

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary Of The Findings

The findings of the study answered the research questions on the variety and effectiveness of social media in communication that aim at providing relief on any crisis issue that may occur. The discussion and related literature are presented for each of the three variables of the study. The findings revealed that majority of agencies in Nigeria use Facebook and Twitter during mis-information issue. Other social media platforms were not extensively used because of lack of popularity among the public.

Use of social media during issue was found to be beneficial to majority of the respondents. Social media was found to reach many people in a timely manner and had the potential to avert crisis before occurrence if monitored. In terms of rumor control social media was found to be very useful. The ability of social media to give communication a human voice suggests its usefulness because many stakeholders trust it.

Social media was found to be effective during crisis relief effort with 90.7% indicating that social media was more incredible than traditional media in relief efforts. It was further found that social media had the ability to reach many volunteers within a short span of time and thereby enhancing an agency's effectiveness during crisis response.

5.2 Conclusions

To understand the spread of misinformation on social media platforms, its conducted a systematic literature review in three important domains where misinformation is rampant: disaster, health, and politics. Reviewed 28 articles relevant to the themes chosen for the study. This is one of the earliest reviews focusing on social media misinformation research, especially based on three sensitive domains. We have discussed how misinformation spreads in the three sectors, the methodologies that have been used by researchers, theoretical perspectives, Antecedents-Misinformation-Outcomes (AMIO) framework for

understanding key concepts and their inter-relationships, and strategies to control the spread of misinformation.

Our review also identified major gaps in research on misinformation in social media. This includes the need for methodological innovations in addition to experimental methods which have been widely used. This study has some limitations that we acknowledge. We might not have identified all relevant papers on spread of misinformation on social media from existing literature as some authors might have used different keywords and also due to our strict inclusion and exclusion criteria. There might also have been relevant publications in languages other than English which were not covered in this review. Our focus on three domains also restricted the number of papers we reviewed.

5.3 Recommendations

The following recommendations are made in an attempt to address the insufficient use of varieties of social media in crisis communication.

1. First and foremost is to integrate social media in their misinformation plan, to save time and reduce chaos in a crisis.
2. Crisis relief agencies should employ the use of more social media platforms to help in reaching out more people.
3. Further, an obstacle in making Crisis scenarios for shared media is that it is in constant change. Crisis scenarios are likely to be out of date when need arises. The plan should therefore be tested and updated regularly.
4. The government should have a social media policy that guides the nature of information organizations can share on social media to reduce mistakes in communication and at the same time promote accountability.