

Summary of the PhD dissertation

The issue of information management in crisis situations by public media and their activities in this area is very topical and extremely important, especially in situations of threat to the security and peaceful existence of members of the society. Therefore, the dissertation is an attempt to demonstrate the importance of information management in emergency situations by public media, which does not mean that non-public media and their importance in the analyzed topic should be forgotten. The role of the media can be found at every stage of crisis management, especially during the development of procedures and preparation plans, educating the public, early warning about threats, shaping the public perception of an incident and the activities of entities responsible for responding to emergency situations. Moreover, the media has a very high position in the social structure, thanks to the mission and power of mass communication, as well as the social role of journalists. In view of the above, it should be emphasized that the role of modern media enterprises, especially in crisis situations, is not only to report events, and the media should become part of the state security system, so that cooperation between individual institutions ensures the proper flow of information and contributes to controlling the crisis situation, not to intensify it. This cooperation requires the implementation of appropriate training for journalists and all persons involved in crisis management in the field of information management, hence the subject of research was Telewizja Polska S.A. and Polish Radio S.A. and their importance in the media message in crisis situations, while the subjects of the research were experts with knowledge about the functioning of Polish public media enterprises in emergency situations. Data, information and knowledge, and above all the management of these processes, is essential in the image building process of all media companies. Competitiveness is often determined by the speed and ability to use available data and information resources to create new solutions. The socio-cultural, political and economic context and their changes over the years have always been of great importance for the changes taking place in the process of functioning of any organization, regardless of its size, type and industry. Without proper knowledge, it is impossible to act rationally in line with the digital society. Therefore, creating and implementing information management systems, developing policies and information strategies have become indispensable elements in the management of a contemporary organization. It can be said that information can be not only a good, resource, product and service, but most of all the basis for building a competitive advantage of any organization. Not all information has the same role and usefulness. In order to classify information as a resource, it must be useful and accurately



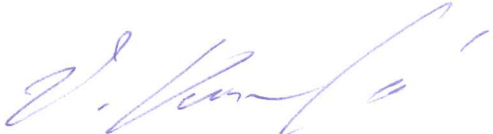
reflect reality, it must provide the recipient, at the right moment, with specific quality requirements. Taking into account the presented considerations, the main research problem was formulated, which is the question: What model of information management should be adopted by the public media, i.e. Polskie Radio S.A. and Telewizja Polska S.A. in crisis situations? As a result, it is supposed to answer the previously asked question - what factors determine the effectiveness of information management by the above-mentioned media in a crisis situation. In the research process of this dissertation, for the full description of the studied phenomenon, a rational-system perspective was adopted, which allowed to learn and understand the crisis management process, which is a complex and dynamic image of a holistic approach to this important problem. Moreover, the adoption of such a model made it possible to define common causal relationships of the conducted research and to show the functionality and dynamics of this process which is information management in emergency situations. The analysis of the selected research problem was possible through the use of the following research methods: literature criticism, analysis of source documents, analysis of the content of legal acts and official documents regarding information management in a crisis situation, and quantitative research (expert diagnostic survey), carried out on the basis of the research tool in the form of an online questionnaire. 105 Polish experts with knowledge of the subject of the research were researched, thanks to which it was possible to obtain new knowledge on information management in the media in crisis situations. Graphical methods were used to present the collected empirical material.

The structure of the PhD thesis consists of an introduction, five thematic chapters containing two parts, a theoretical and empirical part, and conclusions and ending. Each of the chapters in its title and content contains significant knowledge about the studied area of research.

As it results from the research carried out on the key elements that should be included in the information management model, experts indicated the need to: (1) Prepare and develop procedures for action, communication and cooperation in the crisis team with competent authorities, entities and services; (2) Appointment of a crisis team, providing personal data of team members along with a description of their functions and the scope of competences of all official positions involved in crisis management in a given organization; (3) Current collection of data and information, and on their basis, anticipating, waiting for the first signs of danger; (4) Rapid response to the crisis; (5) Launching procedures (s) to standardize the development of the first media messages, implementation of active communication (who, what, why,



knocking, etc.); (6) Ongoing monitoring of other media and social media (the Internet) - quick response to emerging disinformation, fake news and distortions; (7) Developing corrective procedures in the event of making a mistake and informing about introduced modifications. The information management system should secure the basic requirements: obtaining and accessing information from confirmed sources, organization of information flow within a given institution, direct transmission of information (methods of transmission, transmission time, communication channel, control of every element of this process, including consultation of the final content of a media message with experts and representatives of entities responsible for crisis management). As experts emphasized, the media in a crisis situation also play an educational role, thus shaping appropriate behavior, based on reliable information and warning about existing or possible threats. Other issues indicated by the respondents include securing the information distribution process, creating reliable communication channels and the apolitical nature of the content provided. The research methods and tools used in the PhD thesis showed their adequacy to the adopted research assumptions, which allowed for a positive verification of the main hypothesis: Effective information management in public media in crisis situations requires the development and implementation of appropriate procedures, as well as the organizational structure belonging to the enterprises in question, as well as the aim of the work, which was to diagnose the information management process in crisis situations, and to demonstrate the factors determining the effectiveness of this process by identifying its strengths and weaknesses. The triad of the most important features of information in crisis situations consists of: 1) quality and reliability, 2) pace of communication and its comprehensibility, 3) completeness of information.


10.06.2017