



\*\*\*\*\*  
**CRISIS COMMUNICATION STRATEGIES FOR BUILDING COMMUNITY  
RESILIENCE: EVIDENCE, BEST PRACTICES AND ASSESSMENT  
TOOL DEVELOPMENT**

**JESTER PAUL R. BACABAC**  
**Student Welfare and Services Manager**  
University of Iloilo  
[jrbacabac.ui@phinmaed.com](mailto:jrbacabac.ui@phinmaed.com)

**ABSTRACT**

This study examined the crisis communication strategies employed by Disaster Risk Reduction and Management Officers (MDRRMOs) in first-class municipalities in the Province of Iloilo in strengthening community resilience. Using a grounded theory approach, data were collected through interviews with MDRRMOs and a focus group discussion with Provincial DRRM personnel. Analysis followed open, axial, and selective coding. Findings revealed that crisis communication significantly enhances community resilience. Communication strategies were found to be adaptive, varying according to disaster type and shaped by local community characteristics, including access to information and the presence of vulnerable populations. Best practices included multi-channel communication, localized messaging, and strong coordination with barangay officials. The study generated a theoretical model of crisis communication as an adaptive, feedback-driven system, developed an assessment tool for evaluating communication effectiveness based on key indicators, and advanced policy recommendations to strengthen crisis communication systems within local government units.

**Keywords:** *Crisis communication, community resilience, Grounded Theory, assessment tool*

\*\*\*\*\*

**Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

**Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*

## INTRODUCTION

The Philippines' extreme susceptibility to natural disasters frequently triggers a narrative of "Filipino resilience," a form of toxic positivity that often serves to camouflage significant failures in state-led disaster response. This study seeks to look past these romanticized tropes, focusing instead on how crisis communication strategies within the Disaster Risk Reduction and Management (DRRM) framework can be utilized to develop authentic, structural resilience. By examining first-class municipalities in Iloilo, the research aims to identify how clear, strategic information sharing can replace superficial endurance with genuine community preparedness.

Geographically, the archipelago is positioned in a high-risk zone, situated simultaneously along the Pacific Ring of Fire and within the Pacific typhoon belt. This location subjects the country to a relentless cycle of seismic and meteorological threats, ranging from earthquakes and volcanic eruptions to powerful tropical cyclones. According to the Center for Excellence in Disaster Management and Humanitarian Assistance (2021), these environmental factors inevitably lead to recurring landslides, flooding, and storm surges, making a robust and transparent communication infrastructure a life-saving necessity rather than a mere administrative goal.

Because of these geographic and climatic conditions, the Philippines experiences an average of around 20 tropical cyclones each year, several of which cause significant damage to communities, infrastructure, and livelihoods. These hazards are often compounded by factors such as population density in coastal areas, environmental degradation, and socio-

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*

economic vulnerabilities, which increase the exposure and sensitivity of communities to disasters (World Bank, 2021).

In the context of disasters, resilience is often portrayed as a defining trait of Filipinos, where communities are frequently praised for their ability to recover quickly and maintain optimism despite repeated crises. However, overemphasizing such cultural concepts can inadvertently shift responsibility away from the state that is formally tasked with disaster response and recovery, thereby normalizing inadequate policy responses and systemic neglect (Bankoff, 2023; Ordonez and Borja, 2021).

To counter this trend and return the focus to institutional responsibility, the emphasis must shift toward strategic tools that empower citizens without absolving the state. Among these tools, crisis communication is increasingly recognized as a foundational component of modern disaster risk reduction and management because it directly shapes community risk perception and subsequent emergency responses. Effective crisis communication bridges the gap between state accountability and public action by providing accessible, timely, and actionable information; this empowers individuals to accurately assess potential hazards, prepare for localized impacts, and execute critical protective actions (Diers-Lawson et al., 2024; Liu & Mehta, 2024; Sellnow & Sellnow, 2024).

This research examined the role of crisis communication strategies utilized by Disaster Risk Reduction and Management Officers within the first-class municipalities of Iloilo to foster community resilience. The study focused on how these communication approaches were implemented to strengthen local disaster preparedness and response capabilities.

\*\*\*\*\*

### **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*

The landscape of these municipalities shifted following the issuance of Department of Finance (DOF) Department Order No. 074, Series of 2024, which elevated fourteen towns to first-class status. Specifically, eleven municipalities—Ajuy, Barotac Nuevo, Cabatuan, Carles, Leon, Estancia, Pavia, San Joaquin, Santa Barbara, Sara, and Tigbauan—were promoted from second-class, while Barotac Viejo, Concepcion, and Dingle rose from third-class. These changes brought the total number of first-class municipalities in Iloilo to 21, excluding Passi City, as Pototan, Oton, Miag-ao, Lambunao, Janiuay, Calinog, and Dumangas successfully maintained their existing first-class classifications.

## MATERIALS AND METHODS

### Research Design

This research utilized a qualitative descriptive design to investigate how the crisis communication strategies of Disaster Risk Reduction and Management (DRRM) Officers in Iloilo's first-class municipalities contribute to community resilience. A qualitative approach was deemed most suitable as it enables a comprehensive exploration of the participants' personal experiences, viewpoints, and professional practices, specifically regarding the practical application of communication strategies within actual disaster management scenarios. Recent disaster management literature emphasizes that qualitative designs are uniquely suited for crisis contexts because they capture in-depth nuances that quantitative data cannot. To understand how people navigate the turmoil of an emergency, qualitative research is an ideal choice. As noted by Özer et al. (2024), this approach is frequently utilized to investigate the

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*  
subjective experiences and viewpoints of participants, allowing researchers to build a meaningful understanding of the situation at hand.

The qualitative approach enables the researcher to obtain detailed descriptions of communication practices, contextual factors, and local dynamics that influence the effectiveness of disaster communication. Through this design, the study sought to evaluate existing crisis communication strategies and identify best practices that contribute to strengthening community resilience. These best practices would serve as the basis for developing an assessment tool for evaluating crisis communication strategies of Disaster Risk Reduction and Management Offices.

## Research Method

To gather comprehensive data, this research employed semi-structured interviews with Disaster Risk Reduction and Management Officers from Iloilo’s first-class municipalities. This format was selected because it provides a balance between a structured guide and the flexibility to explore significant topics as they emerge during the conversation.

The interview approach is particularly well-suited for this study, as it encourages participants to provide detailed accounts of their experiences in executing communication strategies, responding to community requirements, and navigating the complexities of various disaster scenarios. Through these interviews, the researcher explored how crisis communication strategies are practiced, how they contribute to community resilience, and what best practices may be identified across municipalities. Recent literature on crisis management explicitly defends the interview method for its ability to unpack the practical

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*  
realities of disaster response. When investigating how communities and public officers navigate emergencies, the qualitative interview approach is crucial because it provides participants "the flexibility to elaborate on their experiences while ensuring consistent coverage of key research areas," ultimately allowing researchers to explore "lived experiences, coping strategies and mobilization" that contribute to sustained community resilience (Yusoff & Don Ramli, 2025).

The information gathered also provided the basis for identifying patterns and themes that can inform the development of a best practices-based assessment tool for evaluating crisis communication strategies in DRRM Offices.

To ensure data triangulation, the researcher organized a focus group discussion (FGD) involving five personnel from the Provincial Disaster Risk Reduction and Management Office (PDRRMO). These participants were selected specifically for their direct role in coordinating efforts with the various Municipal Disaster Risk Reduction and Management Offices (MDRRMOs).

### Participants of the Study

The participants of this study consisted of Disaster Risk Reduction and Management (DRRM) Officers from first-class municipalities in the Province of Iloilo. These officers were selected because they play a central role in planning, coordinating, and implementing disaster risk reduction initiatives, including the communication of critical information to communities before, during, and after disasters.

\*\*\*\*\*

#### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

#### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*

First-class municipalities were selected for this study because their relatively higher annual income classification allows their local government units to allocate greater resources for disaster risk reduction and management programs. This may enable DRRM Offices to implement a wider range of crisis communication strategies and systems for disseminating disaster-related information to the public.

By focusing on the DRRM Officers within these specific municipalities, the research sought to gain comprehensive perspectives on existing communication methods and pinpoint strategies that effectively bolster community resilience. The respondents were selected through purposive sampling, as they possess the relevant expertise and direct experience necessary to provide meaningful information related to the research objectives.

The study utilized purposive sampling, a non-probability method where participants are intentionally selected based on traits that align with the research goals. By establishing a specific inclusion criterion—targeting first-class municipalities with active MDRRMOs—the researcher ensures that the participants have the requisite institutional experience and capacity to offer substantial, pertinent data regarding crisis communication and the development of community resilience. Hennink, Hutter, and Bailey (2025), advances the methodological rationale for purposive sampling by emphasizing its central role in generating information-rich data within grounded theory designs. Rather than aiming for statistical representativeness, purposive sampling is framed as a strategic and iterative process that prioritizes the selection of participants who can most meaningfully illuminate the phenomenon under investigation. This approach enables researchers to refine their sampling decisions as

\*\*\*\*\*

### **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*  
data collection and analysis progress, deliberately seeking cases that address emerging conceptual gaps and contribute to the development of a more robust and nuanced theoretical framework. Contemporary scholarship further underscores a shift from concerns of representativeness to relevance, wherein participants are selected based on their capacity to provide critical insights that either challenge or substantiate evolving interpretations.

In addition, recent studies highlight the importance of incorporating maximum variation within purposive samples to capture the diversity of experiences within a given context, thereby preventing overly narrow or one-dimensional conclusions, as discussed by Sutton and Austin (2024). Ultimately, the emphasis remains on depth rather than breadth, as carefully selected, information-rich cases facilitate analytical generalization and strengthen the explanatory power of grounded theory findings.

Given that there are twenty-one (21) first-class municipalities in the Province of Iloilo, the researcher formally communicated with the respective Local Chief Executives to request participation in the study. Of these, nine (9) municipalities, namely: Estancia, Pavia, Carles, Tigbauan, Barotac Nuevo, San Joaquin, Sara, Cabatuan, and Santa Barbara, responded and provided their consent to participate, subject to the execution of a data privacy agreement. The remaining municipalities did not respond to the invitation; this non-response was duly acknowledged, and their decision not to participate was respectfully upheld by the researcher.

The study also demonstrated elements of voluntary response sampling, as participation ultimately depended on the willingness of Local Chief Executives to respond and consent. Only nine out of the twenty-one municipalities agreed to participate, indicating that

\*\*\*\*\*

### **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue III

February 2026

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*  
the final sample was partially shaped by self-selection. Recent updates in qualitative research ethics, particularly reflected in the 5th edition of Qualitative Inquiry and Research Design and the British Educational Research Association Ethical Guidelines (2024), reinforce the principle that ethical considerations must remain central to all stages of the research process while also expanding the conceptualization of informed consent and respect for non-participation. Contemporary scholarship reframes informed consent as a processual and relational practice rather than a one-time procedural requirement, recognizing that qualitative research designs are inherently emergent and may evolve in scope and direction; thus, participants must be continuously engaged and provided opportunities to reaffirm or withdraw their consent throughout the study. This ongoing negotiation of participation underscores a stronger ethical commitment to participant autonomy, further institutionalized through clearer articulation of the absolute right to withdraw, including the option to request the removal or destruction of previously collected data without justification or penalty.

Additionally, recent literature highlights the growing importance of addressing digital contexts and power differentials, emphasizing that ethical responsibility extends to online environments where issues of privacy, consent, and representation are often more complex. Researchers are therefore called to exercise heightened sensitivity in navigating digital spaces, ensuring that non-participation is respected and that the use of online data—particularly from virtual communities—adheres to rigorous standards of explicit and informed permission. Collectively, these developments signal a shift toward a more reflexive, participant-centered

\*\*\*\*\*

## **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue III

February 2026

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*  
ethical framework that prioritizes ongoing consent, contextual awareness, and the protection of individual agency in qualitative inquiry (Creswell & Poth, 2024).

To support data triangulation, five personnel from the Provincial Disaster Risk Reduction and Management Office (PDRRMO) were requested to take part in a focus group discussion. The selected participants were directly engaged in coordination and communication with municipal governments and local communities during disaster events, thereby providing relevant and informed perspectives for the study.

For the triangulation component, the inclusion of Provincial DRRMO staff through a focus group discussion further reflected purposive (criterion-based) sampling, as participants were specifically selected based on their direct involvement in disaster coordination and communication. Recent qualitative research literature, particularly the integrative review by Wutich, Beresford, and Bernard (2024) and emerging 2026 scholarship on the concept of "Information Power," advances the methodological understanding of information-rich sampling by linking the depth and relevance of data directly to decisions about sample size. Rather than relying on predetermined numerical thresholds, contemporary scholars argue that the adequacy of a qualitative sample is contingent upon the empirical strength and specificity of the selected cases, introducing the notion that richer, more focused data can yield robust findings with fewer participants. Central to this perspective is the "Information Power" model, which posits that studies characterized by a narrow research aim, highly specific participant expertise, and strong quality of dialogue inherently possess greater analytical leverage, thereby reducing the need for large samples. In this context, sampling becomes a dynamic

\*\*\*\*\*

## Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

## Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*  
and responsive process guided by the accumulation of meaningful insights, with researchers continuing data collection only until information redundancy is achieved—when no substantially new themes or interpretations emerge. Furthermore, recent scholarship emphasizes that the threshold for sufficient information is methodologically contingent, varying across qualitative approaches; for example, thematic saturation may be reached with relatively fewer interviews, while deeper levels of meaning saturation demand more extensive engagement with participants. Collectively, these developments underscore a shift toward a more nuanced, evidence-based approach to sampling, where the emphasis lies not on quantity but on the depth, relevance, and analytical sufficiency of the data generated.

Hence, purposive sampling is widely recognized as highly appropriate for qualitative inquiry because it enables the researcher to intentionally select information-rich cases and participants who are most knowledgeable about the phenomenon of interest (Tajik, Golzar, & Noor, 2024). Similarly, Creswell and Poth (2024) emphasize that qualitative sampling is an inherently strategic process that involves identifying individuals who can best help the researcher understand and deconstruct the central research problem. Furthermore, the integration of continuous voluntary participation reflects modern ethical research paradigms; it actively acknowledges participants' ongoing autonomy and aligns with updated, participant-centered qualitative protocols (British Educational Research Association [BERA], 2024).

## Research Instrument

The main tool for gathering data in this research was a semi-structured interview guide. This instrument was crafted to provide a clear framework for the conversation while

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*

offering participants the freedom to provide detailed descriptions of their personal experiences and viewpoints.

The interview guide was organized into five sections corresponding to the research questions of the study, including crisis communication strategies used before, during, and after disasters, the influence of crisis type on communication strategies, consideration of local community needs and vulnerable populations in communication planning, best practices in crisis communication that contribute to community resilience, and recommendations for developing an assessment tool for evaluating crisis communication strategies.

The use of an interview guide ensured consistency in the topics covered across participants while allowing the researcher to ask follow-up or probing questions when necessary to gain deeper insights.

Before the formal data collection began, the interview guide underwent a review by experts in public administration research. This step was taken to confirm that the questions were clear, relevant, and fully aligned with the study's primary objectives.

### **Data Gathering Procedure**

Before beginning the research, the investigator obtained formal authorization from the concerned local government units and the Disaster Risk Reduction and Management Offices within Iloilo's first-class municipalities.

After securing the necessary approvals, the researcher reached out to the designated DRRM Officers to request their participation. Each candidate was briefed on the study's

\*\*\*\*\*

### **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*

objectives, the strictly voluntary nature of their involvement, and the measures in place to protect the privacy of their contributions.

Virtual interviews were organized based on the participants' schedules and logistical needs. To maintain the integrity of the data, the sessions were audio-recorded with the explicit permission of the interviewees to ensure every detail was accurately documented.

Each session concluded in approximately 20 minutes, after which the recordings were transcribed for subsequent evaluation. All gathered information was handled with rigorous confidentiality, reserved exclusively for academic analysis.

## Data Analysis

The qualitative information collected from the interviews was evaluated through thematic analysis, utilizing the core principles of Grounded Theory. This analytical approach focuses on identifying, examining, and interpreting recurring patterns or themes emergent within the data.

Grounded Theory was highly appropriate for this study because it enables the researcher to inductively generate concepts, theoretical models, and insights directly from data rather than forcing findings into pre-existing frameworks (Urquhart, 2022). This methodology is particularly robust when the research aim is to explain complex processes, actions, and social interactions within real-life, unpredictable contexts. Because this study seeks to understand the specific processes by which Disaster Risk Reduction and Management (DRRM) Officers implement crisis communication strategies to build community resilience, Grounded Theory provides a systematic yet flexible framework. It allows the researcher to

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue III

February 2026

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*

build an evolving, practical theory rooted directly in the lived experiences and frontline challenges of these officers (Keane & Thornberg, 2025; Mohsenzadeh et al., 2026).

The analysis followed a systematic, iterative process consistent with qualitative research methodologies. Audio-recorded interviews were first transcribed verbatim to ensure an accurate and faithful representation of participants' responses. To begin the analysis, the researcher performed multiple readings of the transcripts to gain a comprehensive understanding of the data and identify preliminary meanings. This led to a formal coding phase, where critical statements and data segments were tagged with labels representing core themes such as crisis communication methods, disaster classifications, community requirements, and resilience. Following this, the codes were grouped into broader categories to uncover recurring patterns and significant relationships within the gathered information. These categories were then examined and refined to generate overarching themes that capture common practices, challenges, and best practices in crisis communication. The identified themes were interpreted in alignment with the research questions to elucidate how communication strategies contribute to community resilience. Finally, emergent categories were integrated and refined through selective coding to develop a coherent, data-driven theoretical model that explains the relationships among the core concepts identified in the study.

The findings from the thematic analysis were utilized to pinpoint effective crisis communication methods, which provided the foundation for creating an assessment tool designed to evaluate communication strategies within Disaster Risk Reduction and

\*\*\*\*\*

## **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*  
Management Offices. Grounded Theory facilitated this goal by enabling a repetitive cycle of coding and constant comparison. By following a disciplined three-step process—consisting of open coding, axial coding, and selective coding (Birks & Mills, 2022)—the researcher mapped out the connections between communication tactics, specific types of crises, and the unique needs of the local population. These links clarify how localized messaging directly impacts a community's ability to prepare for, respond to, and ultimately recover from disasters (Erdeli, 2024).

Moreover, a constructivist approach to Grounded Theory is highly suitable for this study because crisis communication research has historically been dominated by corporate and private organizational frameworks. Using Constructivist Grounded Theory enables the researcher to inductively derive insights directly from the lived experiences of frontline practitioners within local government units, thereby contributing to a nuanced understanding of crisis communication specific to public disaster management. This methodology allows researchers to co-construct theoretical explanations that are deeply rooted in the participants' perspectives, their structural constraints, and the fluid realities of their public operational environments (Keane, 2025; Thornberg, 2024).

\*\*\*\*\*

### **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*

## RESULTS AND DISCUSSIONS

The goal of this research was to evaluate how the crisis communication methods used by Municipal Disaster Risk Reduction and Management Officers (MDRRMOs) in Iloilo's first-class municipalities foster community resilience. More specifically, the study investigated the influence of communication strategies on resilience and how these approaches are adapted based on the nature of the crisis and the specific needs of the local population, with a focus on vulnerable groups. Furthermore, it aimed to identify the best practices that support resilience, explore how these findings can guide the creation of a crisis communication assessment tool for DRRM offices, and propose policies to formalize effective communication frameworks within local government units.

Using a grounded theory approach, data were collected through interviews with MDRRMOs from nine first-class municipalities and triangulated with a focus group discussion involving PDRRMO personnel. Through open, axial, and selective coding, categories were systematically generated and integrated into a substantive theoretical model.

The findings revealed that crisis communication plays a central and transformative role in building community resilience. Communication strategies characterized by timeliness, accuracy, and clarity were found to significantly influence community preparedness and response. These strategies enable communities to make informed decisions, reduce panic, and act proactively, resulting in outcomes such as organized evacuation, reduced casualties, and faster recovery. The study further found that communication is inherently adaptive,

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue III

February 2026

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*

varying according to disaster type, urgency, and contextual conditions such as geography and infrastructure.

Moreover, the analysis highlighted the importance of multi-channel and redundant communication systems, combining digital platforms with traditional methods such as radio, megaphones, and face-to-face communication. Community engagement emerged as a critical component, with barangay officials and local leaders serving as trusted intermediaries who facilitate message dissemination and reinforce compliance. The study also underscored the need for inclusive communication strategies to reach vulnerable populations, although challenges such as technological limitations and accessibility barriers persist.

Best practices identified include early warning systems, clear and localized messaging, strong coordination across governance levels, and sustained community engagement through drills and preparedness campaigns. The findings also emphasized the importance of evaluation and feedback mechanisms, suggesting that assessment tools should measure dimensions such as timeliness, reach, clarity, and community response to enhance communication effectiveness.

Policies recommended include strengthening crisis communication by requiring institutionalized policies that ensure timely, accurate, and multi-channel information dissemination, supported by continuous capacity-building and standardized evaluation. It highlights the need for inclusive, community-anchored approaches, stronger inter-agency coordination, and adaptive strategies responsive to disaster contexts. Grounded in both local findings and related studies, these policy directions collectively aim to transform

\*\*\*\*\*

## **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

## **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue III

February 2026

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*

communication systems into strategic, evidence-based mechanisms that effectively enhance community resilience and disaster preparedness.

Beyond these thematic findings, the study generated a substantive theoretical model that explains the process through which crisis communication contributes to community resilience. The model conceptualizes crisis communication as an adaptive, multi-channel, and community-anchored system that operates through a dynamic interaction of conditions, strategies, and outcomes. It posits that the mandate to provide timely and accurate information, when shaped by contextual factors such as disaster type and community characteristics, leads to the implementation of strategic communication practices including redundancy, localization, and stakeholder engagement. These practices facilitate the transformation of information into coordinated community action, which ultimately results in resilience outcomes such as preparedness, reduced casualties, and faster recovery.

Moreover, the model highlights the cyclical and iterative nature of crisis communication through the integration of feedback and evaluation mechanisms. Continuous assessment of communication effectiveness—based on indicators such as timeliness, reach, clarity, and community response—enables DRRM offices to refine their strategies and adapt to evolving conditions. This feedback loop ensures that crisis communication remains responsive, context-sensitive, and continuously improving. As such, the theoretical model not only explains existing practices but also provides a framework for enhancing crisis communication systems in local government units, thereby strengthening community resilience in disaster-prone contexts.

\*\*\*\*\*

## **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



## Conclusion

In light of the study's results, the following conclusions have been established concerning the central research problem.

First, crisis communication strategies significantly impact community resilience by serving as a mechanism that translates risk information into coordinated action. When communication is timely, accurate, and actionable, it enhances public awareness, fosters preparedness, and enables effective disaster response. This confirms that communication is a core driver of resilience outcomes rather than a merely supportive function.

Second, crisis communication strategies are highly contingent upon the type of disaster. The urgency, predictability, and severity of specific hazards necessitate differentiated approaches, demonstrating that effective communication is inherently adaptive. This flexibility ensures that messages remain relevant across varying disaster contexts.

Third, the specific requirements of the local community—particularly the needs of vulnerable groups—play a decisive role in shaping communication strategies. Factors such as geographic location, technological access, literacy levels, and cultural context influence how information is delivered. While MDRRMOs employ inclusive strategies, persistent challenges highlight the need to strengthen "last-mile" communication systems.

Fourth, effective practices include the use of multi-channel and redundant communication systems, strong coordination with local stakeholders, and sustained community engagement through education and drills. These practices enhance message reach, build trust, and promote the collective action necessary to reinforce resilience.

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*

Fifth, the development of a crisis communication assessment tool is both necessary and feasible. Such a tool should incorporate multidimensional indicators, including message quality, delivery efficiency, accessibility, and community response. These tools identify gaps and institutionalize best practices within DRRM systems.

Sixth, strengthening crisis communication requires the institutionalization of policy frameworks that support standardized yet adaptive practices. Policies must prioritize capacity-building, inclusive systems, and the integration of monitoring and evaluation mechanisms. By embedding these practices into formal governance, local governments can enhance the consistency and sustainability of disaster messaging.

Seventh, the study's findings led to a grounded theory that views crisis communication within DRRM offices as a versatile, feedback-oriented system essential for resilience. Analysis demonstrates that successful communication is not a simple, one-way delivery of information; rather, it is a fluid interaction between the nature of a hazard, the local context, and organizational capabilities. Central to this theory are trust, coordination with barangay structures, and the inclusivity of vulnerable populations.

Overall, community resilience in disaster-prone municipalities is constructed through an ongoing, adaptive communication process deeply embedded in local social structures and governance.

The study's initial assumptions were largely affirmed and refined through the grounded theory process, indicating strong alignment between theoretical expectations and the

\*\*\*\*\*

### **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*

emergent conceptual framework. While the assumptions accurately anticipated the results, the coding process revealed deeper relational dynamics and contextual contingencies.

Assumption 1: Impact on Resilience. The findings supported the idea that effective communication enhances resilience. However, the results expanded this by showing that communication functions as a mediating mechanism that transforms risk information into collective action, rather than acting in a purely linear fashion.

Assumption 2: Hazard-Dependent Strategies. This was validated through axial coding. Participants described differentiated approaches for typhoons, floods, and landslides. The findings refined this by showing that variation is influenced not only by the hazard type but also by temporal urgency and available infrastructure.

Assumption 3: Community Characteristics. DRRM officers consistently adapted strategies based on literacy, isolation, and the presence of vulnerable groups. The study expanded this by revealing that community context is both an input factor and an outcome modifier in the communication process.

Assumption 4: Best Practices. The study confirmed that multi-channel communication and barangay coordination are vital. However, it revealed that "best practices" are not static; they are adaptive strategies that evolve through experience and situational demands.

Assumption 5: Assessment Tools. While the use of documentation for evaluation was affirmed, the findings highlighted that an effective tool must be developmental, incorporating dynamic indicators like feedback responsiveness and behavioral outcomes.

\*\*\*\*\*

### **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*

Assumption 6: Institutional Support. The findings confirmed that policy alignment with Republic Act No. 10121 and NDRRMC standards leads to more systematic practices. However, institutional capacity alone is insufficient; human agency and the ability to innovate remain crucial complements to formal systems.

Assumption 7: Grounded Theory Development. The iterative coding process successfully generated an integrated framework. The convergence of municipal and provincial perspectives validated that the emergent theory reflects actual field practices, linking communication directly to community resilience outcomes.

Ultimately, the emergent model demonstrates that crisis communication is a complex adaptive system that continuously interacts with disaster contexts and community realities to produce resilience.

\*\*\*\*\*

### **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



## References

- Alam, A., & Bhat, M.S. (2026). Gauging urban resilience for risk-informed governance and disaster risk reduction in Srinagar City. *Journal of Hazard Literacy*, 25(26). <https://doi.org/10.63737/jhl.25.0026>
- Bankoff, G. (2023). Beyond bayanihan: Overcoming myths of community resilience in Typhoon Haiyan post-disaster recovery. In G. Bankoff (Ed.), *Disasters in the Philippines: Before and after Haiyan* (pp. 267–286). Policy Press. <https://doi.org/10.1332/policypress/9781529222906.003.0013>
- Benavent-Mañes, S., Martínez-Moreno, G., Pardo-Almanza, A., & García-Vila, S. (2024). Development and validation of an assessment tool for physical education for sustainable development. *Education Sciences*, 14(1), 33. <https://doi.org/10.3390/educsci14010033>
- Birks, M., & Mills, J. (2022). *Grounded theory: A practical guide* (3rd ed.). SAGE Publications.
- British Educational Research Association [BERA]. (2024). *Ethical guidelines for educational research* (5th ed.). BERA. <https://www.bera.ac.uk/publication/ethical-guidelines-for-educational-research-2024>
- Center for Excellence in Disaster Management and Humanitarian Assistance. (2021). *Philippines disaster management reference handbook 2021*. <https://www.preventionweb.net/publication/philippines-disaster-management-reference-handbook-2021>

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*

Cheng, Z., Xu, Y., Zhou, M., Yin, Z., Xu, L., & Chen, W. (2024). Using grounded theory to develop the theoretical model of Chinese school sports coaching competence. *BMC Public Health*, 24(1), 3202. <https://doi.org/10.1186/s12889-024-20649-9>

Chisadza, B., Mafumbate, J., & Mubaya, C.P. (2025). Preventing disasters before they happen: Lessons from successful disaster risk reduction in Southern Africa. *Sustainability*, 17(20), 9131. <https://doi.org/10.3390/su17209131>

Creswell, J.W., & Poth, C.N. (2024). *Qualitative inquiry and research design: Choosing among five approaches* (5th ed.). SAGE Publications.

Diers-Lawson, A., Schwarz, A., Meissner, F., & Ravazzani, S. (Eds.). (2024). *Risk and crisis communication in Europe: Towards integrating theory and practice in unstable and turbulent times*. Routledge.

Erdeli, O. (2024). The role of sustainability-based crisis communication in building social resilience in the local community. *European Research Studies Journal*, 27(1), 828–841. <https://doi.org/10.35808/ersj/3730>

Fan, X. (2026). Crisis communication in public organisations: Dimensions of crisis communication revisited. ResearchGate. [https://www.researchgate.net/publication/261476889\\_Crisis\\_Communication\\_in\\_Public\\_Organisations\\_Dimensions\\_of\\_Crisis\\_Communication\\_Revisited](https://www.researchgate.net/publication/261476889_Crisis_Communication_in_Public_Organisations_Dimensions_of_Crisis_Communication_Revisited)

Farmer, R.L., Kim, S.Y., & Teresi, G. (2025). Evidence-based assessment: Best practices, customary practices, and recommendations for field-based assessment. *Journal of*

\*\*\*\*\*

## Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

## Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*

*Applied School Psychology, 41(2), 115–134.*

<https://doi.org/10.1080/15377903.2024.2345678>

Ferrer, J.G. (2026). Disaster risk reduction, preparedness, and resilience in the Philippines: A systematic narrative literature review. *Journal of Interdisciplinary Perspectives, 4(3)*.

<https://doi.org/10.403643456/jip.v4i3.2687>

Gabriel, A.G., Santiago, P.N.M., & Casimiro, R.R. (2021). Mainstreaming disaster risk reduction and climate change adaptation in comprehensive development planning of the cities in Nueva Ecija in the Philippines. *International Journal of Disaster Risk Science, 12(4)*,

367–380. <https://doi.org/10.1007/s13753-021-00351-9>

Galicia, E.B., & Aquino, J.M. (2024). Enhancing crisis communication and risk management competencies: A qualitative study of city information officers. *International Journal of Academe and Industry Research, 5(4)*, 81–97. <https://doi.org/10.53378/ijair.353117>

Gao, Y., & Shaw, R. (2026). An investigation of resilient community recovery and potential future risks in the long-term development period after major disasters: A case study from China. *Natural Hazards, 122(8)*. <https://doi.org/10.1007/s11069-026-08096-8>

Hennink, M., Hutter, I., & Bailey, A. (2025). *Qualitative research methods* (3rd ed.). SAGE Publications.

International Monetary Fund. (2023). *Building resilience to natural disasters and climate change: A model application in the Philippines* (Country Report No. 2023/415).

<https://www.elibrary.imf.org/view/journals/M002/2023/415/article-A003-en.xml>

\*\*\*\*\*

## Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*  
Keane, E. (2025). Constructivist grounded theory in qualitative research for social justice:

Purpose, process, promise. *New Trends in Qualitative Research*, 21(2).

<https://publi.ludomedia.org/index.php/ntqr/article/view/1289>

Keane, E., & Thornberg, R. (Eds.). (2025). *The Routledge international handbook of constructivist grounded theory in educational research*. Routledge.

King, D., & Gurtner, Y. (2025). Information and communication for disaster resilience.

*Australian Journal of Emergency Management*, 40(3), 17–28.

<https://doi.org/10.47389/40.3.17>

Kirby, N. (2026). Strengthening community resilience through participation: A conceptual exploration. *Environmental Sociology*, 12(1), 76–91.

<https://doi.org/10.1080/23251042.2025.2479666>

Liu, B.F., & Mehta, A.M. (Eds.). (2024). *Routledge handbook of risk, crisis, and disaster communication*. Routledge. <https://doi.org/10.4324/9781003363330>

Liyana Ansharah Zimal, & Attaf Awamiri Aysar. (2021). Public relations strategy analysis: Crisis communications. *Journal La Sociale*, 2(3), 1–8.

Margaretha, J. (2026). Digital crisis governance: A systematic study of government crisis communication in the social media era (2020–2025). *Eduvest – Journal of Universal Studies*, 6(2). <https://eduvest.greenvest.co.id/index.php/edv/article/view/52784>

Meydan, C.H., & Akkaş, H. (2024). The role of triangulation in qualitative research: Converging perspectives. In A. Elhami, A. Roshan, & H. Chandan (Eds.), *Principles of conducting*

\*\*\*\*\*

## Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

## Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*

*qualitative research in multicultural settings* (pp. 98–129). IGI Global.

<https://doi.org/10.4018/979-8-3693-3306-8.ch006>

MDPI. (2025). Risk and emergency communication: Elements, processes and phases. *Journal of Disaster and Risk, 5*(4), 183. <https://www.mdpi.com/2673-8392/5/4/183>

Mohsenzadeh, Y., Farrokhi, M., Saatchi, M., Pisheh, E.G., & Khankeh, H. (2026). Developing a theory of risk communication for biological events: A grounded theory study in Iran as a lower middle-income country. *Journal of Education and Health Promotion, 15*(1).

Morgan, H. (2024). Using triangulation and crystallization to make qualitative studies trustworthy and rigorous. *The Qualitative Report, 29*(7), 1844–1856. <https://doi.org/10.46743/2160-3715/2024.6071>

MSU Denver. (2025). *Academic assessment best practices guide*. <https://www.msudenver.edu/wp-content/uploads/2024/12/Assessment-Guide-February-2025.pdf>

Nielo, L.C.G. (2024). A disaster communication plan for higher education institutions in the island province of Occidental Mindoro, Philippines. *Frontiers in Communication, 9*, 1368221. <https://doi.org/10.3389/fcomm.2024.1368221>

Ordonez, M., & Borja, A.L. (2021). Ideology of inaction: The political psychology of resilience in the Philippines. *DLSU Arts Congress 2021 Conference Proceedings*.

Özer, E., Şen, Y.Ç., Güvenç, G., & Güler, D.S. (2024). Experiences of women relocated due to the February 2023 earthquake in Turkey: A qualitative study. <https://doi.org/10.21203/rs.3.rs-4806963/v1>

\*\*\*\*\*

## Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

## Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*



\*\*\*\*\*  
Panay News. (2024, December 6). 14 Iloilo towns reclassified as first-class municipalities.

*Panay News.* <https://www.panaynews.net/14-iloilo-towns-reclassified-as-first-class-municipalities/>

Pascua, L. (2024). Knowledges integration in Philippine policies for disaster and climate change management: A critical policy analysis. *Philippine Studies: Historical and Ethnographic Viewpoints*, 72(1), 63–92. <https://doi.org/10.1353/phs.2024.a921764>

ResearchGate. (2025). *Disaster resilience through indigenous knowledge: Insights from Palaweño communities in Narra* [Research report]. [https://www.researchgate.net/publication/398284816\\_Disaster\\_resilience\\_through\\_indigenous\\_knowledge\\_insights\\_from\\_Palaweno\\_communities\\_in\\_Narra](https://www.researchgate.net/publication/398284816_Disaster_resilience_through_indigenous_knowledge_insights_from_Palaweno_communities_in_Narra)

Sacyaten, C.S. (2025). Crisis communication in times of disasters: Public perceptions on the timeliness and clarity of safety announcements: A systematic literature review. *International Journal of Disaster Risk Management*. <https://doi.org/10.18485/ijdrm.2025.7.2.11>

Sellnow, T.L., & Sellnow, D.D. (2024). Expanding theories of risk and disaster communication: Integrating instructional communication. In B.F. Liu & A.M. Mehta (Eds.), *Routledge handbook of risk, crisis, and disaster communication* (pp. 31–43). Routledge.

Zhai, L., & Lee, J.E. (2024). Exploring and enhancing community disaster resilience: Perspectives from different types of communities. *Water*, 16(6), 881. <https://doi.org/10.3390/w16060881>

\*\*\*\*\*

## Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

## Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*