



International Research Journal of Interdisciplinary & Multidisciplinary Studies (IRJIMS)

A Peer-Reviewed Monthly Research Journal

ISSN: 2394-7969 (Online), ISSN: 2394-7950 (Print)

Volume-II, Issue-VII, August 2016, Page No. 65-79

Published by: Scholar Publications, Karimganj, Assam, India, 788711

Website: <http://www.irjims.com>

Mass Media Performance in Covering Flash Floods in Pakistan: An Analysis of Public Perception in Two Districts of Punjab

Mudassar Hussain Shah, PhD

Department of Communication Studies, University of Sargodha- Pakistan

Muhammad Yaqoub

Dept. of Media and Communication, Government College University Faisalabad, Pakistan

Saima Kausar

Department of Mass Communication, Queen Mary College, Lahore, Pakistan.

Ashok Kumar, PhD

School of Journalisim and Information Communication, Wuhan University of Science and Technology, Wuhan, China

Abstract

This paper examines the Mass Media performance during the flash floods in Pakistan and evaluate the perception of the efectees of two Districs of Punjab, Chiniot and Jhang, Pakistan. The research is designed to identify and analyse the mode of media for floods warning alerts, guage media performance and investigate the public perception regarding media before and after catastrophe and explore the level of satisfaction regarding media coverage after the devastation of flood for human life and assets, focusing on television, radio, internet, Facebook, mobile phone and newspapers as main sources of information for flood hit Districts. For this purpose, convenience random sample of 600 respodents with equal division from each District is carried out. The finding reveals that overall mass media performance is considered significant during flash floods 2014 in Pakistan. In addition, people not only accessed and used various mediums but also perceived television more informative as compared to other sources of mass media. Hence, this study will pave the way to extend the research in future regarding the role and performance of media in disastrous situation. The study has the implication for the floods relief and disaster management activities, donor agencies (i.e. UN, USAID) and policy making at the level of national and supranational.

Key Words: *Mass media performance; public perception; flash floods 2014; early warning alerts; media as watch dog.*

1. Introduction: Pakistan is considered one of those countries whose exposure and vulnerability to natural disasters can be ranked between moderate to severe (NDRMF Pakistan, 2007). Pakistan has experienced not one, but two large-scale natural disasters in the last one and half decade. The people of Pakistan enormously depend on mass media to keep them acquainted of information about different phenomenon, disasters and development at local, national and international level. Therefore, mass and social media (e.g., television, radio, newspaper, and Facebook) all over the world are considered to be effective source of communication. The role of media is not just confined to inform people immediately and adequately rather it also create awareness about various events and happenings around the globe. In the last one and half decade, the growth of media has overwhelmed in Pakistan (Khan and Yousafzai, 2012). Media is believed to be an important agent that serve the people of a society by disseminating basic information on all the dimensions of an issue and also helps to formulate opinions and judgments (Sadaf, 2011). Now-a-days, our lives will be remained incomplete without mass media in the modern societies (Ahmed et al., 2013). Mass media is a powerful source to attain the information about any phenomenon.

People heavily depend on news media in crisis situation, use media to gratify their needs (Katz, 1959; Herzog, 1941; Nasir, Yaqoub & Shah, 2014). Dependence on media is increased during the time of any uncertainty, crisis or disasterous situation. Media help in bringing the facts and information of the world, disseminate the floods and disasters information with facts and figures to the public. In advance societies, social media is also playing significant role in transmitting the disasters information as do traditional media (newspapers, magazine, television, radio) and word of mouth or spoken communication (e.g., group communication, interpersonal communication, face-to-face, viber, phone calls). The use of social media gets higher during massive scale of disasters because public inquire about instant and in-detail information (Bates & Callison, 2008).

Studies confirm that disaster is an important element of news values. According to Gans (1979), the findings of a research shows that about 25% of all news reports involved different kinds of disasters (natural, technological, rapid onset, slow onset, civil disorders etc.). However, disasters in television reporting frequently allow for great visuals (Epstein, 1973).

Jiang et al. (2009) argue that flood frequently occurs around rivers and plains that show higher hazards and disasters of flooding in these areas. Flood as a disaster is one of the most often and destructive kinds of catastrophe in the world (International Federation of Red Cross and Red Crescent Societies, 1998). Pakistan is such a country which stands on 6th in population in the world, mainly agricultural based economy and high exposure index to natural disasters (Salma et al., 2012). The disastrous flood during September 2014 in Pakistan again laid and exposed a large scale of fault lines that bother the whole nation as flooding 2010, one of previous devastating floods in its history.

It is important to understand how Pakistani media have covered the flood and its disastrous phenomenon, and how it is perceived by the people. This study explores the respondents'

perceptions of the coverage of **flood** and its disasters, and the performance of mass media in shaping perceptions of the respondents in districts Jhang and Chiniot. It also draws suppositions, inquires related questions, and tries to find proper responses by conducting a survey based questionnaire among the target population. This research paper examines, what is the perceptions of media users about mass media's performance during and after flood. Most specifically, this research aims to find out whether people are satisfy about media performance during flood and aftermath disasters situation.

1.1 Mass Media: The subsequent media is mainly focused and studied by the public perceptions about TV, Internet, Radio, Facebook, Newspaper and Mobile Phone.

1.2 Significance and Rationale of Study: Various studies have been conducted on the role of mass media and its impact on public perception. Present research is significant as it is specifically focused on public's perception and usage of mass media during flood in Chiniot and Jhang districts, Punjab. Most of the People of both districts have to face floods and aftermath disasters nearly about every year. So, it is important to find out, what is the perception of the people about mass media performance and to what extent their needs are gratified by using mass media.

Flood and aftermath disasters is a very common phenomenon in Pakistan and media seem to play a pro-societal role in informing, warning, educating the flood affectees, it also highlight their problems including basic needs e.g., food, clothes and shelter during flood and aftermath. This study is helpful for the media organization, government, flood-fighting organization, disaster preparedness organization, NGOs, and NPOs to access the flood affectees and to know about media role. Hence, they can be able to guage the performance and role of media in a better way and may also make a better use of media in disasterous situations and may make better strategies about flood affectees. They can also be able to know the needs of flood affectees, which is demand from government and International agencies (UN, Red Cross and USAID). This study also helps them to formulate and implement strategies in hazard areas. Therefore, the author believes that these suggestions can yield new insight that may be helpful to the government and communication professionals and experts who deal with flood and disasters communication.

1.3 Floods and Role of Media: Research on mass media's performance and public perception during flood and its disaster is not limited to Pakistan. Reviewing literature on flood and aftermath disasters with respect to public perceptions put forward very limited studies. The media is a significant canal for information which gives power to the public to result positive modification (Shanahan, 2011). It is also argued that before, during and after each and every flood and its disasters in Pakistan, media seems to play anti-social role to increase the panic and anxiety among the masses because no such code of conduct is available for reporting the disaster (Iqbal & Khursheed, 2014).

Today, the people are enable to acquire desired information about any phenomenon via the bombardment of information and breaking news by mass media (Khan and Yousafzai, 2012). Whereas, mass media fail to disseminate quality information with the social and

Mass Media Performance in Covering Flash Floods... M. Hussain Shah, M. Yaqoub, S. Kausar & A. Kumar

moral responsibilities owing to competition of reputation and to broadcast breaking news which generate chaos and fake judgment among the people on definite societal phenomena (Dhamrah, 2012).

Most of the time, Mass media appears to assist government by gathering the news and views of the people about any phenomenon and then disseminate this information to the public at large scale (Berger, 2000).

Previous studies have reflected that mass media can make beneficial contribution in the early phases of a disaster incident. Mass media looks to perform as the major disseminator of speedy news, transmitting information to people about emergency, precautionary Measures, etc. (Burkhart, 1991; Wenger & Quarantelli, 1989). During the survey of an early studies, majority of the respondents 35% (126) out of 360 say that flood is the most devastating among the natural disasters (Agusomu & Paki, 2011).

The media has the power to provide changes in the perception through empowering the masses with knowledge and information. According to Weimann & Winn (2004) say that the need of information increases during the crisis and audiences depend upon the information being provided by the media. Ahmed et al. (2013) stated that people accept as true the information which is provided by news media. Thus, it is necessary that media should be very responsible providing the news to the audience. The research findings reveal that most of the respondents agree with the statement, media perform a significant role to change the public perception. The significant and noticeable factors during the flood 2014 and its disasters is the performance or role of mass media, to give the fast information to aware the public at the national and international level.

1.4 Need of Mass Media in Crisis: Littlefield & Quenette (2007) understand that mass media perform five functions, “1) report the news, 2) monitor power, 3) uncover justice, 4) tell stories that interest the public, and 5) sustain communities by working as the nervous system of the community.” These five functions also can be applied to the disaster issues such flood, earthquake, tsunami etc. Mass media (i.e. television, radio, internet, newspapers) are considered the primary sources of information (Al-Ameri, 2013). Mass media comprise of eight certain media outlets i.e. television, radio, internet, recording, movie/motion picture, newspaper, magazine and book but the digital technologies have extended the mass media scope in the modern era (Dye & Ziegler, 1983). Extraordinary growths of media can brunt public perception in a significant manner and specific direction about serious issues. According to Strohmeier (2004) dictum, in democratic societies i.e. like Pakistan, mass media is observed to perform different functions i.e. to aware, educate, influence and entertain. In liberal theory, media is considered as a ‘fourth estate’ and ‘watchdog’ (note: Lord Macaulay is considered founder of fourth estate in 1832) (Randall, 1998; Tobechukwu, 2014). In democratic development of a country, media play a fundamental role (McCombs et al., 1997; Yusuf et al., 2011). The importance of mass media for awareness about flood and its disasters in contemporary societies has significantly increased eventually. Mass media

have direct access to audience. Now-a-days, media is used to communicate and share all types of messages during disasters.

1.5 Hypotheses of the Study: In view of the above said, the study assumes the subsequent hypotheses:-

H₁: It is more likely that mass media is helpful to provide information about flood and its effects.

H₂: It is more likely that news media is impartial, fair, balanced, free and accurate in the coverage of flood devastation.

H₃: It is more likely that media coverage of flood and aftermath destruction is important.

H₄: It is more likely that the role of media coverage during flood and aftermath desolation is positive.

H₅: Higher the exposure to mass media, higher the relationship between mass media's performance and public perception.

2. Methodology: The population is comprised of flood affectees of two districts i.e. Jhang and Chiniot of Punjab, Pakistan. Convenient Sampling technique (non-probability basis) is applied. Newly self-constructed survey based Questionnaires have designed in both English and Urdu language as instrument for data collection. After conducting pilot study, researchers modify the instrument in terms of language and content etc. According to the nature and requirements of current study, descriptive survey type research design is adopted to measure and examine the public perception about media performance during flood disasters. In this research, people of districts Jhang and Chiniot who assess and use the mass media before, during and after flood and its disasters are the unit of analysis.

Data are gathered from the target population, three hundred from each of districts Jhang and Chiniot during the flood and its disasters September-October, 2014 (n= 600). Cronbach's alpha test scores within 0.80-1.00 show high reliability of instruments (Berman, 2002 cited in Gallo, 2009). The results show an alpha coefficient of 0.889 which is not only more than adequate value of .70 (indicate a useful value of instruments), indicating a strong internal consistency that is considered high reliability (Stacks, 2011; Seale, 2004; Fraenkel & Wallen, 2006; Cohen et al., 2007).

2.1 Mass Media Consumption pattern during Flood: All the sources that disseminate information to people at large scale are known as mass media (Yaqoub & Shah, 2014). The comparison of respondents preference to expose mass media, significantly support that majority of the respondents (90.5%) often use the television during flood and its disasters, while 69.5% respondents often use mobile phone to gain information. The findings regarding their response to expose radio, 55% and 56% of respondent's state rarely or never use radio and internet respectively. 47.5% of respondents often read any newspapers, while only 18% respondents state that they often use Facebook (Table 1).

Inclusive, mean scores of television (mean=1.46), mobile phone (mean=2.30) and newspaper (mean=2.91) are less than 3.00 that reflect television, mobile phone and

Mass Media Performance in Covering Flash Floods... M. Hussain Shah, M. Yaqoub, S. Kausar & A. Kumar newspapers respectively among all forms of media have often exposed by the people but the majority of respondent are expose to television medium (M.S=1.46< M.S=3.00).

The results of the study reveal that television as medium is highly used by the people to gain information during flood and its disasters that is also supported by the prior studies that television is the main medium of information about any phenomenon (Perse, 2001).

Table 1: Usage of media during flood and its disasters

<i>Media</i>	<i>Very often</i>	<i>Often</i>	<i>Somewhat</i>	<i>Rarely</i>	<i>Not all</i>	<i>at</i>	<i>Mean</i>	<i>St. Deviation</i>
Television	74	16.5	5.5	1.0	3.0		1.4250	.88219
Radio	4.0	20.0	16.0	16	39.0		3.6500	1.29456
Internet	7.0	11.5	25.5	18.5	37.5		3.6800	1.27504
Newspaper	12	35.5	18	20	14.5		2.8950	1.26966
Mobile Phone	31	38.5	11.0	12.5	7.0		2.2600	1.22059
Facebook	10	8.0	16.0	14.5	51.5		3.8950	1.37602
<i>Data (n=600)</i>	<i>is</i>	<i>evaluated</i>			<i>in</i>		<i>(%)</i>	

2.2 Role of Media Responsiveness: Table-2 reflect that majority of the respondents (94%) consider that mass media are often to very often respond to provide information about flood and its disasters whereas 6% of the respondents believe that somewhat media are useful to provide information about flood and its disasters. However, no respondent says that media is not useful during flood and its disasters. The results of the mean score =1.37 depict that majority of the respondents within often and very often consider that mass media is helpful to provide information about flood and its disasters (*Mean=1.3700 Std. Deviation=.59571*). The results depict that mean=1.37, chi-square value of 125.320 with 4 DF (degrees of freedom) and P-value=.000 which is less than the confident level or alpha ($\alpha < .01$), the hypothesis is strongly supported by the results. Thus, H_0 is rejected and the results significantly supported the alternative hypothesis that “mass media is responsive to provide information about flood and its disasters”; therefore H_a or H_1 is strongly supported.

Table-2: Media is responsive to provide information about flood and effectees

<i>Coding Categories</i>	<i>F</i>	<i>%</i>
Very often	138	69
Often	50	25
Somewhat	12	6.0
<i>Data is evaluated in (%) (n=600)</i>	<i>Mean=1.3700</i>	<i>Std. Deviation=.59571</i>
$\chi^2 = 125.320^*$	<i>df=4</i>	<i>*P-Value=.000</i>
<i>Note: Significant at ($\alpha < .01$).</i>		

2.3 Early Warning Alerts: Majority of the participants (84.5%) in the survey research state that they gain the early warning messages about flood and its disasters via television medium. It is followed by the Internet medium (7.0%), while newspapers readers are (4%), any other medium users are (3%) while only (1.5%) respondents said that they listen radio to gain the early warning messages about flood. The findings reveal that majority of the respondents depend upon the television to get the early warning alerts about flood.

2.4 Time Spent Viewing Television: The Figure 1 shows, on average time per day that a respondent consumes on television to get the news during floods. The results depict that majority of the respondents (30%) spend 2 to 3 hours per day on television while (25%) respondents state that they consume 4-5 hours per day. It is obvious that more than (55%) respondents watch television 2 to 5 hours daily. Nineteen percent respondents watch television up to one hour, (16%) respondents consume 6-7 hours while remaining 10 percent respondents state that they consume 8 hours or above on television to seek information about flood and its disasters. The findings reveal that respondents significantly watch television during flood. A previous study argue that an average people watch television 4 hours and 35 minutes on daily (USA Today, 2006).

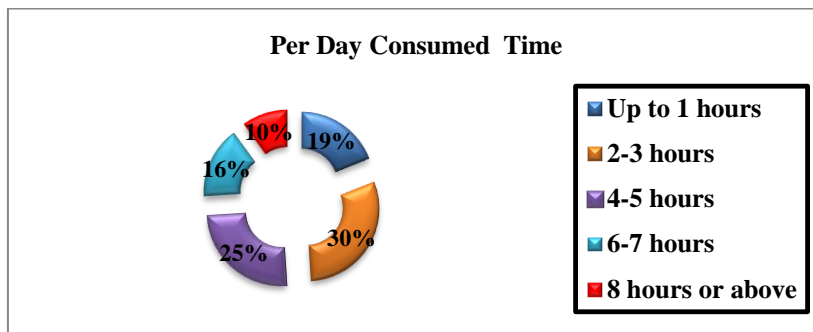


Figure-1: Viewers' consume time on television

2.5 Mass Media Performance during Flood: This paper sought to find out how the mass media's performance is perceived by the public. The results reflect that among 600 respondents majority of respondents (84.5%) believed that often "News media in Pakistan is impartial, fair, balanced, free and accurate in the coverage of floods and the way it effect the human life." Mean score 1.770 is less than 3.00 which also significantly support the statement that news media in Pakistan is impartial, fair, balance, free and accurate while in the coverage of flood.

The Chi-square (χ^2) = 172.600 at 4 degree of freedom is (statistically) significant at 0.00. Therefore, alternative hypothesis (H_2) is supported. The finding reveals that highest percentage of respondents for agreeing that news media in Pakistan is impartial, fair, balanced, free and accurate in the coverage of flood and its disasters. Hence, these findings clearly indicate that news media is perceived and evaluated positively by users.

2.6 Importance of Flood’s Coverage: During flood and its disasters coverage, the majority of the respondents 124 (62%) state that coverage of flood and its disasters given by mass media is very often important, followed by 60 (30%) respondents who confirm that media coverage of flood and its disasters phenomenon is often important (See Table 3). There are (6.5%) respondents who believe that somewhat media coverage is important, only (0.3%) respondent utters rarely while (1%) respondents state that coverage of flood and its disasters by media is not at all important.

Inclusive, the mean score 1.485 are less than 3.00 that shows ‘coverage of flood and its disasters in media is often important.’ So, the results show that majority of the respondents (92%) accept that media performance during coverage of flood and its devastation is also important.

The Chi-square (χ^2) =278.750 at 4 degree of freedom is (statistically) significant at 0.00. Therefore, alternative hypothesis (H_3) is accepted. The finding reveals that “media coverage of flood and its disasters is significant.”

Table-3: Coverage of flood and its disasters in media was important

Code Categories	F	%
Very often	124	62.0
Often	60	30.0
Somewhat	13	6.5
Rarely	1	.05
Not at all	2	1.0
$\chi^2 = 278.750^*$		$DF=4$
Significant at ($\alpha < .01$)		$*P-Value=.000$

2.7 Media Performance during Flood: People very frequently switch to mass media for getting disasters updates and also trust the news and information broadcasted via mass media (Ali, 2013). It is evident that 52% of the respondents consider ‘very often’ role of media during the coverage of flood and its disasters in positive, while 39% of the respondents state that the role of media is often positive during the coverage of flood. The meager 9% of the respondents believe that role of media somewhat is positive during the coverage of flood. Even the inclusion of two other categories ‘rarely’ and ‘not at all’, not a single respondent responds these scales. Inclusive, the mean score 1.570 is less than 3.00 which support that role of media during flood and its disasters is very positive. In the Pew’s poll (2005), the findings reveal that 65 percent participants give the positive marks regarding the media coverage of Katrina and disasters and consider mass media as trustworthy sources.

The Chi-Square results are as subsequent:-

“From these findings, alternative hypothesis (H_4) will be accepted ..., $X^2 =58.360$, $df=4$, $p=.000$.”

2.8 Information gain before, during and after flood: It is mostly seen that mass media play a significant performance in disseminating early warning alerts and precautionary measures announced by the authorities. Media played the role of watchdog for the rehabilitation of flood affectees. As, the present study is conducted to investigate the media performance during flood and its disasters in Pakistan. Therefore, the respondents are asked: “How often following pieces of information get from media before, during and after flood and its disasters?” The table 4 elaborates that majority of the respondents (91.5%) often got ‘Early Warning alerts’ while, 71% got information about ‘Precautionary Measures’. 72.5% respond that they often gain information about ‘Needs of Flood Affectees People’, 65.5% often get information about ‘Flood Control Measures’, 59% of respondents got information about ‘Rehabilitation of Affectees People’, 70% of respondents gain information about Displaced People and only 41% respondents get information about New Dams. In simple, it has become indispensable to promote integrated flood control measures (Kikkawa, 1999). Inclusive, mean scores of Early Warning alerts (mean=1.5100), Precautionary Measures (mean=2.1650) , Needs of Flood Affectees (mean=2.0800), Flood Control Measures (mean=2.2650), Rehabilitation of Affectees People (mean=2.3800), Displaced People (mean=2.0500) and New Dams (mean=2.9800) are less than 3.00 reflect that all these messages (Warning alerts, Precautionary Measures, Needs of Flood Affectees, Flood Control Measures, Rehabilitation of Affectees People, Displaced People and New Dams) often got from media before, during, and after floods and its devastated effect on loss of human life and assets. Whereas, majority of respondents got the Early Warning alerts (M.S=1.51 < M.S=3.00).

Table-4: Information got from media before, during and after flood and its disasters

<i>Information</i>	<i>Very often</i>	<i>Often</i>	<i>Somewhat</i>	<i>Rarely</i>	<i>Not at all</i>	<i>Mean</i>	<i>St. Deviation</i>
Early Warning Messages	60.0	31.5	7.0	.5	1.0	1.510	.73662
Precautionary Measures	21.5	49.5	23.5	2.0	3.5	2.165	.90658
Needs of Flood Affectees	27.5	45.0	21.5	4.0	2.0	2.080	.90980
Flood Control Measures	28.0	37.5	22.0	5.0	7.5	2.265	1.14513
Rehabilitation of Affectees People	19.0	40.0	29.0	8.0	4.0	2.380	1.01030
Displaced People	36.5	33.5	22.0	4.5	3.5	2.050	1.04063
New Dams	28.5	12.5	19.5	11.5	28.0	2.980	1.58498

2.9 Major Hypothesis testing

Level of significance/probability or alpha (α) = 0.01

Level of confidence = 0.99 or 99%

Chi-Square test is used to observe the significance comparison between mass's media performance and public perception during flood and its devastating effects on people. Using the level of significance (α) = .01, the following table indicates that Pearson Chi-Square = 46.122, DF = 16, and P-value is .000. As the P-value is less than $\alpha = .05$, Hence the null hypothesis is rejected while alternative hypothesis is accepted that "**H₁**: It is more likely that mass media is helpful to provide information about flood and its effects..." Thus, the findings reveal that if the people use more mass media during flood and its kind of disasters they will perceive more significance mass media performance.

Table-8: Chi-Square Tests

	<i>Value</i>	<i>Df</i>	<i>Asymp. Sig. (2-sided)</i>
Pearson Chi-Square	46.122 ^a	16	.007
Likelihood Ratio	47.135	16	.002
Linear-by-Linear Association	17.227	1	.004
N of Valid Cases	200		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .30.

4. Discussion: The notions of "mass media's performance" and "Public perception" on flood and disaster phenomenon are the core of current study. The considerable findings of present research support the fundamental research question:-

"How mass media's performance is perceived by the people during the course of flood and its disasters?"

The following items are relevant to the major question.

1. How often the media is helpful for you to provide information about flood and afterward devastaion?
2. How often do you think that media coverage of floods is significant?
3. To what extent news media in Pakistan is impartial, fair, balanced, free and accurate in the coverage of floods?
4. How often you think the role of media coverage during flood and its disasters is positive?

To address the primary research question, the research raises four above sub-questions which are relevant to public perception about mass media's performance. The findings of current study reveal to answer "How often the media is helpful for you to provide information about flood and its disasters?" that majority of the respondents (94%) consider mass media is often helpful to provide information about flood and devastation. Further, the results indicate to deal with the item "How often you think media coverage of flood and the disaster is important?" that majority of the respondents (92%) accept that media performance during coverage of flood and its disaster is frequently important. Further, to

find out how the mass media's performance is perceived by the public "To what extent news media in Pakistan is impartial, fair, balanced, free and accurate in the coverage of flood and its disasters?" The results show, majority of respondents (84.5%) say that often "News media in Pakistan are impartial, fair, balanced, free and accurate in the coverage of flood and its disasters." People very frequently switch to mass media for getting disasters updates and also trust the news and information broadcasted via mass media (Ali, 2013). Regarding the role of media the question is asked: "How often you think the role of media coverage during flood and its disasters was positive?" It is evident that majority of the respondents consider 'very often' positive role of media during the coverage of flood and its disasters is positive. In the Pew's poll (2005), the findings reveal that 65 percent participants give the positive marks regarding the media coverage of Katrina and disasters and consider mass media as trustworthy sources.

Overall the findings support the performance of mass media and is considered helpful for flood affectees, coverage of flood and disasters is perceived important, News media in Pakistan is impartial, fair, balanced, free and accurate and positive in the coverage of flood.

5. Conclusion: The researcher has intended current study as equally theoretical and methodological contribution to the empirical study of public perception about mass media's performance during devastating flood and aftermath disasters 2014 in Punjab, Pakistan. In order to study the role of mass media, it was focused on television, radio, internet, Facebook, mobile phone and newspapers. The findings show that overall mass media's performance is considered (statistically) significant during flash floods of 2014 in Pakistan. In addition, people not only accessed and used but also perceived television more informative as compared to other sources of mass media. There seems a lack of attention of the prior researchers in the literature about mass media performance and public perception during flood and its disasters. Hence, this study will be foundation to extend the research regarding the role and performance of media in disaster situation.

Implications and Benefits of Findings: The finding will be useful to media organization and practitioners as they strive to determine contents likely to improve their credibility among the audiences they purport to serve. This research also provides a deeper understanding for Government agencies as they may find a way to conduct better risk management during crises or disasters situations by enhancing public cooperation and goodwill using proper mass media. The results are also expected to inform other flood safety-related communication efforts by predicting public reaction to a wide array of flood safety concerns. This study will also lead to improve the role of media before, during and after floods. The findings of this study above all, allow researchers to observe that media do have impacts on Pakistani people and their perceptions are in accord with performance during flood and its disasters. This paper is also applicable to NDMA and government decision makers as a learning instrument to help them know the media usage and importance of mass media's performance to shape the people perceptions on national disaster phenomenon.

Limitations of study: There exist different limitations and restrictions and should be noted that may prevent the generalizability (external validity) of present research findings. So, to put the results in suitable perspectives and to give confident to other studies limitations are explained in the following:-

Lack of research studies conducted on mass media's performance and public perceptions during flood and its disasters in Pakistan, thus the researcher has no collected data for comparison. This study only involves the survey; hence due to respondents' prejudices and bias hundred percent reliability cannot be guaranteed. The other constraint is sample technique which is based on convenient samples and limits the generalizability that can't generate unbiased estimation of universe parameters (Glass & Hopkins, 1996).

An important limitation is that this investigation looks at overall all types of mass media and their performance, instead of focusing on a signal specific type of media. Some of the sources of mass media touches up in this paper will do well in its own, separate study. Another important limitation is that current investigation looks at a wide variety of variables, instead of focusing on a smaller number of particular variables. Some of the variables mentioned in this study would do well in their own separate study. The research is further needed to narrow down to explore the phenomenon in a better way. Due to lack of time, money and resources, it may possible various facts have been left untouched.

The area of current research is consisted on small geographical spread only two districts Jhang and Chiniot (prior Tehsil of Jhang) while sample size of this study is relatively small and based on only two hundred respondents but for a comprehensive research a wide area and large sample size are required which can increase the reliability of findings, therefore this paper may not be generalizable to other setting. Another constraint is that some of the respondents were not ready to fill questionnaires during the collection of data, so they may not express their true perceptions. Other constrain is that it used a cross-sectional designed in which direction of causality can't be determined because data is collected at a single point in time.

Perspectives for Future Research: Flood and its disasters create very crisis situation in which many people lose their lives, wealth and also destroy their crops. The findings of the study may have far-reaching suggestions and raise further questions about public perception and media performance during disasters situation. There are further studies which can be conducted on this topic in future. The results of present study are discussed within the context of mass media performance, usage and public perception during flood 2014 and its disasters in Punjab, Pakistan. The findings of present research provide a breath of very rich data to researchers and scholars about media performance and public perception during flood and disasters that will allow extending the further studies on this phenomenon. Specific media can be studied to gain a better and in-depth understanding of media's performance regarding a disaster situation.

The researcher also wishes to extend current study using triangulation methods, including both survey research and content analysis to investigate the mass media's performance in better way on flood and its disasters issues. Another idea for a future will be

Mass Media Performance in Covering Flash Floods... M. Hussain Shah, M. Yaqoub, S. Kausar & A. Kumar

analysis the extent to which the traditional news media rely on certain social media outlets like Facebook and Twitter during disasters. This research focuses on media's performance and public perception on flood and its disasters phenomenon, follow-up research should explore the role of media regarding other many socio, cultural, economic, etc. issues which are faced by the public. This study may act as a stimulus for researcher to conduct the further studies about the comparison between media agenda and public agenda on flood phenomenon.

References:

1. Agusomu, T. D. & Paki, F. A. E. (2011). The Perception of Natural Hazards: The Need for Local Education in Riverine Communities. *International Journal of Business and Social Science*, 2(18), 200-206.
2. Ahmed, T., Rabee, F. Razi, A., Asghar, Z., Khalid, A., Mushtaq, A. & Qayyum, A. (2013). A Comparative Analysis of Effect of Media on the Public in Pakistan. *Global Journal of Management and Business Research*. 8(6), ISSN: 2249-4588
3. Al-Ameri, M. S. (2013). Media and USF Students' Perception of Terrorism. Graduate Theses and Dissertations. Retrieved on December 12, 2014 from <http://scholarcommons.usf.edu/etd/4429>
4. Ali, Z. S. (2013). Media myths and realities in natural disasters. *European Journal of Business and Social Sciences*, 2(1), 125-133.
5. Bates, L., & Callison, C. (2008). Effect of company affiliation on credibility in the blogosphere. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Chicago, IL.
6. Berger, G. (2000). Grave New World? Democratic Journalism Enters the Global Twenty-First Century. *Journalisms Studies*, 1(1).
7. Burkhart, F. N. (1991). *Media, Emergency. Warnings, and Citizen Response*. Boulder, CO: Westview Press.
8. Cohen, L., Manion, L. & Morrison, K. (2007). *Research methods in education* (6th Ed.). London: Routledge.
9. Dhamrah. H. M. (2012). Violation of Media Ethics. Roshni.com. Retrieved.
10. Dye, T. R., & Ziegler, H. (1983). *American Politics in the Media Age*. Belmont: Wadsworth, Inc.
11. Epstein, E. J. (1973). *News from nowhere*. New York: Random House.
12. Ferris, E. (2010). Earthquakes and floods: Comparing Haiti and Pakistan. *Brookings Institution*, 26. Retrieved on January 12, 2015 from http://www.brookings.edu/~media/research/files/papers/2010/8/26-earthquakes-floods-ferris/0826_earthquakes_floods_ferris.pdf
13. Fraenkel & Wallen (2006). *How to Design and Evaluate Research in Education* (6th Ed.). Mc-Graw-Hill International edition.

14. Gallo, A. M. (2009). Risk communication: An analysis of message source and function in hurricane mitigation/ preparedness communication. Graduate Theses and Dissertations. A thesis submitted in partial fulfillment of the requirements for the degree of Master of Arts School of Mass Communications College of Arts and Sciences University of South Florida. Retrieved on April 23, 2015 from <http://scholarcommons.usf.edu/etd/1977>
15. Gans, H. J. (1979). *Deciding what news is: A Study of CBS Evening News, NBC Nightly News, Newsweek and Time*. New York: Pantheon.
16. Glass, G. V., & Hopkins, K. D. (1996). *Statistical methods in education and psychology* (3rd. ed.), Needham Heights, MA: A Simon & Schuster Company.
17. Herzog, H. (1941). On Borrowed Experience. *Studies in Philosophy and Social Science*, 11, 65-95.
18. International Federation of Red Cross and Red Crescent Societies. (1998). World disaster report. Oxford: Oxford University Press.
19. Iqbal, M. J. & Khursheed, M. B. (2014). Analysis of role of media in disaster reporting in Pakistan. *European Scientific Journal*. /SPECIAL/edition vol.1, p. 570-575, ISSN: 1857-788 (Print) e-ISSN 1857-7431.
20. Jiang, W., Deng, L., Chen L., Wu, J. & Li, J. (2009). Risk assessment and validation of flood disaster based on fuzzy mathematics. *Progress in Natural Science*, 19, 1419-1425.
21. Katz, E. (1959). Mass Communication Research and the Study of Popular Culture: An Editorial Note on a possible Future for this Journal. *Studies in Public Communication* (2), 1-6.
22. Khan, M. K. & Yousafzai, F. U. (2012). Anchorperson: An Emerging Phenomenon in the Electronic Media. *J Mass Commun Journalism*, (2)10. ISSN: 2165-7912 doi:10.4172/2165-7912.1000131
23. Kikkawa, T. (1999): Risk Communication, FukumuraShuppanInc (in Japanese).
24. Lane, B. (2007). What is mass media? The changing role of mass communications and the media industries. Retrieved on April 27, 2015, from [http://medialiteracy.suite101.com/article.cfm/wha is mass media_#ixzz0FebD3H19&A](http://medialiteracy.suite101.com/article.cfm/wha_is_mass_media_#ixzz0FebD3H19&A)
25. Littlefield, R. S., & Quenette, A. M. (2007). Crisis Leadership and Hurricane Katrina: The Portrayal of Authority by the Media in Natural Disasters. *Journal of Applied Communication Research* 35: 26-47. Routledge.
26. McCombs, M., Shaw, D. L. & Weaver, D. (1997). *Communication and democracy*. New Jersey: Lawrence Erlbaum.
27. Nasir, M. M. H., Yaqoub, M. & Shah, M. H. (2014). Impact of Geo, Express and Dunia TV Channels' Political Based Programs on the Political Thinking of Viewers of Sargodha and Bhalwal Cities. M.Phil. Thesis. University of Sargodha, Sargodha.
28. National Disaster Risk Management Framework Pakistan (2007). National Disaster Management Authority (NDMA), Government of Pakistan.

29. Perse, E. (2001). *Media effects and society*. Mahway. New Jersey: Lawrence Erlbaum Associates.
30. Pew (2005). The Pew Research Center for the People and the Press.
31. Randall, V. (1998). *Democratization and Media*. London: Frank Cass and Co Ltd.
32. Sadaf, A. (2011). Public Perception of Media Role. *International Journal of Humanities and Social Science*, 1(5), 228-236.
33. Salma, S., Rehman, S. & Shah, M. A. (2012). Rainfall Trends in Different Climate Zones of Pakistan. *Pakistan Journal of Meteorology*, 9(17), 37-47.
34. Seale, C. (2004). *Researching Society and Culture*. London: Sage publications Ltd.
- Shanahan, M. (2011). Climate Change Media Partnership. Retrieved on March 5, 2015 from www.climatemediapartnership.org
35. Stacks, D. W. (2011). *Primer of Public Relations Research* (2nd Ed). New York: The Guilford Press.
36. Strohmeier, G. (2004). *Politik und Massenmedien*. Eine Einführung, BadenBaden: Nomos-Verlag.
37. Tobeckukwu, E. N. (2014). Press Coverage of Nigerian President Yar'Adua's Pre-Election Campaign: A Case Study on Agenda-setting. Retrieved on December 11, 2014 from allacademic.com/meta/p_mla_apa.../p518786-24.php
38. USA Today (2006). Retrieved on December, 02, 2014 from http://www.usatoday.com/life/television/news/2006-09-21-homes-tv_x.htm
39. Weimann, G., & Winn, C. (2004). *The theater of terror: mass media and international terrorism*. New York: Longman Publishing Group.
40. Wenger, D. & Quarantelli, E. L. (1989). *Local Mass Media Problems and Products in Disasters*. Newark: University of Delaware, Disaster Research Center.
41. Yaqoub, Shah, M., H. (2014). *Media and public agenda on the national issues in Pakistan: An analytical study to find correlation and exploring of agenda setting of national press*. Saarbrücken, Germany: Lap Lambert Academic Publishing. ISBN. 978-659-62496-4
42. Yusuf, M. O., Daramola, F. O. & Jekayinfa, A. A. (2011). Non-Formal Education: Perception of Rural Women on the Impact of Mass Media on Their Social, Economic, and Political Development. *Global Media Journal*, 4(2), ISSN 2070-2469.