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Title

Analysis the role of virtual social Networks in the earthquake relief phase and providing a suitable model for Iran: A Study of the Kermanshah and koohbanan 2017 earthquake

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چکیده:

مقدمه: در حوادث تخریب‌گر بزرگ، یکی از چالش‌های بزرگ برای کارکنان سیستم بهداشتی و گروه‌های نجات، داشتن یک سیستم ارتباطی پایدار و قابل دسترس است. ظهور فناوری اطلاعاتی و ارتباطی در سال‌های اخیر باعث بهبود ارتباطات در همه زمینه‌ها شده است و شبکه‌های اجتماعی می‌توانند به عنوان افزاینده ظرفیت ارتباطی و آمادگی در بحران مورد استفاده قرار گیرند. ارتباطات از طریق شبکه‌های اجتماعی با عموم مردم در طی سوانح و وضعیت‌های خطر مرتبط با سلامت، فرایند پیچیده‌ای است که ذینفعان متعدد شامل همکاری عمومی‌و تعامل در تصمیم‌گیری را درگیر می‌کند. برای تأثیرگذاری مؤثر بر رفتارهای پیشگیرانه بهداشتی، پیام‌های شبکه‌های اجتماعی بین مسئولین بهداشتی با عموم مردم و یا جوامع

خاص باید به‌دقت طراحی شود. براین اساس هدف پژوهش حاضر، تعیین نقش شبکه‌های اجتماعی در فاز امدادرسانی زلزله و ارائه الگوی مناسب برای ایران بود.

روش کار: این مطالعه یک پژوهش کاربردی بود که به روش ترکیبی در سه فاز انجام گرفت. فاز اول مطالعه شامل دو مرحله بود که در مرحله اول یک مرور نظام‌مند با هدف تعیین و شناسایی نقش شبکه‌های اجتماعی، در پایگاه‌های اطلاعاتی فارسی و انگلیسی زبان انجام شد. در مرحله دوم که به روش کیفی صورت گرفت، مصاحبه با خبرگان جهت تعیین موانع بهره‌گیری از شبکه‌های اجتماعی، راهکارهای انجام گرفته برای استفاده از شبکه‌های اجتماعی و تعیین عوامل تسهیل‌گر جهت استفاده از شبکه‌های اجتماعی انجام گرفت. فاز دوم مطالعه‌ای کمی، کیفی با رویکرد اکتشافی بود که به منظور تعیین نقش شبکه‌های اجتماعی انجام شد. این فاز نیز از دو مرحله تشکیل می‌شود که در مرحله اول نقش، عملکرد و نحوه مشارکت ذینفعان اصلی برنامه‌های امدادرسانی توسط آسیب دیدگان و امدادرسانان حاضر در منطقه در مرحله امدادرسانی به صورت کمی و از طریق پرسشنامه، تعیین و مشخص شد. و در مرحله دوم نسبت به تحلیل محتوی پیام‌های شبکه‌های اجتماعی تلگرام و اینستاگرام (که بخشی از آنها در زمان زلزله توسط محقق جمع‌آوری و ذخیره شده بود و تعدادی نیز از طریق آرشیو این شبکه‌ها قابل دسترسی است) در طی فاز امداد رسانی اقدام شد. در فاز سوم مطالعه هدف، ارائه الگو برای نحوه استفاده از شبکه‌های اجتماعی در مرحله امدادرسانی زلزله در ایران بود که در راستای رسیدن به این هدف بعد از جمع‌آوری نتایج مراحل قبلی، پنل خبرگان تشکیل شد و از طریق بحث گروهی، تحلیل این اقدامات و قابلیت اجرایی داشتن آنها مورد بررسی قرار گرفت و در نهایت الگویی برای بکارگیری شبکه‌های اجتماعی در بلایا استخراج و ارائه گردید. در بخش کمی مطالعه، داده‌ها از طریق نرم افزار spss مورد تجزیه و تحلیل قرار گرفت و داده‌های بخش کیفی از طریق نرم‌افزار Word کدگذاری شد و نتایج آنها گزارش گردید.

یافته‌ها: پس از جستجو و غربالگری مطالعات، در پایان سنتز نهایی بر روی 18 مقاله انجام گرفت. از میان مطالعات بررسی شده، در 16 مقاله از رسانه اجتماعی توئیتر و 2 مقاله از واتس آپ به منظور استفاده در کمک‌رسانی به هنگام وقوع زلزله استفاده کرده‌اند. بیشترین میزان استفاده از رسانه‌های اجتماعی در ساعات اولیه پس از وقوع زلزله و تا سه روز اول می‌باشد. سنتز مطالعات منجر به شناسایی دو طبقه اصلی شامل شناسایی نیاز و اطلاع‌رسانی، 7 طبقه و 17 زیر طبقه گردید. فاز کیفی مطالعه با سنتز مصاحبه‌های انجام شده، دو دسته اصلی چالشها و فرصتهای استفاده از شبکه‌های اجتماعی در مدیریت موثر بحران استخراج گردید. چالشهای استفاده از شبکه‌های اجتماعی در طبقات چهارگانه 1) عدم آمادگی سیستم

مدیریت بحران جهت استفاده از شبکه‌های اجتماعی ۲) خلا قانونی و اخلاقی در استفاده و اداره شبکه‌های اجتماعی ۳) چالشهای اجتماعی در بهره‌گیری از شبکه‌های اجتماعی و ۴) آموزش ناکافی استفاده از ظرفیت شبکه‌های اجتماعی و فرصتهای استفاده از شبکه‌های اجتماعی در طبقات دوگانه ۱) بازیابی و امید بخشی در جامعه آسیب دیده و ۲) امکان‌ایفای نقش در امدادرسانی در پاسخ به بحران تقسیم گردیدند. همچنین یافته‌های مربوط به ارزیابی نقش شبکه‌های اجتماعی در امدادرسانی با الگو گیری از مدل CERC نشان داد که شبکه‌های اجتماعی در هر ۱۴ نقش تعریف شده دراین مدل، در زلزله‌های کرمانشاه و کوهبنان نقش داشتند.

نتیجه‌گیری: با توجه به یافته‌های این پژوهش و تحکیم بخشیدن به موضوعات بر اساس مطالعات پیشین، این نکته قابل بیان می‌باشد که مهم‌ترین مولفه‌های الگو در مدیریت شبکه‌های اجتماعی در امدادرسانی در بلایا در هشت زمینه آموزش، زیر ساخت‌ها، ساختارها، قوانین، پایش، هدایت کمک‌های مردمی، اطلاع‌یابی و اطلاع‌رسانی می‌باشد. همچنین بر اساس الگوی ارائه شده، شبکه‌های اجتماعی در تمامی مراحل مدیریت بحران نقش مهمی ایفا می‌نمایند و حاکمیت با یک برنامه‌ریزی جامع برای سازمان‌های ذی مدخل در امر امدادرسانی و عموم مردم باید راهبردهای مختلف و اقدامات مرتبط را سازماندهی و اجرا نماید.

کلیدواژه‌ها: شبکه‌های اجتماعی مجازی، امداد فوریتی، زلزله، بحران، پیام‌های مجازی، پیام‌های فوری، اینستاگرام، تلگرام، کوهبنان،کرمانشاه

Abstract

   Introduction: In major destructive accidents, one of the major challenges for health system staff and rescue teams is to have a stable and accessible communication system. The advent of information and communication technology in recent years has improved communication in all areas, and social networks can be used as a means of increasing communication capacity and crisis preparedness. Communicating with the general public through social media during health-related accidents and risk situations is a complex process involving multiple groups including public cooperation and interaction in decision-making process. To effectively influence preventive health behaviors, social media messages between health officials and the general public or specific communities must be carefully designed. Accordingly, the purpose of this study is to determine the role of social networks in earthquake relief phase and provide a suitable model for Iran.

   Methods: This study is an applied research that was performed by a combined method in three stages. The first stage of the study consisted of two phases. In the first phase, a systematic review was conducted in Persian and English language databases with the aim of determining and identifying the role of social networks. In second phase, which was done qualitatively, interviews were conducted with experts to determine the barriers to using social networks, the strategies applied in social networks, and to determine the facilitators in using social networks respectively. The second stage was a quantitative, qualitative study with an exploratory approach that was conducted to determine the role of social networks. This stage also consists of

two phases. In the first phase, the role, performance and participation of the main group of relief programs including victims and relief workers attending at the time of accident and rescue were determined quantitatively through a questionnaire. In the second phase, the content of messages of the social networks including Telegram and Instagram (some of which were collected and stored by the researcher during the earthquake and some of which can be accessed through the archives of these networks) was analyzed during the relief and rescue. In the third stage of study, the purpose was to provide a model for how to use social networks in the earthquake relief and rescue in Iran. In order to achieve this goal, after collecting the results of the previous stages, a panel of experts was formed and these measures were analyzed through group discussion, and their feasibility was examined and finally a model for using social networks in disasters was extracted and presented. In the quantitative part of the study, the data were analyzed through SPSS software and the qualitative part data was encoded through word software and their results were reported.

Results: After searching and screening the available studies, the final synthesis was performed on 18 articles. Reviewing the studies, 16 articles from Twitter and 2 from WhatsApp were selected to assist in the event of earthquakes. It reveals that the highest use of social media is in the first hours after the earthquake and up to the first three days. The synthesis of studies led to the identification of two main categories including need identification and information along with 7 categories and 17 subcategories respectively. The qualitative phase of the study was extracted by synthesizing the interviews, two main categories of challenges and opportunities of using social networks in effective crisis management. Challenges of using social networks in four classes were classified including 1) lack of readiness in crisis management system to use social networks 2) legal and ethical gap in the use and management of social networks 3) social challenges in using social networks, and 4) insufficient knowledge or education in using the capacity and opportunities of social

networks in two classes: 1) recovery and increase hope in the affected community and 2) the possibility of playing a role in providing relief in response to the crisis. In addition, the findings related to role of social networks in relief using CERC model revealed that social networks played a critical role in Kermanshah and Kuhbanan earthquakes considering all 14 defined categories of this model.

Conclusion: Considering the findings of present study and consolidating the issues based on previous studies, it can be said that the most important role models in social network management in disaster relief are in eight areas including education, infrastructure, structures, laws, monitoring, public aid guidance, informing, and information finding. Also, according to the proposed model, social networks play an important role in all stages of crisis management, and the government should organize and implement various strategies and related measures with a comprehensive plan for organizations and public community involved in relief and rescue.

Keywords: Virtual Social Networks, Emergency Relief, Earthquake, Crisis, Virtual Messages, Instant Messages, Instagram, Telegram, Kuhbanan, Kermanshah

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صورتجلسه دفاع

بسمه تعالی

صورتجلسه دفاع از پایان نامه

دانشگاه علوم پزشکی کرمان

مدیریت تحصیلات تکمیلی دانشگاه

جلسه دفاعیه پایان نامه تحصیلی **آقای جابر توابی** دانشجوی دکتری تخصصی (Ph.D) رشته سلامت در بلایا و فوریت ها دانشکده مدیریت واطلاع رسانی پزشکی دانشگاه علوم پزشکی کرمان تحت عنوان : **تحلیل نقش شبکه های اجتماعی مجازی در مرحله امدادرسانی زلزله و ارائه الگوی مناسب برای ایران :**

مطالعه زلزله ۹۶ کرمانشاه و کوهبنان در ساعت ۱۱ روز چهارشنبه مورخ ۱۴۰۰/۹/۱۰حضور اعضای محترم هیات داوران به شرح ذیل:

امضا	نام و نام خانوادگی	سمت
	آقای دکتر امیراسماعیلی	الف:استادان راهنما
	خانم دکتر ذوالعلی	
	آقای دکتر محمود نکوبی مقدم	ب: استادان مشاور
	آقای دکتر سیاوش صلواتیان	
	آقای دکتر نوذر نخعی	ج: عضو هیات داوران (داخلی)
	خانم دکتر حدیث امیری	ج: عضو هیات داوران (داخلی)
	آقای دکتر مهدی زارع	د: عضو هیات داوران (خارجی)
	آقای دکتر محمودرضا پیروی	د: عضو هیات داوران (خارجی)
	خانم دکتر شجاعی	ه: نماینده تحصیلات تکمیلی

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مهر و امضاء معاون آموزشی