

Social Media Use for Disaster Management by Underserved Communities: A Uses and Gratification Theory Perspective

Shahedur Rahman

Prairie View A&M University
Prairie View, TX, USA
shrahman@pvamu.edu

Thiagarajan Ramakrishnan

Prairie View A&M University
Prairie View, TX, USA
ram@pvamu.edu

Louis Ngamassi

Prairie View A&M University
Prairie View, TX, USA
longamassi@pvamu.edu

ABSTRACT

Social media has emerged as a useful disaster management tool. However, studies indicate that not all individuals are equally inclined towards using social media for managing disasters. Underserved communities have not been able to reap the benefits of social media for disaster management to its full potential. We draw on the Uses and Gratification Theory and the literature on disaster vulnerability of underserved communities to develop a conceptual model. In our poster, we make five propositions in order to examine the motivating factors for the underserved communities to use social media for disaster management.

Keywords

Disaster management, social media, undeserved community, uses and gratification theory

References are available on request