Attributes That Enhance Effective Communication Between Meteorology and Society Using Social Media: A Review

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Abstract

Meteorology organization is becoming one of the most dominant and preferred weather forecast that continuously improving their services and facilities to disseminate information to the society. On top of that, social media has become the main consent as it involves delivering effective communication between Meteorology organization and society. Currently, there is no comprehensive review to identify the attributes for effective communication using social media.. This paper provides an overview of significant attributes that affect the effective communication between Meteorology organization and social media thorough analysis on literature studies that involve on articles study that related to meteorology organization and effective communication. There are two main significant contribution of this paper: First, there is no previous comprehensive, systematic literature review on the attributes for effective communication which is important as a reference in order to be in meteorology organization system. The result will gives benefit in term of depth understanding or as a good reference for both academician and government sector.

Keyword: Effective communication; Attributes; Development;

1. INTRODUCTION

In this paper, it identifies, evaluates and synthesizes the related previous study by highlighting previous research effective communication using online information, which is crucial to identify the research gap addressed by this study. The motivation of this paper is drawn from the literature review

serves as providing the theoretical and recent development of knowledge on attributes for effective communication of social media in meteorology organization to the study. Researchers have conducted many studies on how to ensure the the effectiveness of communication between meteorology organization and society using social media. There have been many parameters or attributes need to be identified for achieving effective communication of social media. However, there are limited number of previous studies discusses on effective communication using social media in Meteorology organization. Recognizing the importance of addressing the parameters that related to how to enhance the development for primary school children. Therefore, this studies purposely to identify the factor of effective communication between meteorology organization and society using social media

2. METHODOLOGY

We constructed a review protocol to search for the relevant studies based on Kitchenham systematic review approach. As our research is more focuses on wider knowledge in readiness model and smart government. The basic phases of are divided by three phases which are planning, conducting and reporting. In the planning phase, we designed research questions as in Table 1. These research questions are designed to address the organization issues as aforementioned.

Table 1: Research questions

RQ1	What are the factors that influence effective communication between meteorology and society using media social?

The review protocol activities are as shown in Figure 1. The purpose of adopting the review protocol is to ensure that all the relevant studies are captured for the analysis. The empirical studies were conducted by using search engines, namely, IEEE Xplore, ScienceDirect, Springer, Scopus, Google Scholar, and ACM Digital Library. The search keywords were used for different relevant topics to ensure that all related papers are included (Problems OR issues OR attributes OR characteristics) OR (approaches OR frameworks OR models) OR (problem) AND (Effective OR Communication)to collect all the relevant papers.
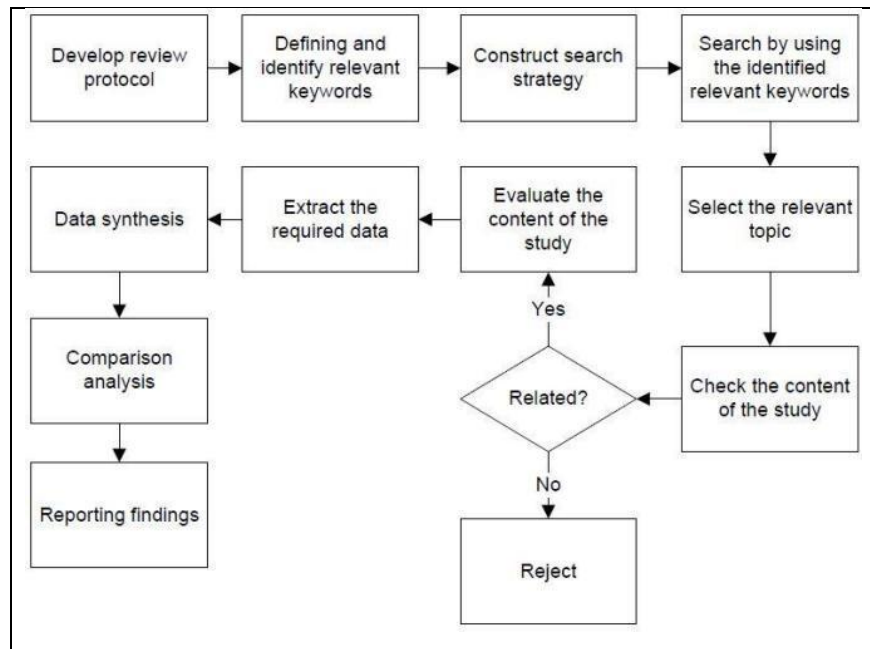
Figure 1: Review protocol process

We applied inclusion and exclusion criteria as outlined in Table 2 to collect relevant studies. By analyzing the title, abstract, and conclusion of the primary identified studies, we eliminated any unrelated studies. After applying these steps, 89 studies were retained. Furthermore, we accessed and evaluated the articles by checking the content of the articles. Irrelevant studies were rejected at this stage and the relevant studies will be analyzed. Out of 89 articles, only 70 articles were considered for further review. The next phase was to conduct the comparison analysis and report the analysis of the related works.

Table 2: Inclusion and Exclusion Criteria

Inclusion criteria	Exclusion criteria
Papers focusing on effective communication using social media	Papers present not subject to peer review
Papers describe factor influencing effective communication between organization and society	Papers presenting results without supporting evidence
Papers describe method used for effective communication between organization and society using social media	Studies not related to the research questions
Systematic literature review	Studies unclear

3. RESULTS & DISCUSSION

3.1 Related works on attributes of effective communication

There are many works done to enhance the effective communication. For example, Buabeng-Andoh (2012) studies on global investment in ICT to improve teaching and learning in schools. All of these investments on ICT infrastructure, equipment and professional development are to improve education in many countries. Factor that influences towards effective communication in teaching and learning at the schools is ICT competence. Computer competence can be defined as being able to handle a wide range of varying computer applications for various purposes. The teacher with more experience with computer has greater confidence in their ability to use them effectively. It is found that, all the works discussed in other domain of meteorology and less focusing in disseminating information to the society.

Sotiriadis and Zyl (2013) propose a conceptual model of e-WOM and explore the use of Twitter by the tourist. WOM can be defined as the communication between consumers about a product, service or a company in which the sources are considered independent of commercial influence. This study reported that there are three influential factor regarding the use of information in tourism services retrieved from Twitter which: (i) Reliability of Twitter followers/users; (ii) Degree of involvement—Posting; and (iii) Expertise and Knowhow of Twitter users/followers. Therefore, social media allows sharing information among people from different parts of the world. Even though, this paper involves with human context, but looks at the other domain on the effectiveness of disseminating information to the society.

Ali and Hossain (2016) study focuses on exploring the most crucial factors which have affected the effectiveness of social media for recruitment. This study basically had been prepared based on 50 respondents from 10 universities of Bangladesh and using structure questionnaire of 5 point likert scale for questionnaire. The results show, factor which affect effectiveness of social media for requirement are information quality, privacy and security, cost and time, and user friendly. Therefore, a social medium are important and has significant contribution for recruiting candidates. All these are concerned with the effective for recruitment, but not the Meteorology itself.

Loroño-leturiondo et al. (2018) mention communication of air population risk, from the threats are poses. This study support the case for moving away from one-way communication and identifies five key of practical two way communication between experts and citizen in order to engender change and improve global air quality. The five key of practical two way communication are: (i) it can facilitate the formation of policies, as well as scientific and technological developments that are more relevant for society; (ii) it can help complement data gathered by experts; (iii) it can improve societal aware- ness and encourage necessary protective and mitigation behavior; (iv) it can offer a more accurate response to a crisis; and finally, (v) it can improve levels of trust between public and experts. Therefore in order to maximize the chances of communication of hazards in general and of air population in particular

being effective must go beyond a one what provision of information. Effective communication requires consideration of the amount of information that is necessary. All the concern on the effective communication in meteorology and but is not discussed on social media.

Dunn et al., (2014) examine the communication interaction of water suppliers and health authorities with the general public regarding microbial source water quality for recreational and drinking water. They conducted interview and focus groups with water suppliers, health authorities and the public to gather qualitative data. From the interview, they obtained several factors influencing the effective communication of water supplies. They mentioned four factors influencing effective communication which were 1) two way communication (Hill, 2007; May and Tall, 2013; Loroño-leturiondo et al., 2018) 2) build trust 3) Information sharing and 4) engagement. There have previous studies agrees with this four factors influencing effective communication. Such as Husain (2009) mentions that trust can be conveyed through effective communication via openness and concern. Communication practices within an organization are expected to have an important influence on the degree to which employees trust their managers and the organization as well as employee commitment to the organization. All though most of works study the factors contributed to effective communication, still none of had study on factor influencing effective communication between Meteorology and society using social media

Bruinesen et al., (2013) conduct

qualitative approach to interview point of view from patients regarding effective communication and to identify patterns within the perceived barriers and facilitators. These studies use MAXQDA software as tool to analyze and generated the data from audiotapes. In this study, they mention sharing information is a major factor influence effective communication (Baruah, 2012; Nwagbara et al., 2013; Valentini, 2015; Shen et al., 2016; TREES and OHS, 2016; Aswani, 2017; Loroño-leturiondo et al., 2018; Ryan and S Sfar-Gandoura, 2018). Patients who interacts easily and contribute more on conversation, they gather information during and between consultations. These patients go to consultations with better prepared and with certain goals in mind. Therefore, sharing information is important factor that influencing better information for between organization and public. However, these studies discussed on factor influencing effective communication but under healthcare domain.

Dorrian et al., (2014) examine past communication cases to access which concepts seem to advance communication objectives. Based on this studies; they stated that credibility, trust, system understanding and engagement civil military relation are required for effective public information program. The perceptions of disinformation or lack of compliance with civilian control of military inevitably yield poor results. However, these studies focus more on the effective communication between military organizations rather than focus on disseminate information to the public.

Kakirman, (2012) studies on user

satisfaction librarians on their communication manager in this process as it plays an essential role in the success of the library. Indeed, feedback from users, librarians, library managers and employees working in the library's performance as an indicator of corporate success is very concerned. The factor that influences effective communication in library management is communication language. The language used in the process of communication is extremely important in effective communication (Washbourne, n.d.; Hill, 2007; Dima-laza, 2015; Robinson, 2015). These factors are effective for the person receiving the message. This is commonly used in establishments in a form of communication, especially in written communication. Usually this method is used to inform employees of the institution are very important in the selected language. The selected language must not target anyone, not offensive e, and written language must be clear and understandable. Even though this paper had involved with effective communication, but they looked at managerial librarian rather focusing on effective communication using social media.

Aswani (2017) mentions that social media has become an effective communication tool to reach out a wider audience from all over the world. Besides, social media is emerging as a communication tool by service sector in India. Public engagement is the major factor influencing effective communication (Ryve et al., 2013; Sotiriadis and Zyl, 2013; Castillo-esparcia et al., 2015; Ali and Hossain, 2016) in using social media as tool for disseminate information to the public. This platform offers to interact with customer, gather feedback and service provided. Online engagement of the customer results in generating sense of community within the customer and improves retention rate. Besides, exhaustive customer data generated by social media gives an opportunity for hotel to improve efficacy of their marketing efforts. Though the findings of these studies are significant, they emphasize on effective communication in hospitality industry, not social media.

In summary, it is found that effective communication has been used in many domains of applications as it helps the organization to disseminate information to society based on their needs and to ensure the information is useful from the perspective of the society. Most of the works focus on the dissemination of information within organization and organization performance. Yet, there are still lack of works and researchers in discussing and exploring the factors influencing effective communication between Meteorology and society using social media.

In a nutshell, the comparison of all above-mentioned related works and the summarization of factor influencing in effective communication are shown in Figure 2.
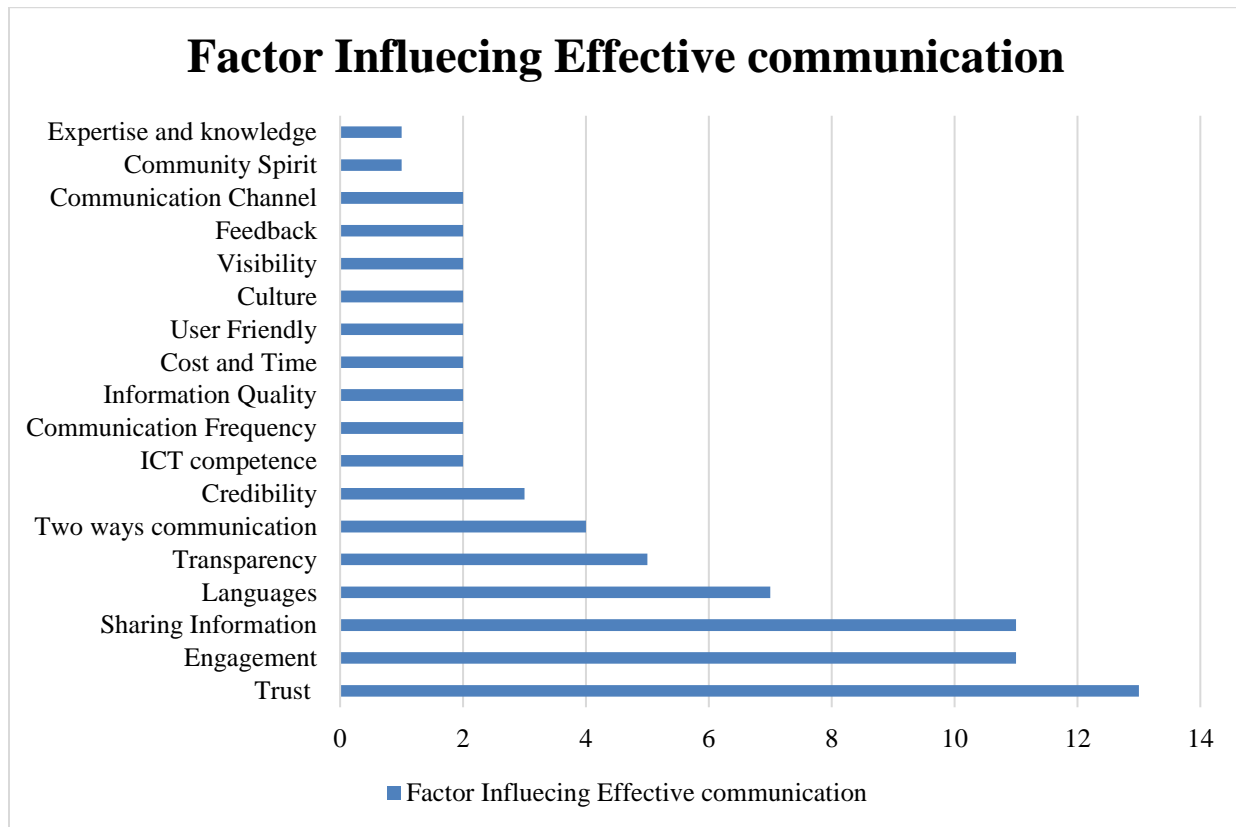
Figure 2: Factor Influencing Effective communication

Based on the systematic literature review, we have identified the factors influencing effective communication. Altogether, 42 factors of effective communication detection from the 71 studies related to the effective communication involved in organization using social media. For the purpose of this review, we focus on the most top factors in effective communication using social media for meteorology organization based on most common factors as described above with their description.

To do this, we have analyzed the factors influencing effective communication by the authors in Figure 1. It is found that, there are many factors influencing effective communication. These factors are summarized in the Figure 2. The Figure 2 shows the factors of effective communication that with highest frequencies are trusts, engagement, sharing information, languages and transparency information.

Based on the analysis of Figure 2, it is found that "trust" is the commonly investigated factor, which accounts for 13 studies. This is followed by "engagement" and "sharing information" with 11 studies, "language" with 7 studies, and "transparency" with 5 studies.

In summary, we can draw conclusion that from this six common factors influencing effective communication, "trust" is the most important factor influencing effective communication. Therefore, we explain in general on definition of these six factors that are influencing effective communication as

shown in Table 3.

Table 3: The Definition of Factor in Effective communication

Element	Operational Definition	Reference
Trust	A set of specific beliefs dealing primarily with the integrity, benevolence, and ability of another party	Gefen et al. 2003
Human Engagement	Access the level of engagement in three components which are engagement opinion, engagement behaviour and engagement conditions.	Society for Human Resource Management (2012)
Sharing Information	Process which is performed to distribute the information to unit or individual.	Dalkir (2005)
Language	Users from difference countries prefer the information disseminate in their local language to make sure the information easy to understand, clear and understandable.	Ramadani (2015)
Information Transparency	Transparency information refers to individual perceived willingness to share information freely and frankly with public such as provide unbiased information, balanced coverage of information, and detail about how the news was constructed and editorial freedom to share information.	Li & Suh (2015)

5.0 CONCLUSION

As a summary, this paper discussed on the attributes of effective communication using social media of meteorology organization which also explain significantly each of the attributes. Based on author findings, there are five significant attributes which are 'trust', 'human engagement', 'sharing information', 'language' and 'information transparency'. From the review shows that 'trust' is the most significance attribute of effective communication between meteorology organization and public using social media. However, for this paper, it involves attributes for effective communication. For the future, we will develop a new conceptual framework for the effective communication in meteorology organization. This framework can be as guideline to the organization in deliver information to the society or public.

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