DISASTER COMMUNICATION MANAGEMENT: A STUDY OF NIGERIAN MEDIA AND DISASTER MANAGERS IN FLOOD RISK REDUCTION

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Abstrak

Keperluan untuk para pemegang taruh saling bekerjasama semakin mendesak dengan berlakunya peningkatan kekerapan dan kemusnahan akibat bencana banjir di seluruh dunia. Sebagai pemegang taruh, media massa dan pengurus bencana memainkan peranan yang sangat penting untuk mengurangkan risiko banjir. Namun tidak banyak kajian yang telah meneliti kolaborasi antara media massa dengan pengurus bencana dalam pengurusan pengurangan risiko bencana. Kajian ini bertujuan menyelidik penglibatan serta kolaborasi media dengan pengurus bencana dalam pengurangan risiko banjir. Selain dari itu,kajian ini juga mengenalpasti faktor-faktor yang memberi kesan pada jalinan hubungan dan jangkaan komunikasi antara mereka.Untuk mencapai objektif kajian ini, teori pembingkaian dan teori pengurusan jalinan hubungan digunakan. Kaedah analisis kandungan dan temubual mendalam digunakan dalam pengumpulan data. Kejadian banjir di Nigeria pada tahun 2012 digunakan sebagai kajian kes dalam penyelidikan ini. Analisis kandungan terhadap 485 bahan yang berkaitan banjir yang diterbitkan dari 1 Januari 2012 hingga 31 Disember 2012 oleh dua akhbar arus perdana Nigeria yang berbahasa Inggeris, iaitu akhbar *Punch* dan akhbar *Trust* telah dilakukan. Seramai 16 orang pengurus bencana dan pengurus media ditemu bual secara mendalam untuk memperlihatkan jalinan hubungan antara mereka. Data temu bual dianalisis secara bertema dengan menggunakan NVivo 10, manakala analisis kandungan diperihal secara deskriptif. Dapatan menunjukkan bahawa media kurang membuat berita risiko banjir sebelum banjir berlaku. Hanya 90 bahan berita berbanding dengan 485 penulisan berkaitan banjir diterbitkan sebelum bencana. Dapatan menunjukkan bahawa media tidak bergiat aktif dalam komunikasi bencana sebelum banjir berlaku Pengurus bencana pula didapati perlu bertindak dengan lebih cekap untuk memupuk hubungan yang lebih baik bagi memastikan berlakunya komunikasi dan kolaborasi yang lebih berkesan. Secara teorinya, kajian itu memperluaskan pengetahuan semasa mengenai topik ini dan kedua ia memberikan pemahaman yang lebih baik tentang konsep komunikasi bencana.

Kata Kunci: Komunikasi bencana, Pembingkaian akhbar, Pengurusan jalinan hubungan, Kolaborasi, Pengurangan risiko bencana.

Abstract

With increasing frequency and intensity of destruction being caused by flood globally, the need for stakeholders to collaborate is highly urgent. Media men and disaster managers, as key stakeholders in disaster management, have vital roles to play in reducing flood risks. However, as important as this role, there are few empirical studies on disaster communication before flood incidents and relationship of media men and disaster managers. This study, therefore, examines participation and collaborations of media and disaster managers in flood risk reduction. Its other objectives are to identify factors that affect the relationship and ascertain their communication expectations. Framing Theory and Relationship Management Theory were used to achieve the study's objectives. Mixed methods, which employed content analysis and in-depth interview was used for data collection. It takes the most devastating flood that occurred in 2012 as its case study. Content analysis of 485 flood related materials published from January 1-December 31, 2012 in two mainstream, English language newspapers (*Punch* and Trust) was done. Also, in-depth interviews were conducted with 16 disaster managers and media men to expose the relationship between media and disaster managers. The interviews data were thematically analysed through NVivo10 while the content analysis was descriptively evaluated. This study finds that there was a low reportage of flood risk before occurrence. Only 90 out of 485 flood related materials were published at the pre-disaster stage. The findings show that media is not actively involved in disaster communication before flood occurrences while disaster managers also need to work efficiently to engender relationship that will guarantee effective communication and collaboration. Theoretically, the study extends the current knowledge on the topic and secondly it provides a better understanding of the concept of disaster communication.

Keywords: Disaster communication, Newspaper framing, Relationship management, Collaboration, Flood risk reduction.

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List of Abbreviations

DM	Disaster Manager
DRR	Disaster Risk Reduction
JADI	Journalists Against Disaster initiatives
MM	Media Man
NEMA	National Emergency Management Agency
NFFS	Nigeria Federal Fire Service
NIMET	Nigerian Meteorological Agency
NSCDC	Nigerian Security and Civil Defence Corps
UNISDR	United Nations International Strategy for Disaster Reduction

CHAPTER ONE
INTRODUCTION

1.1 An Overview

Globally, the media is a powerful actor in the societies. It is widely acknowledged that media is one of the veritable agents of change and development in all spheres of life. It educates, informs, persuades, mobilizes, stimulates debates, interprets and entertains the public about events (Akinfeleye, 2010; Dwivedi & Pandey, 2013). In the recent time, disasters occurrences are one of the events that have become a source of worry to the public. Disasters' scales, frequencies and destructions are becoming alarming and threatening developmental strides recorded by nations. Expectedly, the media has been focusing attention on these man-made and natural disasters. Flood, the commonest and most devastating disaster, is one of them (Killenberg, 2008; Miller & Rivera, 2011).

According to United Nations International Strategy for Disaster Reduction (UNISDR), between 1995 and 2015, flood disasters affected 2.3 billion and killed 157,000 people globally (UNISDR 2016). Also, a 2015 Report by the World Resource Institute (WRI) predicts that people that would be affected by flood globally by 2030 would be over 54 million from 21 million affected in 2015 (Statistic View, 2015). As a social and developmental problem, there is an urgent need for stakeholders to work together and find lasting solutions to the flood menace. Media is one of the key stakeholders. Its participation in disaster management has been identified as crucial (Al-Hmouudi, & Aziz 2016; Faulkner, 2001; Veil, 2012).

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Appendix I

Informed Consent Form for Participants in a Research

Topic: Media and Disaster Management: A Study of Participation of Nigerian Media in Flood Disaster Risk Reduction

Dear sir/ma,

Thank you for granting me the opportunity to meet you. My name is **Ganiyu Mutiu Adekunle,** a doctoral candidate (Communication) at University Utara Malaysia (UUM). My thesis is on media and flood disaster risk reduction. I would like to know your understanding and perception of the media participation in flood disaster risk reduction in Nigeria.

The interview will not be longer than necessary. During the session, I will be recording the discussion because I don't want to miss any of your comments. I will also be taking notes. These are done to ensure clear understanding and not to misrepresent your comments.

All responses will be kept confidential. I assure you that your comments will only be used for academic purpose. Also, I will ensure that any information included in the report does not identify you as the interviewee. Kindly note that you don't need to talk about anything you don't want to be reflected in the thesis. Please sir/ma, any questions about what I have just explained? Are you willing to participate in this interview?

Name:

Organization

Designation:

Signature/Date:

Interviewee:

Witness:

Thank you.

Ganiyu Mutiu Adekunle

justmutiu2009@gmail.com

Appendix II
In-Depth Interview Protocol (Media Men)

Media and Disaster Management: A Study of Participation of Nigerian Newspapers in Flood Prevention

Dear Respondent,

The researcher, Ganiyu, Mutiu Adekunle, a doctoral candidate (Communication) at University Utara Malaysia (UUM) is conducting a research on the participation of Nigerian media in flood disaster risk reduction.

I am interviewing media professionals to know their understanding and perception of their role in flood disaster risk reduction and relationship between them and disaster management organisations.

The interview will be concise and recorded. Information provided during the interview will be used solely for the research purpose. Thank you sir/ma.

Part A: Demographic Details

Name	
Organisation and position	
Age	Less than 30 years [ ] 31- 40 years [ ] 41- 50years [ ] Above 51 & 60 [ ] 61 years & above [ ]
Highest Education Qualification	Below HND/BSC [ ] HND/ BSC [ ] PGD [ ] Master [ ] PhD [ ] Others [ ]
Course where the highest qualification was obtained	
Years of Experience in Journalism	Less than 5years [ ] 6- 10 years [ ] 11 – 15 years 16 & above [ ]
Date/Time/Place	

Part B: Interview Questions

1. (i). What do you understand by the term 'disaster management'?

(ii). In your rating at which stage of disaster management is Nigerian press most active?

2. What are the factors that you can identify as challenges against media participation in flood disaster risk reduction?

3. What are the ways the disaster management organisations are relating with the media?

4. What are your expectations from disaster management organisations?

5. Any other views on how media can participate more actively in disaster risk reduction?

Appendix III

In-Depth Interview Protocol (Disaster Managers)

Media and Disaster Management: A Study of Participation of Nigerian Newspapers in Flood Prevention

Dear Respondent,

The researcher, Ganiyu, Mutiu Adekunle, a doctoral candidate (Communication) at University Utara Malaysia (UUM) is conducting a research on the participation of Nigerian media in flood disaster risk reduction.

I am interviewing disaster management organization officers to know their understanding and perception of their role in flood disaster risk reduction and relationship between them and media professionals.

The interview will be concise and recorded. Information provided during the interview will be used solely for the research purpose. Thank you.

Part A: Demographic Details

Name	
Organisation and Position	
Age	Less than 30 years [ ] 31- 40 years [ ] 41- 50years [ ] Above 51 & 60 [ ] 61 years & above [ ]
Highest Education Qualification	Below HND/BSC [ ] HND/ BSC [ ] PGD [ ] Master [ ] PhD [ ] Others [ ]
Course where the highest qualification was obtained	
Years of experience in disaster management	Less than 5years [ ] 6- 10 years [ ] 11 – 15 years 16 & above [ ]
Date/Time/Place of the interview	

Part B: Interview Questions

1. (a) What do you understand by the term disaster management?

    (b) In your rating at which stage of disaster management is Nigerian press most active?

2. What are the ways you use in reaching to media?

3. In what ways do you partner with the media?

4. What are the challenges affecting your effective usage of the media to disseminate information about your organisation?

5. What are your expectations from the media?

6. (a). From your experience, what factors are affecting media men active participation in disaster reduction?

    (b). How can the media overcome the challenges?

Transcribed Interview (Media Men)

Interviewee: Media Manager (MM2)

Position: Editor

Question 1: Sir, what do you understand by the term disaster management?

It means managing disasters. Rather than managing disaster after the occurrence, it should be more focused on disaster prevention. To me, it means activities put in place to properly warn people of disaster and what to do when it happens. Human being's actions make them disaster prone and reducing disaster risk is in everyone's best interest.

Question 2: At what stage does Nigerian media most active and from your experience, why is this so?

From my experience, Nigerian newspapers and other media are active at all stages of disaster. Though, the focus is more on during disaster stage as presently happening events make news. The bad news is good news. We report disasters to the best of our ability. You should know that there are so many stories competing for media attention. Yet-to-happen events hardly make it.

Occasionally, we cover stories on disaster waiting to happen. There are many habits of our people that need to be discouraged. Some of them are; building houses close to rivers or on river channels, dumping refuses on drainage, etc. Disaster managers should mount campaigns and enlighten people of the consequences of their actions. The government and its agencies also need to be more proactive and enforce laws. Media perform least on pre-disaster stage. Media has so many things to cover and the job is tasking. Three factors determine our coverage- significance, interest and likely beneficiaries. Relevant agencies need to carry media along more.

Question 3: What are the factors affecting Nigerian media involvement in flood risk reduction?

There are many challenges hindering media participation in disaster management. One, media uses information at their disposal. Disaster managers are trying but can do better in providing information that would make journalists participate more in disaster prevention. They want media to promote their activities, not their lapses.

Two, the ownership of the media is also a factor. Apart from government owned media that are mouthpiece of government, the private media are set up to serve the public interest and make a profit to survive. The private media are critical and some of these agents are not favorably disposed to criticise. Some are not friendly, doubt the sincerity of journalists when they are approached for information, shield their bosses and lie on facts and figure. So some journalists also have minimal interaction with them before the disaster occurrence. Then there is no hiding place for them.

Three, man power is also one of the factors. Though at Daily Trust, this is not a problem as we've stated correspondents all over the country. The task of covering a state by one correspondent is, however, challenging. It leaves room to superficial coverage and high concentration on 'happening now' stories. Four, being involved in pre- disaster stage reportage costs money. It's an investigative work and you need to dig deep to get interesting and attention grabbing stories. As a company, we're not buoyant enough to do this. Though, once in a while we ask our journalists to do pre and post disaster stories. We do follow up stories, especially what have changed after the last disasters.

Also, they should create more awareness and sensitize people about disaster. Even many journalists are not aware of disaster and how will you report what you don't know? Lastly, relationship between the media and disaster managers need to be more cordial and professional. The inter-organizational relationship that exists before disaster occurrence is very low. This needs to be worked on. That is why there are frictions between the media and disaster managers at the scenes of disasters. Pre-event relationship is not there or not solid.

The solution is for them to do what is right, carry the media and other stakeholders along more. Once this is done, the media and others will key into disaster prevention agenda. Government should also implement legislations on disaster prevention. Journalists are not happy that nothing seems to change year in year out after writing stories on flood occurrences. It's frustrating and disheartening. It reduces humanitarian and developmental issues to a routine story.

Question 4: How would you describe your relationship with disaster mangers? In what way do they relate to you?

Not bad. It's improving. We get press releases from them and in the recent time through their public relations consultant, PR Nigeria. Our reporters attend their press conferences/briefings and we contact them whenever we need information or clarification.

Rarely do they visit our office. But their relationship is primarily with our journalists on the beat or state. I hardly relate with them. NEMA recently took our reporter to Niger republic to cover the event. NEMA sponsor "Disaster Management News", a special page in our paper. Part of our challenge is the media relations/ spokespersons of the government agencies.

They don't want us to relate directly with the head of their organisation. They are not sincere in our relationship and they are not comfortable that the media go for whatever and whoever they want. There is mutual suspicion. They want positive stories only. They are of opinion that we magnify their failure and play down their achievements.

On the celebration of Disaster Risk Reduction (DRR) day, it is the agencies responsibility to mark it and give materials to us. There are so many days and it is those who are directly involved that should make materials available and organize events.

Question 5: What are your expectations from disaster management organisations?

My main expectation from them is that they should discharge their duties responsibly to the public. They should be more responsive. They should see media as partner in progress.

Their public relations department should be more professional and generate good materials- news, opinion, photographs etc that can be readily used by the media. Professionals should be employed and service consultants will also help. They should be ready to pay for promotional contents. We consider their organization important that is why we attach a reporter to them. They should create an enabling environment for journalist to key into disaster prevention agenda. If our reporter behaves unethically, we expect them to report to us. Journalists should be included in their plans and give them trainings. They should understand the demand and pressure of our job and oblige us information when requested promptly.

Transcribed Interview (Disaster Managers)

Interviewee: Disaster Manager (DM1)

Organisation: National Emergency Management Agency (NEMA)

Question 1: What do you understand by disaster management?

Disaster management is all activities that are aimed at prevention, mitigation, response and recovery from disaster incidents. Although disaster has been with man for ages, it is still an evolving discipline in many countries including Nigeria.

Question 2: At what stage of disaster would you say Nigerian newspapers are most active and why?

Well, the Nigerian media is most active during response stage and least active before disaster occurs. The reasons being that disaster management is an evolving field, so is the Nigerian media. The media like other stakeholders are yet to come to terms with their role as one of the key stakeholders in disaster management especially prevention. Disaster is both humanitarian and development issues, but the media concentrates more on its humanitarian aspects, hence, the massive coverage during and, to some extent after disaster occurrences.

Question 3: In your opinion, do you believe that the media can educate people about disaster?

In NEMA, we believe strongly that the media is crucial to disaster management. That is why we always involve them in our activities.

Question 4: How would you describe your relationship with the media?

NEMA has a good relationship with the media. We make conscious efforts to make them key into all aspects of disaster management. But relationship is not what you have now and relax. It needs constantly working on. To this end, NEMA facilitated the formation of a body called Journalists Against Disaster Initiatives (JADI).

Members are journalists covering disaster organizations. They are at the national headquarters and zonal offices. Though, I should confess to you that JADI is not that active at zonal level (states). Apart from interacting with them as a group, individual relationship is also cordial. Gradually, they have started to understand their role as a critical partner in disaster management.

Question 5: What are the channels of relating to the media by your organization?

We reach them mainly through press releases, press briefings, press conferences. We hold trainings, workshops, retreats for them. Part of the ways we relate with them is through placing syndicated features in their medium, taking them along when we

visit disaster- prone areas and disaster zones. We invite them to distributions of relief materials to affected people and meetings with other stakeholders. However, they don't normally attend most of these activities. Journalists are impatient and very busy. Many times, we invite them and only few seem to be interested in some of these activities. On our own, we record the events and write stories for the media after the events.

NEMA has a decentralized command and this enhances our effectiveness. The zonal offices are responsible for media relations in their zone. However, I must confess that the media relations at zonal level still need improvement and we are working on this. We have not been placing much adverts in the newspapers, but we do in electronic media. We placed adverts in the media, especially after the 2012 flood. The messages were targeted at preventive measures to prevent reoccurrence. We use electronic media more because we discovered that Radio, followed by television has the largest number of our target audience, especially people in rural areas mostly affected by flood. The newspaper is an elitist medium. It circulates largely in urban areas. Our target audience is mainly in the rural areas. Though with the convergence of media and inter - media dependence, newspaper is also relevant to disaster management.

We also sponsored some special features that are directly or indirectly paid for. We engage journalists to write from their perspectives or write the feature ourselves and place it in the newspapers. Also, once in a while, we place supplementary in

newspapers during the World Disaster Risk reduction Day (October 13). The content is however on the activities of NEMA rather than on a particular disaster.

We run special pages about disaster management in some newspapers such as "Daily Trust, Punch', People's Daily', 'Blueprint' and 'Guardian'. We paid to get this "Disaster Management" pages published in the newspapers. In conjunction with NEMA and other stakeholders, JADI organizes programmes such as workshops, trainings and other capacity building programmes. We support them financially and in other ways. Also, the management of NEMA has parleyed with editors, at least once in a year.

Interestingly, anytime we meet the editors, we've instant positive reports. Our visibility increases, but after a while it wanes. They lose interest rapidly. Of course, meeting them cost us money. This is so because the media are yet to fully key into disaster management. They are still seeing themselves as an outsider and not a key stakeholder that has a role to play without being urged. Though the media are stakeholder in many spheres of life, still they need to get more involved in developing and humanitarian activities like disaster management.

Question 6: What are the challenges being faced in your relationship with the media?

We have many challenges. One, regular transfer of journalists covering disaster beat affects us. It does not allow proper understanding of disaster management. Though,

we organize training for journalists on this beat, it takes time before the newly posted journalists understand our operations. At times, when some of them have mastered the rope, they are replaced by their organizations and the cycle of retraining continues. This limits professionalism.

Two, I should confess to you that most of our interactions cost money and at times it is difficult for us to satisfy journalists. NEMA is not generating money. We are humanitarian service organisation. Some journalists do not see it from this point. Since, the media are yet to see itself as a key participant in disaster reduction; many are interested in financial gains from their participation.

To be fair to them, the media is a stakeholder in many sectors of human endeavours- politics, business, education, health etc. Having and sustaining good relationship with them is competitive. Relating to them is demanding and you have to package yourself well to get good publicity. Packaging means money!

Thus, when you take good care of them, you get good coverage. But once there is a little gap, some of them are not supportive and start writing against the organization. And we need understanding and cooperation of all stakeholders. As part of our way of carrying them along, we encourage them to be disaster volunteers. Many are asking for monetary gains before been actively involved in our programs. This is not good.

There is a need for them to collaborate more with us. Disasters don't discriminate. All stakeholders need to work together actively and sincerely. Their focus is still more on response stage. Their participation through using their medium to educate and inform people about impending disaster like a flood is still low. They still need to do more.

Lastly, at times, journalists misquote us. They sensationalize stories for personal financial gains. They are more interested in drama and politics of disaster, blame game and conflicts. In some cases, they are not objective and balance their stories. They don't quote official figures, but inflate figures.

They also see us as being economical with facts and figures. They see us as liars. We are not, but we've a procedure to follow before announcing any figure or policy. They are impatient and rush to press with falsehood at times. We are trying to build trust in them, but it is not easy. Importantly, they do not follow up stories and investigative journalism that will assist in disaster prevention.

Question 6: What are your expectations from the media?

We want the relationship to be better. We want them to be our active partner. We want them to see disaster prevention as an area that needs urgent attention. More investigative work and extensive report on activities that could make people/ community prone to flood disaster should be given priority.

All agents of government involved in sustainable development, legislation and enforcement should be educated on their roles and enjoin to perform their duties without fear of favour. Journalists should educate themselves on disaster management, show understanding and have a selfless interest in saving lives rather than reporting and celebrating lives and property that are lost to flood disaster.

One of our expectations is that the media will make its members available for training. They are always in a hurry and many of them have superficial knowledge of many fields. There is a need for specialization. This will assist the country and the media will also benefit immensely as journalists will become experts and impact knowledge better.

Appendix VI
Coding Book

Introduction

This coding book is specifically designed for the content analysis method part of the research titled: Media and Disaster Management: A Study of Participation of Nigerian Newspapers in Flood Disaster Risk Reduction.

The research is being conducted Ganiyu Mutiu Adekunle under the supervision of Associate Professor Rosli Mohammed and Dr. Awan Ismail, Department of Communication, School of Multimedia Technology and Communication (SMMTC), Universiti Utara Malaysia (UUM).

The study's objectives are:

(1) To identify the extent of reportage of disasters in Nigeria by the Nigerian newspapers.

(2) To identify the extent Nigerian newspapers create awareness and educate people before flood occurrence.

Instructions

1. All coders must study and understand this coding book very well before coding of the newspapers content pertaining to flood disaster in 2012.

2. All coders must strictly follow the operationalized concepts and meaning of variables contained in this book.

3. All coders are advised to always refer to this book for clarification and general guide.

4. After picking a story, the coder is expected to read through it carefully to identify unit of the story that answer the category then record it by ticking the appropriate box in the coding sheet.

5. Please use one code sheet for each article.

Variables / Categories Operationalization

		Operationalization
1.	Coder ID	Write your ID as applicable. The Coder One (1) is GM (Ganiyu) The Coder Two (2) is OT (Olamijoju Tosin).
2.	Newspaper ID	Record newspaper ID as applicable. The first newspaper ID is TR (Trust) The second newspaper ID is PU (Punch)
3	Article Number	The article number is determined in order of analysis within the coding sheet assigned to each coder.
4	Date	Record the date of publication for each of the article being coded thus Day/ Month/ Year.
5	Placement of the Report	Placement means the pages where the stories / materials on flood disaster appear in the newspapers. Record the findings under the under listed items: 1. Front page (FP) 2. Back page (BP) 3. Page 2 -5 (P2-5) 4. Centre spread (CS) 5. Others (OR)
6	Stage of Occurrence of the Report	1.Pre – Disaster (PD) 2.During – Disaster (DD)

		3.Post – Disaster (PR)
7	Space Allotted to the Report	1. 1 – 9 Columns 2. More than 9 columns but less than half (1/2) of a page 3. half a page 4. More than half but less than one page 5. Full Page 6. More than one page
8	Source (s) of the Report	1.Media Men (MM) 2.Disaster Managers / Experts (DME) 3. Citizens (CZ)
9	Formats of the Report	Formats refer to the type of media presentation used in reporting flood disaster. The following are the formats: 1.News (NW) 2. Features / Interview (FI) 3.Editorial (ED) 4. Opinion / Letters to Editor (OL)/ Citizen Journalism (CJ) 5. Advert (AD)

Appendix VII

Coding Sheet

No.	Variables	Coding
1.	Coder ID	
2.	Newspaper ID	
3	Article Number	
4	Date	
5	Placement of the Report	Placement means the pages where the stories / materials on flood disaster appear in the newspapers. Record the findings under the under listed items: 1. Front page (FP) [ ] 2. Back page (BP) [ ] 3. Page 2 -5 (P2-5) [ ] 4. Centre spread (CS) [ ] 5. Others (OR) [ ]
6	Stage of Occurrence of the Report	1.Pre – Disaster (PD) [ ] 2.During – Disaster (DD) [ ] 3.Post – Disaster (PR) [ ]
7	Space Allotted to the Report	1. 1 – 9 Columns [ ] 2. More than 9 columns but less than half (1/2) of a page [ ] 3. half a page [ ] 4. More than half but less than one page [ ] 5. Full Page [ ] 6. More than one page [ ]

8	Source (s) of the Report	1.Media Men (MM) [ ]
		2.Disaster Managers / Experts (DME) [ ]
		3. Citizens (CZ) [ ]
9	Formats of the Report	1.News (NW) [ ]
		2. Features / Interview (FI) [ ]
		3.Editorial (ED) [ ]
		4. Opinion / Letters to Editor / Citizen journalism [ ]
		5. Advert (AD) [ ]

Appendix VIII

Inter coder Reliability Test Result

Unit	Coder OA	Coder OT	Agreement (A) & Disagreement (D)
P1	1	1	A
P2	1	1	A
P3	1	1	A
P4	1	1	A
P5	1	1	A
P6	1	1	A
P7	1	1	A
P8	1	1	A
P9	1	1	A
P10	1	1	A
P11	1	1	A
P12	1	1	A
P13	1	1	A
P14	1	1	A
P15	1	1	A
P16	1	1	A
P17	1	1	A
P18	1	1	A
P19	1	0	D
P20	1	1	A
P21	1	1	A
P22	1	1	A
P23	1	1	A
P24	1	1	A
P25	1	1	A
P26	1	1	A
P27	1	1	A

P28	1	1	A
P29	1	0	D
P30	1	1	A
P31	1	1	A
P32	1	1	A
P33	1	1	A
P34	1	0	D
P35	1	1	A
P36	1	1	A
P37	1	1	A
P38	1	1	A
P39	1	1	A
P40	1	1	A
P41	1	1	A
P42	1	1	A
P43	0	1	D
P44	1	1	A
P45	1	1	A
P46	1	1	A
P47	1	1	A
P48	1	1	A
P49	1	1	A
P = 49 newspapers	Coded	A = 45	
		D = 04	

This study reliability coefficient was calculated by using Holsti's formula (1969) which states that:

PAO =   2A / (nA + nB)

Where PAo stands for proportion agreement observed which means the agreement reached by the coders.

Also, A indicates the number of agreement between coders and 2 represents the two coders.

Lastly, nA and nB stand for the number of units coded by each coders. It means the number of samples arrived at from the total sample after applying 10-25% suggested by Wimmer and Dominick (2006) to test inter coder agreement. Hence, 10% of 485 newspapers where flood materials are found is 49 newspapers (approximately).

Thus, in this study,

2A stands for 2(45) where 45 is the agreement between the two coders. This is equal to 90.

nA + nB = (49 + 49) where 49 is the total sample coded by each coder. This is equal to 98.

Mathematically,

PAO = 2A / (nA + nB) = 2(45)/ 49 + 49 = 90/98 = 0.918 (91.8 %). Approximately, the overall inter-coder reliability coefficient was 92%.