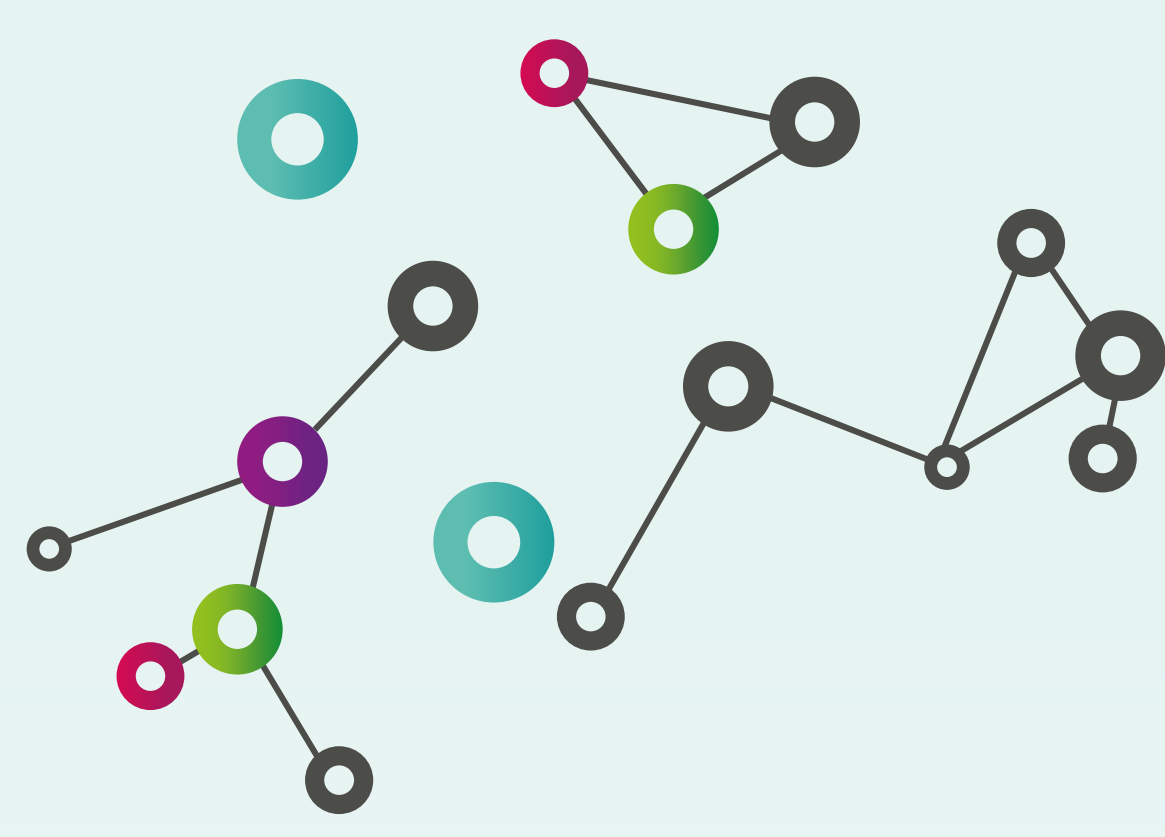


Systematic analysis of communication in social media for the preparation of psychosocial situation reports in crises and disasters



Thesis title

Psychosocial Aspects of the 2021 Flood Disaster in Euskirchen District: Strains, resources, and the role of Social Media

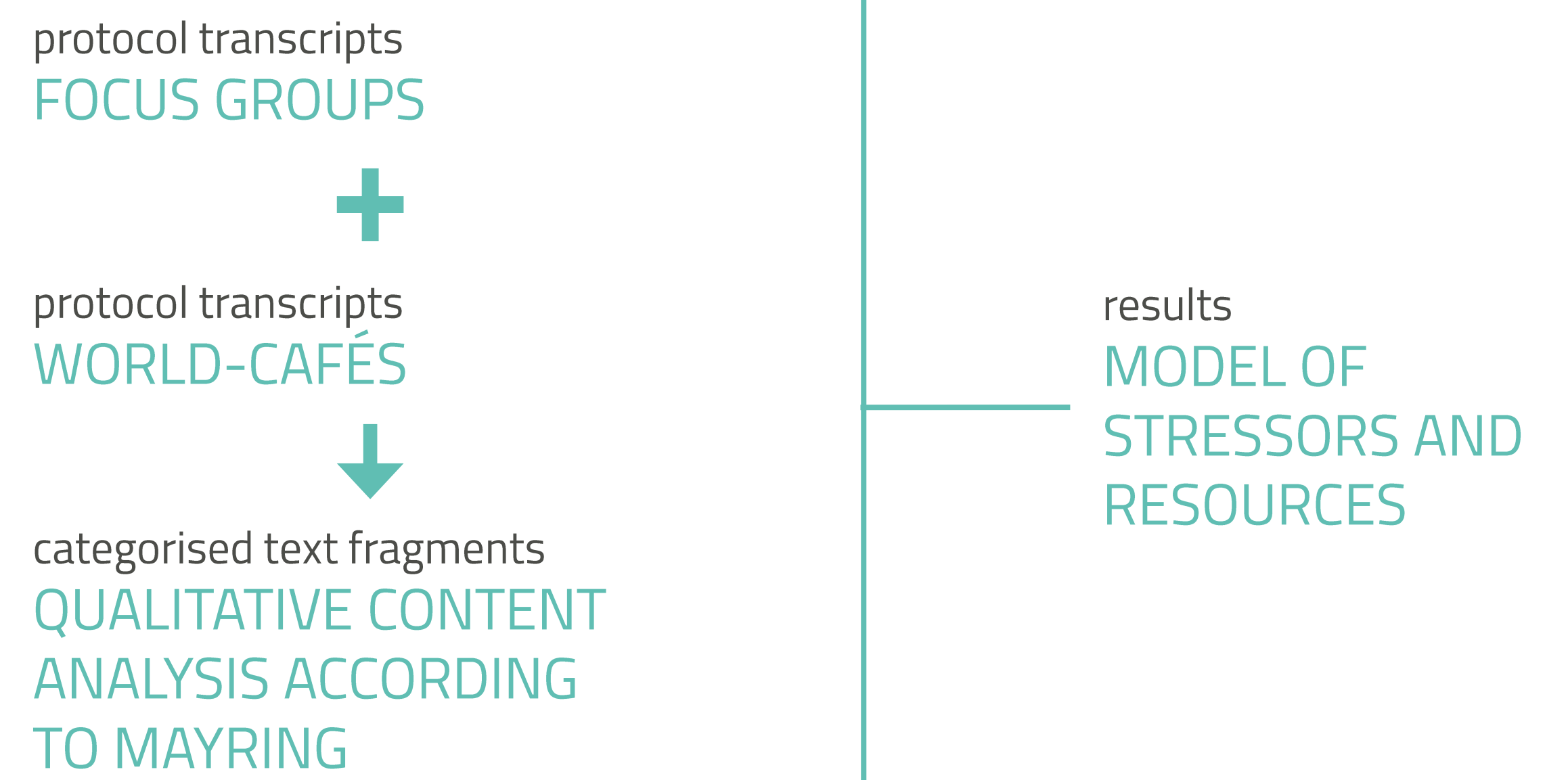
Research Questions

- 1 What factors were perceived as particularly stressful for those affected during the 2021 flood disaster?
- 2 What factors were felt to be particularly resource strengthening for those affected during the 2021 floods?
- 3 How did the use and dissemination of information on social media during the 2021 floods influence crisis communication and support for those affected, both positively and negatively?
- 4 How did those affected by the 2021 floods perceive the MHPSS services and how do they evaluate their effectiveness and support in relation to their psychosocial needs?

Situational Background

- # In July 2021, Germany was hit by a flood disaster that had not occurred in Germany for many years.
- # Many places like the district of Euskirchen in the federal state of North Rhine-Westphalia were affected.
- # The affected population was confronted with psychological and physical stress, some of whom are still struggling with the effects today.
- # With the advancement of digitalization and the ever-increasing presence of social media, the importance of communication via these platforms has increased during the disaster.
- # In order to cope with the psychological stress, Mental health and psychosocial support (MHPSS) interventions play a crucial role in the context of disaster management

Methods



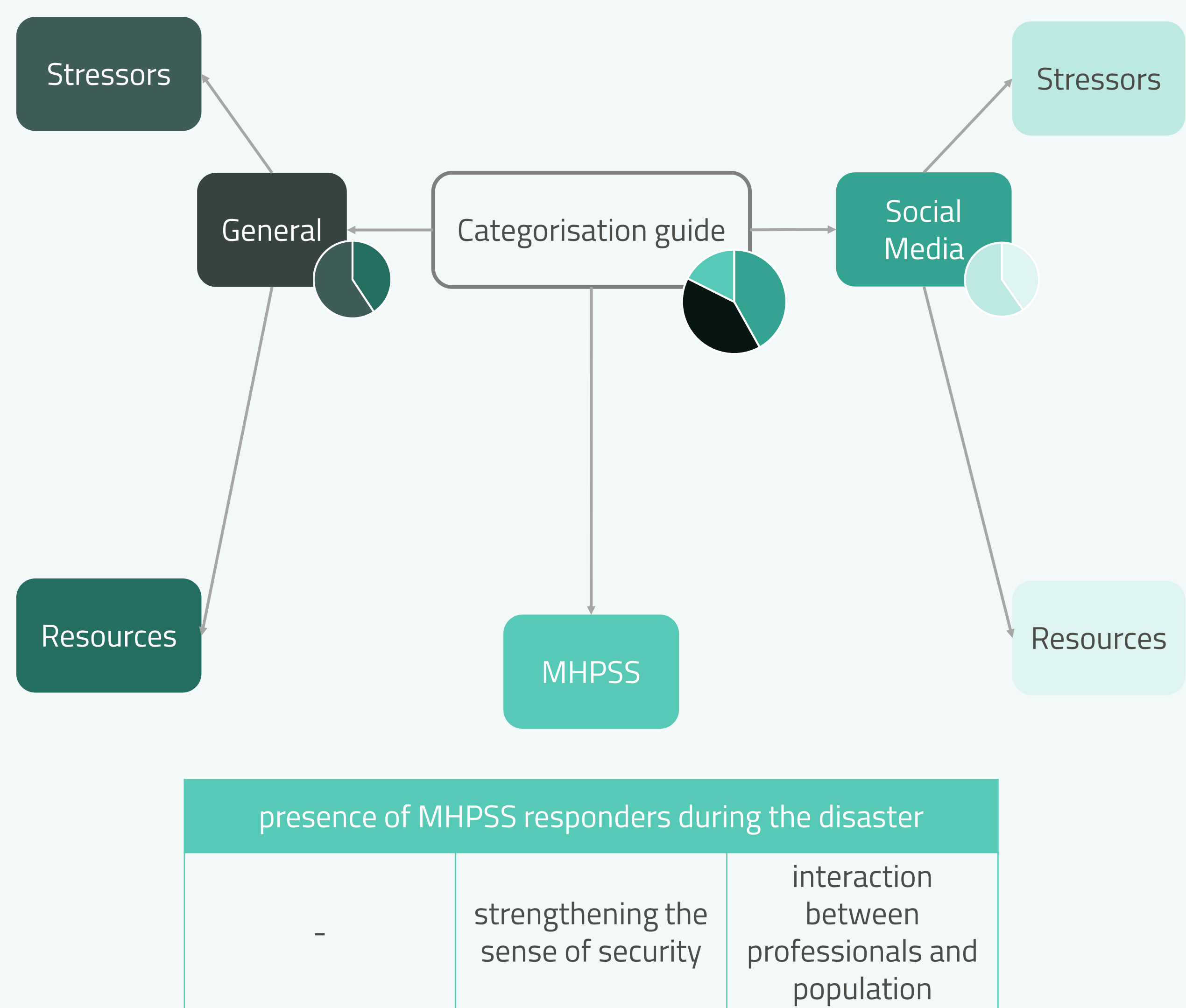
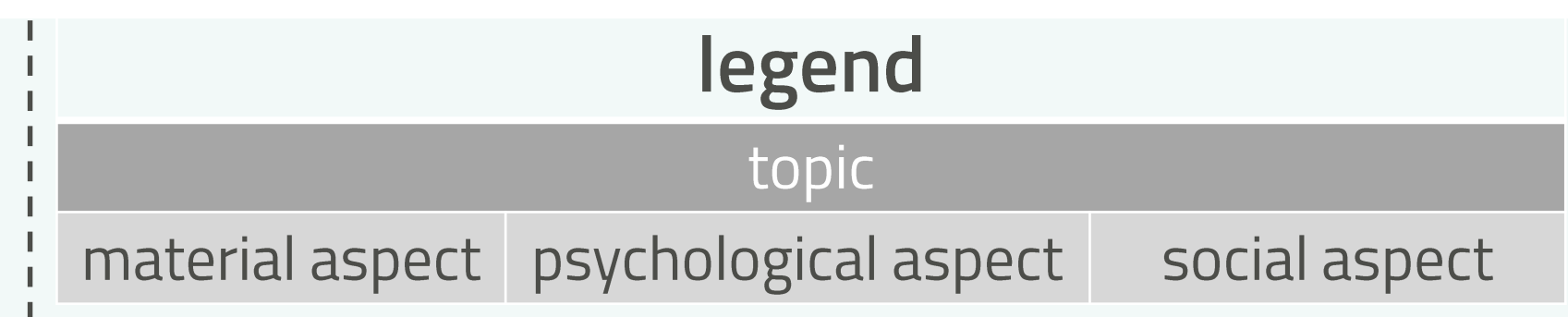
Excerpt of the results

crisis communication		
possibility to receive information	lack of knowledge about the situation	insecurity due to income-prehensible communication

organisational effort after the disaster		
renovation work	overloaded with mass organizational duty	contact and argue with the insurance companies

donations		
material support	livelihood security	help from strangers

support by politics		
placement of bulk containers	feeling of security	trust towards politics



no access to social media		
limited technical access	feeling of isolation	limited ability to communicate

Fake News/rumors		
-	uncertainty of the validity of the information	loss of trust in social media

community		
mutual assistance in material goods	perceived safety	trust

coordination through social media		
coordination of material goods	structure/ no chaos	networking

presence of MHPSS responders during the disaster		
-	strengthening the sense of security	interaction between professionals and population

PROJECT COORDINATION

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ASSOCIATED PARTNERS

Associated with the project are various organizations relevant to the project work: Virtual Operations Support Teams (VOST THW, VOSTh, VOSTbw), authorities and organizations with security tasks (PolB, DHPol, IdF), actors of psychosocial emergency care (DRK, JUH, LZ PSNV M-V) as well as other governmental and non-governmental institutions (M M-V, VIS)

PROJECT COORDINATION



SUBCONTRACTOR



COOPERATION PARTNER

