effectively coordinate with one another on the onset of flood calamities. Utilizing emergency numbers alone could not cater to the entire need of the affected population all at once. This was where the importance of social media played its role.

The researchers found out that the utilization of social media by flood survivors was vital in times of flood incidents. The flood victims relied on social media to look for flood responders as they perceived social media as a convenient platform

of communication to reach flood responders and to engage with various people online, taking chances that they would be helped during the flood incident.

Furthermore, nervousness, panic, and distress were evident from the stories of the flood survivors during the flood incident, which were considered normal reactions to a disaster. Meanwhile, after the flood, the challenges of the flood survivors were the damages in parts of the house, appliances, and livelihood.

With the preceding results, the researchers concluded that even though each flood survivor's experience was distinct from the other, there were still several common stories and challenges that were experienced by the majority of those involved.

Based on the foregoing results and conclusions, the researchers recommended that this study be used by the local government units or authorized bodies in the government such as the National Disaster Risk Reduction and Management Council (NDRRMC), Department of Social

Welfare and Development (DSWD) and non-government organizations should create official social media accounts or pages, which would provide data necessities amid calamity circumstances. For disaster mental health workers, they should formulate interventions in dealing with problematic flood survivors who have emotional struggles and troubles with coping after the flood incidence. For school administrators, they should implement programs to educate students about calamity preparedness to assist them in making safe choices, in identifying risky situations, and in developing strategies to prepare them for challenging situations. For future researchers, they can conduct in-depth studies of similar nature but on a wider scope and must involve variables not covered in this study to provide a broader perspective and understanding of the lived experiences of flood survivors.

VI. COMMUNITY ACTION PLAN

This chapter presents the Community Action Plan proposed to the Talisay City, Negros Occidental - Local Government Unit (LGU). This undertaking was conceptualized by the researchers to integrate strategies in enhancing flood rescue operations, to consider the utilization of social media in tracing affected individuals and to provide immediate disaster response in coordination with the City Disaster Risk Reduction and Management Council (CDRRMC), and this is an output of the study. The target clientele of this proposed community action plan is not limited to the flood survivors but to all the constituents of Talisay City, Negros Occidental and may also be applicable to residents in different locations especially in flood prone areas. The program will be beneficial to all people regardless of age, gender, or standard of living.

6.1 Rationale

In line with the study which focuses on people's safety during a flood and social media as a platform of communication and tool for an immediate response, the researchers proposed a Community Action Plan to Talisay City Local Government Unit (LGU), particularly the City and

Barangay Officials and City Disaster Risk Reduction and Management Council (CDRRMC) of Talisay City, Negros Occidental.

The proposed project generally aims to develop best practices that will advance combined knowledge about the realities and potential of social media during and after a disaster, moving together toward envisioning how social media may be utilized as a resource in emergency management.

6.2 Description

The title of the Community Action Plan is Social Media Para sa Paghahanda sa Baha at iba pang Sakuna with the theme "Social Media ay Gamitin at Pag-aralan, Sa Gitna Ng Sakuna Ay Maaasahan," which is an educational and social media campaign program. This will be held in the barangay via Facebook live in cooperation with the City, Barangay Officials, LGU, and the residents of Talisay City, ideally perceived by the researchers with the following aims:

- To raise awareness of the danger and impacts brought by the flood to the community.
- To extend the knowledge of the residents in using social media as a tool of communication to seek response in times of flood and any disaster.
- To help LGU and other rescue teams to immediately respond to the residents who seek help on social media during a disaster.
- To educate and prepare the residents before, during, and after a flood or any disaster through the utilization of social media.

6.2.1 Programs for LGU

LGU has an enormous significance in providing help and rescue to the affected survivors of floods and other disasters. According to Department of Social Welfare and Development (DSWD) Secretary Judy Taguiwalo, as stipulated in RA10121, RA 7160, or the Local Government Code of 1991, LGUs are responsible for conducting rescue operations, for providing immediate relief assistance, and for establishing and managing evacuation centers in the event of a disaster (Department of Social Welfare and Development, 2016).

a. *#OneHashtagForHelp*

It is a campaign on social media to be utilized by the netizens or internet users of Talisay City. Aside from hotline numbers, the LGU can create their hashtag for those people who seek rescue by social media. Such hotline numbers are directed to the LGU rescue teams such as CDRRMC, CSWD, PNP, etc. This move aims to make the LGU and responders aware that there are people seeking help on social media like Facebook, Twitter, and Instagram, and to cater and help netizens who post with the agreed hashtag.

b. *Facebook Page for Flood/Disaster Safety Awareness*

The LGU could create a single page on Facebook if they do not yet have one since it was the most used application by the participants. The content of the page will be flood safety awareness by posting infographics and posters on the page. This would include the possible risks and damage of flood to the houses and community, preparations for possible upcoming floods or other disasters, coping strategies, and so on. This aims to provide knowledge and preparation in an unexpected coming of flood or any disaster.

c. *Online Symposium: Flood Safety Awareness and Strategie*

Aside from posting infographics about floods and other disasters, the LGU, especially CDRRMC, could hold a symposium via Facebook live on their own Facebook page created for netizens who use social media. This symposium will tackle the topics about flood prevention, flood risks and management, flood safety and preparation of the community before the flood, and strategies during the flood. This program aims to give knowledge, reiterate the concept and ideas about flood safety awareness, and adapt basic strategies as a community when floods and other disasters occur through an online symposium.

6.2.2 *Barangay-based Program*

The barangay has a huge role in the implementation of projects or programs next to the city. For fast dissemination of information, the Barangay Council can make this possible.

d. *Family Safety Campaign*

Most of the time, people are with their family when the flood comes. Thus, it is ideal that the Barangay Council conduct a seminar intended for families to be informed about the plan and preparation, strategies, and actions they could execute when there is a flood. Also, in this campaign, the barangay official will provide facts and details regarding the use of social media in times of flood and any disaster. The barangay will generate brochures about flood safety, instructions they could follow, and contacts the families could reach when disaster comes.

6.3 *Budget*

Local Budget Circular No. 142 includes the guidelines for the release and utilization of the Local Government Support Fund-Financial Assistance to Local Government Units and Support for Capital Outlays and Social Programs under the Republic Act No. 11639, Fiscal Year 2022 General Appropriations Act (Department of Budget and Management, 2022).

In connection, Section 21 of RA No. 10121, known as the Philippine Disaster Risk Reduction and Management Act of 2010, states that not less than five percent (5%) of the estimated revenue from regular sources shall be set aside as the Local Disaster Risk Reduction and Management Fund (LDRRMF) to support disaster risk management activities such as, but not limited to, pre-disaster preparedness programs, post-disaster activities, and payment of premiums on calamity insurance (Republic Act No. 10121, 2010).

Programs and Activities	Objectives	Target Group	Time Frame	People in Charge/ Implementing unit/ Team	Budget	Source Indicators
#OneHashtag ForHelp	To make the CDRRMO and related agencies aware that there are people seeking help on social media like Facebook, Twitter, and Instagram To help netizens who post with the agreed hashtag	All Constituents	March - April	Talisay City LGU, CDRRMO, DSWD	PHP 10,000.00	Established and enhanced help services of LGU and rescuers in social media
Facebook Page for Flood Disaster Safety Awareness Program	To provide knowledge and preparation in an unexpected coming of a flood or any disaster	All Constituents	April-May	Talisay City LGU	PHP 10,000.00	Improved services of LGU and informed community about flood awareness in social media
Online Symposium: Flood Safety Awareness and Strategies	To give knowledge, to reiterate the concept and ideas about flood safety awareness, and to adapt basic strategies as a community when flood and other disasters occur through an online symposium	All Constituents	May-June	Talisay City LGU	PHP 10,000.00	Increased awareness to social media users about floods and strategies to imply
Family Safety Campaign	To inform the families in the barangay about the plan and preparation, strategies, and action they could execute when there is a flood	Families in every Barangay	June-July	Talisay City LGU, Barangay Council, Barangay Officials	PHP 20,000.00	A ready and responsible member of a family in times of floods

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