

**KERALA FLOOD AND THE POSITIVE ROLE OF FACEBOOK: A STUDY ON THE CHIEF MINISTER' S FACEBOOK POSTS OF 2019.**

*Project report submitted to the University of Calicut, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Journalism and Mass Communication*

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**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

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**PERINTHALMANNA**

The study entitled **“KERALA FLOOD AND THE POSITIVE ROLE OF FACEBOOK: A STUDY ON THE CHIEF MINISTER’S FACEBOOK POSTS OF 2019.”** submitted by NAMIRA HARIS in partial fulfillment of the Degree of Bachelor of Journalism and Mass Communication is hereby accepted.

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**MES ARTS AND SCIENCE COLLEGE PERINTHALMANNA**



**CERTIFICATE**

This is to certify that the project entitled “**KERALA FLOOD AND THE POSITIVE ROLE OF FACEBOOK: A STUDY ON THE CHIEF MINISTER’S FACEBOOK POSTS OF 2019.**” is an authentic record of original project work carried out by NAMIRA HARIS, as part of the BA Journalism and Mass Communication under my supervision and guidance and that the dissertation has not formed the basis for an award of any Degree/Diploma/Associateship/Fellowship or any other similar titles earlier.

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**DECLARATION**

**I, NAMIRA HARIS**, hereby declare that the dissertation entitled, “**KERALA FLOOD AND THE POSITIVE ROLE OF FACEBOOK: A STUDY ON THE CHIEF MINISTER’S FACEBOOK POSTS OF 2019.**” is a record of research work carried out by me at the Department of Journalism and Mass Communication, MES Arts and Science College, Perinthalmanna under the supervision of **SAJID AK**, and submitted to the University of Calicut in partial fulfillment of the requirements for the award of the Degree Mass Communication and Journalism.

Place: PERINTHALMANNA

Date: 03/04/2022

NAMIRA HARIS

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**NAMIRA HARIS**

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## **ABSTRACT**

The study titled, ‘The Kerala Floods and the Positive Role of Facebook: A study on the Chief ministers of Kerala’s official Facebook posts in 2019’ is an associate analysis of the accountable and positive role carried by the Facebook social networking website, during the Kerala Floods. It’s vital to understand that however Social media or Facebook is concerned with the method of disaster management. Because, some folks suppose that Facebook users, especially, the younger generation have exploited the social networking website just for the aim of wasting the time, chatting with somebody else, posting photos, and just amusement purpose. Through this project, I'm planning to analyze how folks across the globe used the Facebook application to tell and build their awareness of the tragedy and the way Social media users may involve in the method of rescue, relief, and rehabilitation by exploiting Facebook properly. For that, I took some of CM’s Official Facebook Posts they created throughout Kerala come 2019.

## **CHAPTER-1**



## INTRODUCTION

The study titled The Kerala floods and the positive role of Facebook: A study on CM's Official Facebook Posts in 2019 is an analysis of Facebook's influences on rescue level, rehabilitation, and relief level throughout the worst Kerala floods in 2018 and 2019. The digital house isn't a platform to go looking or transfer emails or simply an area to chat with some other person. It's become a supply of data and in recent years, it's become a medium of fast communication, particularly at the time of disasters. Most significantly throughout the Kerala floods in 2019. With the accrued rate of calamities around the world, we tend to square measure witnessing the inevitable role of Digital media platforms. We tend to square measure victimization of social media not just for spreading the attention among individuals, but we tend to square measure victimization as an important tool to aid government and rescue groups to urge into action with a way of precise location, understanding of ground reality, fetching news and so on. Online social networking sites or social media like Facebook, WhatsApp, and Twitter may act and check out to unravel the risks throughout floods.

When all the conventional communication usually stopped functioning, the social media services stayed active. The web social networking sites like Facebook enable the institution of world communication or relationships. Adarsh, a banker and IT professional denote on Facebook that, everyone was golf-stroke out all manner of information-distress calls, warnings alerts- on social media. Facebook was conjointly a most popular medium and there was no leader, no low. He said. Thousands of Indian voters used portable technology and social media platforms to mobilize relief efforts. Several of the victims of the flood left home with simply the clothes they

wore at that point. Because the scope of the disaster became clear, the authorities of Kerala reached bent software system engineers from around the globe. They joined hands with the authorities run data Technology Cell, coming back along on slack, a communication platform to make the website address, “www.Keralarescue.in.” the website address was disseminated via Facebook, WhatsApp, and different social media platforms and it allowed the volunteers World Health Organization were in serving with disaster relief in Kerala’s several flood-affected areas to unfold the requirements of stranded individuals. So, the authorities may act dead. However Social media campaigns weren't while their share of differences. Some individuals unfold contentiously and pretend messages on Facebook, WhatsApp, and Twitter. They claimed that Kerala’s suffering was a result of divine retribution for the ingestion of beef. India’s Hindu population thought-about, about eating beef as a taboo. But, the Keralites pushed back on identical platforms, exposing rumors, shaming trolls, and satires.

## **SOCIAL MEDIA**

Social media may be a tool that's changing into very hip today due to its easy options. Social media platforms like Facebook, Instagram, Twitter, etc. square measure giving individuals a chance to attach across the world. In alternative words, the complete world is at the tips of the finger, due to the physical media particularly the youth or the so-known young Generation is one everyone the active users of social media. All this makes North American countries surprise that one thing thus powerful and with such a huge reach cannot be all sensible. Sort of a coin, social media has an additional 2 sides. It’s its blessings and drawbacks. Our involved authorities/Government has done accountable and economical activities to coordinate the rescue and rehabilitation works via their official Facebook page, and we the Social media used it properly. However, some individuals still believe that the activities square measure done through

Facebook was idle and that they believe that Facebook was spreading solely info and faux news in those days. Afterward totally different completely different individuals have different opinions on this debatable topic, and through this study, I'm planning to ascertain what proportion of this dialogue has relevance within the case of the Kerala floods in 2019.

### **ADVANTAGES OF SOCIAL MEDIA**

1. Additional folks square measure distancing themselves from Newspapers, they are counting on social media for news. They're perpetually updated on the latest happenings around them. So, an individual becomes additional socially aware of the problems of the globe.
2. It strengthens the reference to our beloved ones. Distance isn't a Barrier, thanks to social media.
3. It additionally provides a good platform to prove one's artistic mix of mind
4. It uses to market the business or a company's advertisement.

### **FACEBOOK AS A TOOL OF COMMUNICATION**

Social networking sites permit the individual to attach with individuals. The renowned social networking website, Facebook, has swept wing the social media scene since its institution in 2004. Mark Zuckerberg, the developer of Facebook, was named Time Magazine's 'Man of the year' in 2010. Zuckerberg created this social networking website at Harvard University and also the network unfolds like a heart within the wild. The invention of the web has revolutionized how individuals get knowledge and reply to knowledge in the aftermath of disaster or any quiet calamities. Facebook may be an extremely important supply of data and support, particularly in the immediate aftermath of natural calamities. Some individuals use Facebook to seek out

previous friends or relatives. We tend to connect with those with that we tend to haven't communicated for what looks like forever. Many of us have found interest in victimization on Facebook. Many professional fields like business have found fruitful results by advertising on this application. Once reasoning with new generations, Facebook may be a quiet communication and also the beginning of contemporary relationships or relationships. Our elder relatives or oldsters are continually grumbling regarding the negativity of victimization of the Facebook application. Some individuals assume that Facebook is just too troublesome to use, inappropriate for education, it permits individuals to post inappropriate posts and photos and even they assume that Facebook has spreading info to the general public. Even if Facebook has begun filtering photos, standing, and story updates. Facebook's new format is easy, and also faux accounts are being deactivated.

The site has created enhancements that the age of quite thirteen will pay the time by victimization on Facebook. Facebook is the most used social network on gift day. Facebook permits the users to arrange events and reconnect with buddies just by clicking on the search bar. One of its best options is its new and improved video chat system. Facebook is one of the primary social networks to produce a video chat facility. Facebook additionally allowed the individuals to update their standing and share photos and videos with friends. The viewers have the prospect to love the photos or cause reactions, commenting on posts and replying to comments, etc.

Some individuals same Facebook may be an unhealthy promoter of relationships in reality. Individuals are addicted to Facebook as a result of its social networking website and it will permit the US to move with the planet. Having Facebook is such as you are well educated

regarding everything that took place everywhere on the planet. With simply a single standing update on your Facebook, your friends and relatives are educated instantly.

Social networking plays a most vital role in disaster management through the coverage of natural calamities. throughout the time of the Kerala floods, a variety of Social media platforms were coming back forward to unfold data relating to the updates on the misfortune. The varied numbers of officers, together with ministers and collectors of various districts were victimization their Facebook accounts to publicize data that was authentic to stop the unfolding of faux news.

### KERALA FLOODs 2019



On  
the



sixteenth of August, the south Indian state of Kerala witnessed severe floods, thanks to unco high downfall throughout the monsoon season and it was the worst come to the history of Kerala, particularly in nearly a century. Over 483 folks died and one hundred forty were missing. Or so 1,000,000 folks were far away from the dangerous places to the safer places. In 2018, all the fourteen districts in Kerala state were placed on alert. The Indian Government declared it a “Calamity of a severe nature”. When they come in 1924, it was the worst to come to Kerala.

There are unit fifty-five dams in Kerala and among that thirty-four were opened for the primary time in history, throughout the Kerala flood of 2019. Matters were monitored by the National Crisis Management Committee, which additionally coordinated the rescue and relief operations, chiefly with the assistance of Social media. Sadly, consequent year additionally the flood badly affected various areas of the state. On the eighth of August 2019, thanks to significant rain just like the previous year. The govt of Kerala had issued an alert within Northern and central Kerala. Nine districts were placed on alert and issued Orange Alert within the three districts of central Kerala and yellow alert within the pair of districts in southern Kerala. Relief camps were opened, and a hundred and one folks died thanks to rain-connected incidents.

The floods in Kerala rose quicker than the speed of thought and colleges, halls, auditoriums, hostels, and even homes were remodeled as relief camps. And management rooms were got wind of altogether districts.

## **CHAPTER – 2**

### **REVIEW OF THE LITERATURE**

‘Impact of Social Media in dissemination of knowledge throughout a disaster- A case Study on Kerala Floods 2018’ by Aswathi Suresh adult male, Dinesh adult male, and Harikrishnan D says that over the last twenty years social media has been evolved into a robust tool of communication. Recent Kerala Floods may prove the potential of Social Media as an

accountable, important, and powerful tool to urge data instantly to succeed in dead set the mass. In this research, they adopted a mixed approach to search out the results. The study aimed to point out the impact of social media in the dissemination of knowledge throughout Kerala get 2018. The investigator conducted interviews with key emergency management stakeholders and volunteers World Health Organization was an active participant throughout the flood to look at the potential and efficiencies of social media as well as Facebook as a communication tool throughout the response section. In this analysis, the researchers finished that “Social Media was impactful as a tool for communication throughout the disaster. With its large reach and skill to convey period data, Social Media may drive the disaster management efforts”. And the other is that the dearth of pieces of training Associate in Nursing tips creates major challenges for the utilization of Social Media as an emergency management tool.

An online article named ‘Kerala Flood Case study’ by integrated geographic says that the Kerala states receive India’s highest downfall throughout Monsoon. So, throughout 2018 Kerala full-fledged its highest level of monsoon downfall in decades. Between August first and nineteen Kerala received 758.6 metric linear unit downfall. This was forty seconds above throughout the whole monsoon season. And also the article enclosed concerns the responses to the Kerala flood from the various elements of the country and outdoors. Individuals used social media to assist individuals stranded within the flood-affected southern state of Kerala. Individuals used social media platforms for rescue and food distribution, coordinate search, and to succeed in dead set folks that required facilitation. Social media like Facebook, Twitter, WhatsApp, and Instagram are additionally used for fundraising and fund distribution. This was supported by individuals from totally different industries. Even a variety of Bollywood stars supported the Keralites

through social media. They represented that Google provided a donation platform to permit donors to create donations with additional security and safety. “Google partners with the middle for Disaster philanthropic gift (CDP), Associate in Nursing mediator organization that makes a specialty of distributing your donations to native nonprofits that job within the affected region to make sure funds reach those that would like it the most”-Geography infographics same.

Redefining communication- Role of Social media in Disaster Management (Jan eighteen, 2017) declared that in recent years, Social media has emerged as a well-liked medium to administer new data sources and unexpected communication, significantly at the time of natural disasters. With the disasters around the world turning into continual development, the planet is witnessing the high level of roles of Social media in the days of disaster management. the net article same that it's become a vital tool aiding government and different rescue agencies to leap into action to abundant actual locations, spreading data to the mass, understanding a ground reality so on. They categorized the social role of social media in disaster times as,

- 1) Rescue
- 2) Rehabilitation
- 3) Relief

During Uttarakhand Disaster, WhatsApp is employed by individuals to find a spot. So, they may perceive the role of social media at the Rescue level. The best example of the role of social media in Rehabilitation is throughout Chennai floods 2015, social media carried a significant role in spreading news and data like boat vehicle convenience. And for relief purposes, mapping on Facebook the lack of tablets or medicines, food, article of clothing, etc



helped the non-government organization and public-spirited individuals to produce relief material. They finished the role of social media in disaster management in their article “Disaster management is that the one, that plans to cut back the vulnerability and impact of the disaster. Social media could be a tool that may reach millions within an exceedingly second and helps each before and once the disaster happens. Thus, Social media permits the short response and rescue measures and helps in adapting to the vulnerable situation”.

## EFFECTS

In some areas, floodwater was between 3-and 4.5m deep. Floods within the southern Indian state of Kerala killed quite 410 individuals since June 2018 in what native officers aforesaid were the worst flooding in a hundred years. Several of these United Nations agencies died had been crushed underneath rubbish caused by landslides. Quite one million individuals were left homeless within the three, 200 emergency relief camps that originated within the space.

- Parts of Kerala’s business capital, Cochin, were underwater, snarling up roads and exploiting railways across the state untraversable. The state’s airdrome, which is employed by domestic and overseas tourists, was closed, inflicting major disruption.
- Local plantations were inundated by water, endangering the native rubber, tea, occasional, and spice industries.

- Schools all told fourteen districts of Kerala were closed and a few districts have prohibited tourists as a result of safety issues.
- Maintaining sanitation and preventing maladies in relief camps housing quite 800,000 individuals was a big challenge. Authorities additionally had to revive regular provides of fresh potable and electricity to the state's thirty-three million residents.
- Officials have calculable quite eighty-three, 000km of roads can have to be compelled to be repaired and the entire recovery value is going to be between £2.2bn and \$2.7bn.

## RESPONSE

Indians from completely different components of the country used social media to assist individuals stranded within the flood-hit southern state of Kerala. Lots of took to social media platforms to coordinate search, rescue, and food distribution efforts and additionally to succeed in resolute people that required facilitate. Social media was additionally accustomed support fundraising for those tormented by the flooding. A variety of Bollywood stars supported this. Some Indians have unfolded their homes for individuals from Kerala United Nations agency were stranded in alternative cities as a result of the floods. Thousands of troops were deployed to rescue those held in the flooding. Army, navy, and air force personnel were deployed to assist

those stranded in remote and cragged areas. Dozens of helicopters born tones of food, drugs, and water over areas bring to a halt by broken roads and bridges. Helicopters were additionally concerned about airlifting individuals marooned by the flooding to safety. More than three hundred boats were concerned in rescue tries. The authorities aforesaid every boat would get three, 000 rupees (£34) for every day of their work which authorities would procure any harm to the vessels.

As the monsoon rains began to ease, efforts augmented to induce relief provides to isolated areas in conjunction with pack-up operations wherever water levels were falling. Millions of bucks in donations have poured into Kerala from the remainder of India and abroad in recent days. Alternative state governments have secured quite \$50m, whereas ministers and company chiefs have in public vowed to provide a month's pay. Even Supreme Court judges have given \$360 every, whereas the British-based Sikh cluster Khalsa Aid International has originated its relief camp in Kochi, Kerala's main town, to supply meals for three, 000 individuals daily.

## **CHAPTER -3**

### **OBJECTIVES AND METHODOLOGY**

District collectors of the State, Kerala Police, Rescue and fireplace Force, Navy, Chief Minister, Ministry of Health, different ministers, Kerala state electricity board these officers and their official Facebook pages have done a good job throughout the Kerala Floods. The main

pages taken for analysis are the chief minister's Facebook posts. The chief minister's posts have had a lot of outcomes during the Kerala floods in 2019

## **GENERAL OBJECTIVE**

- The general objective of the analysis is to investigate the positive role carried by Facebook through posting attested data throughout the worst Kerala flood.

## **SPECIFIC OBJECTIVE**

- To investigate the role of the CM's official Facebook posts in dominant data overflow.
- To grasp the reach and responses for his or her official pages.
- To judge the youth's active involvement and action usurping the idea of the involved

Authority's announcements and posts.

## **HYPOTHESIS**

- Facebook will play a key role in driving disaster management actions throughout a disaster
- Facebook might facilitate the purposeful wants of interaction involving disaster management agencies and communities throughout the floods

## **METHODOLOGY**

The analysis is predicated on the analysis of CM's Facebook pages and their posts or messages to circularize vital info throughout the Kerala floods. The whole analysis style is evolving around qualitative analysis methodology. the premise of the study, because the content got from the page of Malappuram district just like the post on desires and urgencies of basic desires for the district, the chief minister's post on the want of donating cash to the Chief Minister's distress relief fund, etc.

A case study is appropriate for this analysis. As a part of the analysis style, a case study is employed to accomplish the objectives mentioned higher.

## **CASE STUDY**

The case study could be an analysis methodology, generally seen in social and life sciences. There's nobody definition of case study analysis. However, simply 'a case study is outlined as an associate intensive study a couple of people, a gaggle of individuals or a unit, that is aimed to generalize over many units'. A case study has additionally been delineated as an associate intensive, systematic investigation of one individual, group, community, or another unit within which the research worker examines in-depth information concerning many variables.

## **KERALA FLOOD CASE STUDY**

Kerala could be a state on the southwestern, Malabar Coast of India. The state has the thirteenth largest population in India. Kerala, which lies within the tropic region, is generally subject to the sort of wet tropical wet climate toughened by most of Earth's rainforests. Eastern Kerala consists of land encroached upon by the Western Ghats; the region includes high mountains, gorges, and deep-cut valleys. The wildest lands area unit lined with dense forests, whereas alternative regions lie underneath tea and occasional plantations or alternative sorts of cultivation.

The Indian state of Kerala receives several of India's highest precipitation throughout the monsoon season. However, throughout 2018 the state toughened its highest level of monsoon precipitation in decades. Consistent with the India Meteorological Department (IMD), there was 2346.3 millimeters of precipitation, rather than the typical 1649.55 mm. Kerala has forty-one rivers flowing into the Arabian Sea, and eighty of its dams were opened when being powerless. Water treatment plants were submerged, and motors were broken.

## **CHAPTER - 4**

### **FINDINGS AND ANALYSIS**

#### **FACEBOOK IN KERALA FLOODS**

During Kerala Floods, all the standard communications typically stopped acting at this point interval whereas social media or networking services keep active. The Facebook application permits the institution of worldwide relationships that square measure connected on some would like shred by the participants. It is accustomed modify people and organizations to collaborate in mutualism ways in which, in all stages of emergency management, mitigation, response, relief, and recovery.

Facebook provided several services throughout the Kerala floods, such as:

- ✓ provided vital info to those in an exceedingly disaster space pre and post-flood
- ✓ Driven awareness to those outside the affected areas
- ✓ Generated volunteers
- ✓ Connected families and friends
- ✓ provided info concerning unwanted assets
- ✓ Offered info concerning aid, centers, and more resources accessible to those floods that hit space

Facebook might facilitate many folks higher ready for a disaster and perceive that organizations would facilitate their communities. Throughout the floods Facebook helps users

communicate to the family, to the involved authorities for facilitating, to obtain real info from the government, to communicate with volunteers from totally different areas, and to share info forthwith

Let's have a look at CM's Facebook pages posts throughout the Kerala flood and see how our Governments square measure used the Facebook application to publicize info and its acceptance by the folks.

## **CHIEF MINISTER'S FACEBOOK PAGE**

### **1. Chief Minister's Facebook Page**

<https://www.facebook.com/CMOkerala/>

<https://www.facebook.com/PinarayiVijayan/>

## **KERALA CHIEF MINISTER PINARAYI VIJAYAN**

Chief Minister of Kerala, Pinarayi Vijayan has launched his official Facebook page-Chief Minister's workplace, Kerala- which can be used as a platform to tell individuals about the government's vital choices and new comes and conjointly to hunt their suggestions and opinions. In his initial Facebook post, Pinarayi Vijayan aforementioned the page is supposed to move with individuals on completely different problems handled by the ministry. "It is additionally an area



for you (public) to specific opinion, create criticisms and share suggestions relating to the government's activities", he said. He conjointly elaborates on completely different measures taken by his ministry over the short span. A second hit among social media users, the CM's official Facebook page has received eighty-eight, 614 likes to this point. On August ninth, 2019, Chief Minister Pinarayi Vijayan briefs state once high-level meeting.

The contents are given below:

Extremely severe rain continues in the state

- Scenario in Wayanad is high crucial
- Seven dead bodies are retrieved from Puthumala, Wayanad.
- Eleven deaths have occurred in Wayanad
- 738 relief camps wide
- Extreme severe downfall in Wayanad
- 738 relief camps wide
- 10,748 families, 64,013 people
- Water levels in several areas are quite that of last nice flood
- Banasura Sagar dam should be opened, and the water level can once more rise

- the water level is going to be quite that of last time's flood
- Massive volume of water coming back from the province, and extreme rain in Wayanad
- there are conjointly landslide threats
- High-level review of Wayand scenario
- Priority is to safeguard the lives of individuals
- Individuals living in perilous zones vulnerable to flooding and landslides ought to straight off evacuate.
- Follow directions of rescue employees and authorities
- We tend should take all precautions to reduce injury
- Additional camps are going to be opened tomorrow morning in Wayanad
- Individuals coming back to camps can embrace older, diseased, special desired persons, kids, and pregnant ladies. Coordinated measures are going to be to accommodate the wants of all
- The ministers coordinating rescue operations in Wayanad have mentioned this issue with electoral representatives of Wayanad.

(August ninth, 2019)

On August 10<sup>th</sup>, 2019, the chief minister denote on Facebook that the Banasura Sagar dam has getting to be opened and also the folks that live close to it don't panic. In this post, he requested the individuals to quickly modify their shelter to the place wherever the government has ordered and organized. Thus if any quiet issues happen the lives of the individuals will be

saved. This info has been shared by quite two.1k individuals on Facebook and other people may take an immediate call.

The chief minister denotes a notification on the distribution of study materials to the scholars WHO lost their textbooks and different desires connected to their study purpose. On the sixteenth of August, he denotes on his Facebook wall that the distribution is going to be hung on the nineteenth of august 2019.

Chief Minister Pinarayi Vijayan aforementioned that Kerala's flood relief fund drivers obtaining an overwhelming response from all kind hearts across the planet. Facebook carried an associate degree inevitable role for that. Chief Minister's Distress Relief Fund has to this point received 210 Crore. This can be added to the pledge for financial aid of Rs. 160Crore. All of those embrace the quantity deposited in the account, deposits created through cheques and drafts. As of these days, the entire quantity received through the web payment portal (<https://donation.cmdrf.kerala.gov.in/>) has crossed Rs.87Crores, as of 20th August 2018. Minister aforementioned in Facebook. He is wise to the feeling of the entire folks that have contributed liberally to the reconstruction of Kerala.

Chief Minister minified heavily on individuals on Social media and issued a warning once more for spreading "misinformation and pretend messages" encompassing the devastating Kerala floods that have claimed nearly 370 lives and caused widespread destruction across the state.

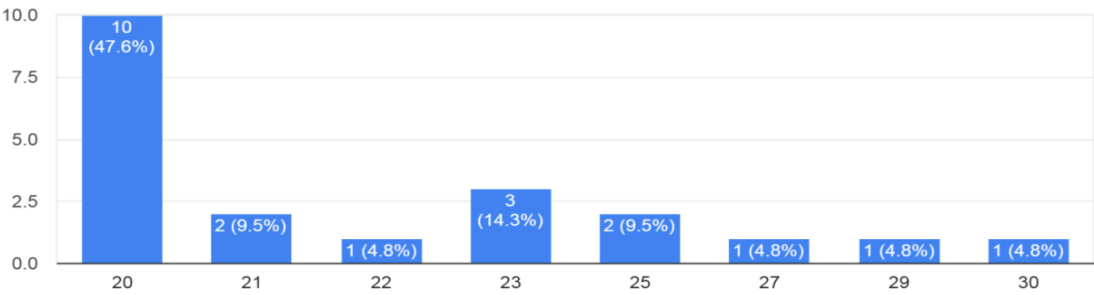
On Facebook, the CM aforementioned it had been noticed that some individuals were attempting to derail the efforts being created by Kerala to beat the adversities, warning them of “serious consequences”, Stating that the state police are tutored to require strict measures against cyber offenders, Pinarayi Vijayan specifically mentioned egress of “fraudulent messages/posters with altered CMDRF account numbers”.

## **SURVEY**

Here I have conducted a survey analysis on how our present youth is using Facebook or not. This survey has some mixed responses from our youth since the most used social media platform was Integra during that time of the year for the youth. Let’s understand the survey closes. The number of people who use Facebook is almost 47%. The response was then recorded among the 47% of people who use or used Facebook at the time of the Kerala floods.

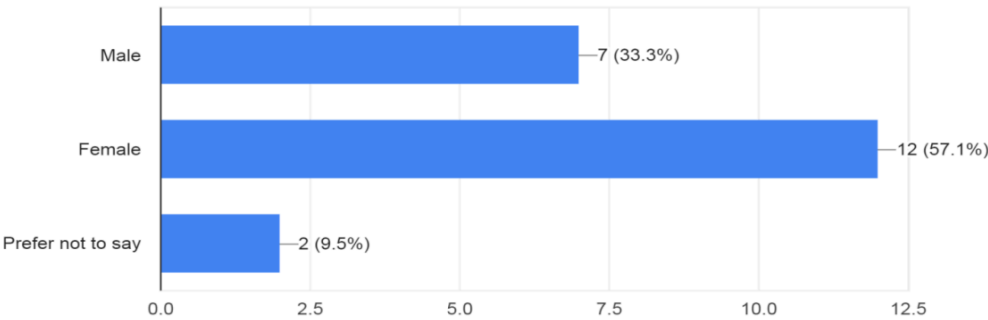
Age

21 responses



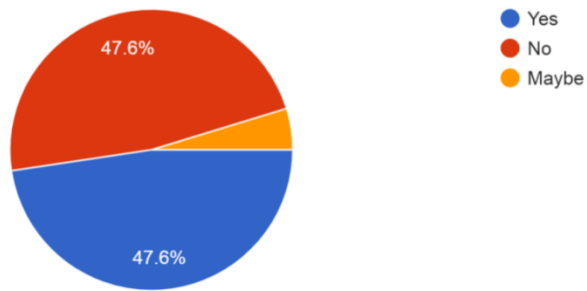
Gender

21 responses



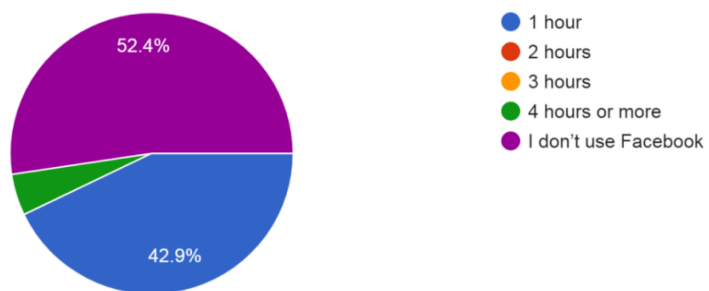
Do you use Facebook ?

21 responses



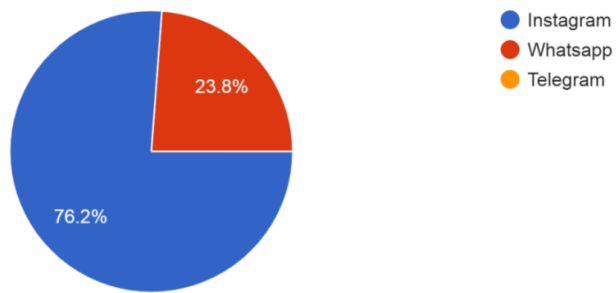
How often do you use Facebook in a day ?

21 responses



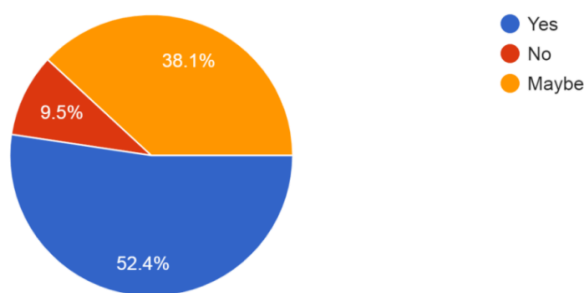
What other social mediums do you use?

21 responses



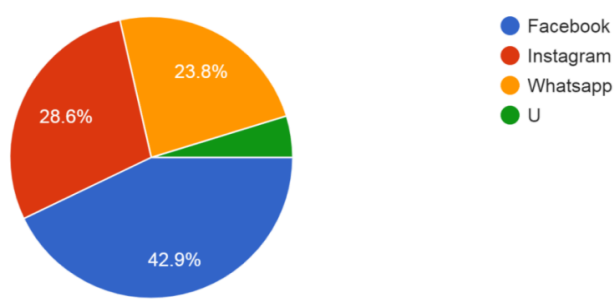
Did Facebook help you with news updation regarding Kerala floods 2019?

21 responses



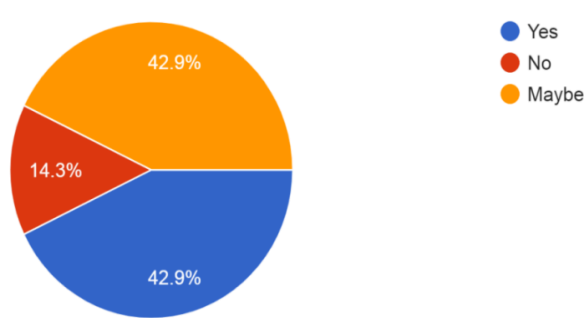
Which medium do you think is best for rescue operation such as flood?

21 responses



Did the chief minister's Facebook page helped you find updates in Kerala floods?

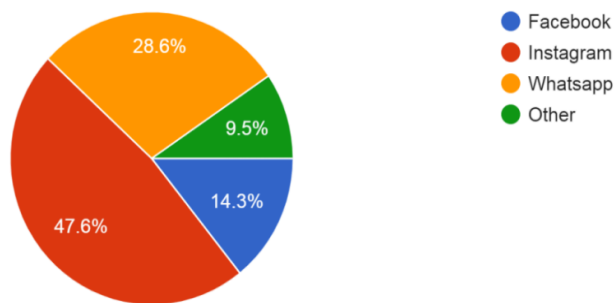
21 responses





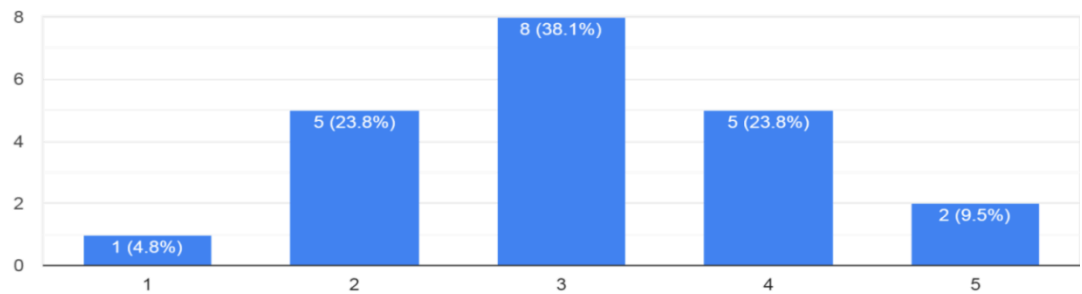
Which social media helped you more in Kerala floods?

21 responses



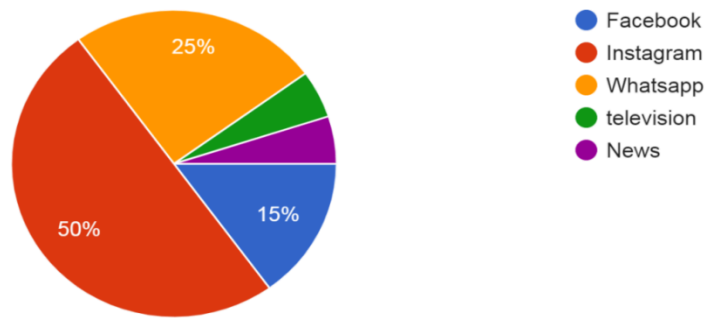
How would you rate Facebook as a medium?

21 responses



2

Through which medium did you get the information of the flood?  
20 responses



## **CHAPTER – 5**

### **CONCLUSION**

The young generation or the ‘Gen Next superheroes’, which the elders want to laugh at and criticize for telling them they're always on phones and therefore the Internet, suddenly looked as if it would be the context. They used Facebook at their fingertips to integrate and coordinate the rescue mission. The unofficial control rooms are displayed on social media like Facebook for the rescue mission. Emergency numbers were informed through social networking sites. The people were locked on the rooftops of the buildings and isolated.

At that point, they used their smartphones and activated the web connection. They sent audio and video messages on social media which were widely shared and thus reached the rescue or volunteers teams. The group was at the forefront to coordinate things, by collecting data on the rescue needs, disseminating information to the rescue teams, and updating on the happenings. The Tech-savvy youth developed new apps to help the rescue mission and informed it via Facebook and other social networking sites. The Kerala government also rose to the occasion by creating a brand new website solely for the rescue and relief activities connected with the deadly floods-www. Kerala rescue. In.

Officials used Facebook and other social networking sites during the Kerala floods to alert the general public about where assistance is located and once they planned on reaching impacted areas. Any photos or videos uploaded to Facebook aided in documenting the damages to the affected areas and identifying survivors.

The youth of the Kerala state played a very important role in saving the people from the worst floods. Their active and responsible practices and participation at the gathering centers and their efforts through Facebook and other media to coordinate things are appreciable and even Chief Minister Pinarayi Vijayan has said that the work of youth had helped Kerala to united defense against the worst flood.

From the Chief Minister to the lower level staff of state and Non-government organizations also used the Facebook networking site to disseminate information, and they gave information on flood and flood-related issues to the general public, more responsibly.

We all know that Facebook may be a media that no editor. Therefore the presence of misinformation and pretending to spread stories are always above what we expect. At that point, people surely are confused about the authenticity and credibility of the data that appears on Facebook, especially at the time of the worst Flood.

Anyway, the government seemed to the Facebook mass media, when all the traditional media went stopped working within the flood time. The people that have a Smartphone and internet connection could appear on Facebook and they followed the precious information that went by Government and came forward to involve in the rescue, rehabilitation, and relief activities after watching volunteer help and requirements.

Many of the folks that stranded after flooding hit the areas and lost their properties and shelter could directly present their helplessness through social media and lots of politicians and social workers came forward and shared the flood victim situation until it reaches the eyes of the state.

A lot of those who need urgent helps posted themselves on their own Facebook profile and a few of them commented on the issues regarding the Kerala flood, under the Facebook posts of state officials. It helped the govt, social workers, politicians, and youth to know the case of individuals and to administer maximum helps during the worst flood.

When individuals kept shooting within the dark, hoping that luck will do its bit, there have been those, like IAS officer N Peasant, who used their Facebook to disseminate the knowledge smoothly. There have been power outages in many parts of Kerala precisely for this reason. N Peasant united everything through the Facebook page Kerala flood 2018 and plenty of FB Pages and Facebook groups joined them later.

When our organization updated the newest information on the floods, many of us requested help and while seeing the comments asking under the posts, many volunteers came forward and took part in relief and rehabilitation activities.

These volunteers, most of them young engineers and even school kids picked up all the messages and verified their authenticity. The sole thanks to validating to call up the quantity, which could either, be that of the person in distress or that of the informer.

Relief camp coordinators posted live videos to commander more volunteers, relief material, and manage resource movement. People trapped inside buildings sent out survival videos to stay the globe updated on their plight and to hunt for help. Volunteers who led rescue missions went continued to exist on Facebook and kept flood victims and their relatives posted on the progress of rescue operations.

The government of Kerala effectively utilized the benefits of Facebook during the worst flood, and plenty of people followed the data skillful government official pages to aware of the people, to form them safe and secure. We all know that social media is the mirror of society. So, whatever they did for society was also reflected in the media, and if anything needed to be criticized at the time of the flood also criticized and corrected thanks to the facility of social media.

Altogether levels of flood and post-flood our government perfectly used social media, especially Facebook during the rescue, rehabilitation, and relief level to disseminate various styles of messages. Facebook played a critical role in disaster management by propagating emergency information to a disaster-affected community.

## **RECOMMENDATIONS**

The study on the positive role of the presidency's official Facebook pages at the time of the Kerala flood has a lot of probabilities within modern times and within the future too. Because we all know that disaster management by virtual media contains a big relevance when a calamity like a flood or an earthquake occurs. This study isn't enough to look at everything that governing bodies did through Facebook. This study type should be conducted, together with a survey method among Facebook users. But, during this study, I only included the case study and survey. What I did during this study was explain the Facebook page posts of presidential officials. I've got presented what posts our government shared during the floods. I've got only an awfully limited amount of knowledge available through Facebook posts. I feel during this project, people had to be told a way to use social media instead of how the govt. used Facebook during a disaster. However, Facebook has acted as an intermediary for informing people and in emergencies.

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