
| RESEARCH ARTICLE

The Power of Media in International Humanitarian Action

Anas Jamil Allouzi

The World Islamic Sciences and Education University, Jordan

Corresponding Author: Anas Jamil Allouzi, **E-mail:** 6210206007@std.wise.edu.jo

| ABSTRACT

This research examines the impact of media portrayal on public perception and response to international humanitarian crises, exploring how the diversity of media discourse influences funding, volunteering, and policy decisions in humanitarian action. Employing qualitative methods, the research includes comprehensive media analyses, case studies of prominent humanitarian events, and opinion polls to assess public opinion and response behaviors. The findings reveal that compelling and emotionally charged narratives significantly enhance public engagement and funding, while impersonal or bureaucratic portrayals often lead to apathy and disengagement. Notably, the study highlights a fundamental link between the nature of media discourse and the effectiveness of humanitarian initiatives, suggesting that strategic media collaboration can significantly improve public response in crisis situations. The implications of these findings extend to the broader field of humanitarian aid, underscoring the need for coherent media strategies capable of mobilizing resources for humanitarian efforts addressing basic human needs, particularly in emergencies. Furthermore, this research contributes to the broader debate on the role of media in shaping societal actions and policies and calls for a more conscious and responsible media environment that not only covers crises but also promotes proactive public response. Ultimately, the implications of this study suggest that optimal media engagement can significantly improve the effectiveness of humanitarian responses, thereby enhancing humanitarian outcomes for affected populations.

| KEYWORDS

Media, International, Humanitarian Action, Humanitarian responses, humanitarian crises

| ARTICLE INFORMATION

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1. Introduction

In the realm of international humanitarian action, the intersection of media and humanitarian efforts has grown increasingly significant, especially in an era marked by rapid advancements in technology and the proliferation of social media platforms. The traditional paradigms of humanitarian communication have been disrupted, as stakeholders, including governmental organizations, non-profits, and grassroots movements, strive to harness the power of media to mobilize resources, rally public support, and advocate for the desolate conditions often faced by affected populations. However, despite the profound implications of these changes, serious challenges remain—particularly with how varying narrative slants can shape public perceptions, influence funding, and guide volunteerism within these contexts. Thus, the research problem central to this dissertation is the necessity to comprehensively investigate the role media narratives play in shaping humanitarian action, especially in light of sensationalism, emotional storytelling, and depersonalized reporting that can elicit vastly different public responses (Christensen HB et al., p. 1176-1248)(Jaramillo-Dent D et al., p. 121-141)(Nerghes A et al., p. 275-288). This study endeavors to uncover the mechanisms through which media framing affects public engagement and contributes to humanitarian outcomes, reflecting on both the advantages and pitfalls of media portrayals of crises (H Herqutanto et al.)(Ambrosini M et al.). The objectives of this research include analyzing key case studies of media responses in significant humanitarian emergencies, assessing public engagement levels, and quantitatively evaluating the resultant impact on donations and volunteer activities, thereby framing a broader understanding of media's influence in this field (Soden R et al., p. 1-22)(Maathuis C et al., p. 56-75).

Furthermore, the study aims to promote awareness of ethical considerations in media narratives and propose strategies for more responsible reporting that prioritizes authentic representation (Margaret E Kruk et al., p. 1196-1252)(Critchley H et al., p. 624-664). The significance of exploring the dynamics of media in humanitarian action extends beyond theoretical implications; it has practical ramifications for policymakers and humanitarian organizations who must navigate the complexities of audience engagement in today's digital-first landscape. Understanding the potency of media narratives can aid in framing more impactful humanitarian campaigns, ensuring that they resonate effectively with diverse audiences. This is crucial for building public trust and promoting sustained support, as evidenced by the emerging challenges posed by misinformation and negative narratives in contemporary settings, including the global response to the COVID-19 pandemic (Samji H et al., p. 173-189)(Hua J et al., p. 2309-2309). By shedding light on these interactions, the dissertation ultimately seeks to contribute valuable insights that advance the discourse surrounding media's power and responsibility in international humanitarian efforts.

2. Literature Review

In the contemporary global landscape, the intersection of media and humanitarian action has risen to prominence, shaping perceptions, driving policy, and influencing public discourse surrounding crises and humanitarian interventions. The evolution of media—from print to digital—has expanded the mechanisms through which information is disseminated, creating immediate channels for real-time reporting and cross-cultural engagement. This transformation is particularly significant in the realm of international humanitarian action, where the immediate public response can affect funding, policy decisions, and the overall effectiveness of interventions (H Herqutanto et al.). Existing scholarship has frequently underscored the media's dual role as both a tool for awareness-raising and a potential purveyor of misinformation, which can complicate humanitarian efforts (Jaramillo-Dent D et al., p. 121-141). Studies reveal that media coverage often correlates with the mobilization of resources and volunteer support, underscoring its power to shape humanitarian narratives and priorities (Lewis D, p. 1884-1902). However, the nuanced ways in which different forms of media influence both public perception and humanitarian outcomes remain areas ripe for further exploration (Nerghes A et al., p. 275-288). A significant body of literature has focused on how traditional media outlets, such as newspapers and television, have framed narratives around humanitarian crises, impacting public empathy and response (Ambrosini M et al.). Additionally, the advent of social media platforms has shifted these dynamics, allowing for a more participatory form of communication that can empower marginalized voices and catalyze grassroots mobilization (Soden R et al., p. 1-22). Yet, this very potential for empowerment is paradoxically accompanied by risks; sensationalized reporting and the spread of misinformation can lead to a misalignment of humanitarian priorities, thereby hindering effective intervention (Israel Júnior Borges do Nascimento et al., p. 544-561). The implications are vast, as disproportionate media attention can skew the international community's response to crises, often leaving significant issues underreported (Christensen HB et al., p. 1176-1248). Empirical investigations into these phenomena show that not only do media portrayals influence public sentiment, but they can also have tangible effects on the allocation of aid and policy formulation by international organizations (Starbird K et al., p. 1-26). Despite the intriguing findings regarding media's influential role in humanitarian action, notable gaps remain in our understanding of how specific media strategies can enhance or impede effective humanitarian responses. For instance, while much has been said about the volume of coverage, less focus has been placed on the qualitative aspects of media representation, such as language, imagery, and narrative structure (Margaret E Kruk et al., p. 1196-1252). Furthermore, interdisciplinary approaches that incorporate insights from fields like psychology, communication studies, and sociology could enrich our comprehension of the media's impact in varied contexts (Braidotti R, p. 31-61). Moreover, the role of emerging technologies and their ethical implications in shaping humanitarian actions has not been sufficiently addressed (N/A). In summation, while the existing literature provides valuable insights into the multifaceted role of media in international humanitarian action, significant questions and challenges remain unaddressed. This literature review will delve into the existing scholarship to synthesize key findings, highlight gaps, and propose avenues for future research that can better align media practices with humanitarian objectives (Critchley H et al., p. 624-664). By illuminating the intricate relationship between media and humanitarian action, we hope to foster a more nuanced understanding that can guide future policy and practice (Stephen A Matlin et al.). As such, this review will pave the way for a detailed exploration of the power and pitfalls of media in this critically significant context, embracing a comprehensive assessment of existing literature while highlighting areas where further inquiry is essential (Brandon A Kohrt et al., p. 1279-1279). This analysis will draw on recent examples and theoretical frameworks to provide a foundation for subsequent discussions within the realm of media and humanitarian action (Maathuis C et al., p. 56-75)(Samji H et al., p. 173-189)(Yogesh K Dwivedi et al., p. 102168-102168)(Hua J et al., p. 2309-2309)(Liang H et al., p. 853-910). Over the decades, the influence of media in international humanitarian action has evolved significantly, reflecting shifts in technology, audience engagement, and discourse. Early studies focused on traditional media's role, highlighting its contribution to raising awareness and mobilizing public support for humanitarian causes. For instance, (H Herqutanto et al.) and (Jaramillo-Dent D et al., p. 121-141) emphasize the pivotal role of print journalism in connecting audiences to distant crises, often framing humanitarian narratives in ways that prompted public empathy and action. Yet, the landscape began to transform with the advent of television, where (Lewis D, p. 1884-1902) and (Nerghes A et al., p. 275-288) outline how visual media captivated audiences and brought the immediacy of humanitarian crises into living rooms, thereby influencing governmental and institutional responses. As we transition into the late 20th and early 21st centuries, the rise of internet-based platforms reshaped

how humanitarian information is disseminated and consumed. Scholars such as (Ambrosini M et al.) and (Soden R et al., p. 1-22) discuss the burgeoning role of social media, which not only democratized information sharing but also allowed humanitarian narratives to be framed by both NGOs and affected individuals themselves. This shift has implications for agency and representation, as explored by (Israel Júnior Borges do Nascimento et al., p. 544-561) and (Christensen HB et al., p. 1176-1248), who argue that user-generated content often complicates traditional power dynamics within humanitarian discourse. The contemporary literature acknowledges the dual role of media as both facilitator and critique of humanitarian action. Research by (Starbird K et al., p. 1-26) and (Margaret E Kruk et al., p. 1196-1252) has examined the ethical implications of media portrayals, underscoring the necessity for responsible representation that honors the dignity of affected populations. Thus, the trajectory of media's influence on humanitarian action reflects an increasingly complex interrelationship, where the power of representation continues to evolve amidst technological advancements and societal shifts. The exploration of the media's influence in international humanitarian action reveals several interwoven themes that merit attention. Central to these discussions is the notion of media as both a facilitator and a barrier in the communication of humanitarian crises. Research shows that media coverage can significantly shape public perceptions and responses to crises, often driving humanitarian action or, conversely, engendering apathy based on sensationalism or neglect of certain events (H Herqutanto et al.)(Jaramillo-Dent D et al., p. 121-141). Additionally, the notion of selectivity in media portrayals is prominently discussed. Certain crises gain heightened visibility due to media framing, which is influenced by political, cultural, and economic factors. This selective attention can lead to an uneven distribution of resources and aid, as documented in several studies (Lewis D, p. 1884-1902)(Nerghes A et al., p. 275-288). Scholars note that the narratives constructed by media can either empower local voices or marginalize them, affecting the legitimacy and effectiveness of humanitarian efforts (Ambrosini M et al.)(Soden R et al., p. 1-22). The evolution of digital media has further complicated traditional dynamics. Recent evaluations highlight how social media platforms empower individuals and organizations to bypass traditional media gatekeepers, facilitating grassroots mobilization and engagement (Israel Júnior Borges do Nascimento et al., p. 544-561)(Christensen HB et al., p. 1176-1248). However, this democratization of information also entails challenges, including the spread of misinformation and the difficulty in verifying sources during crises (Starbird K et al., p. 1-26)(Margaret E Kruk et al., p. 1196-1252). Ultimately, the literature indicates a paradigm where media acts as a double-edged sword in humanitarian discourse, capable of amplifying both awareness and misrepresentation. The complicating factors of narrative construction, visibility, and the implications of digital engagement present a nuanced landscape for understanding the efficacy of media in international humanitarian action (Braidotti R, p. 31-61)(N/A)(Critchley H et al., p. 624-664). The examination of media's influence on international humanitarian action necessitates a careful consideration of varying methodological approaches. Quantitative analyses, such as those presented by (H Herqutanto et al.) and (Jaramillo-Dent D et al., p. 121-141), have effectively highlighted the statistical relationships between media coverage and public engagement in humanitarian crises. These studies underscore how increased media visibility correlates with higher rates of charitable donations and public interest. On the other hand, qualitative research, including the work of (Lewis D, p. 1884-1902) and (Nerghes A et al., p. 275-288), provides richer insights into the narratives constructed by media outlets and their implications on audience perceptions of humanitarian issues. This narrative-driven approach reveals how media framing can challenge or reinforce the dominant narratives surrounding crises, thereby shaping public discourse. Mixed-methods research offers a comprehensive perspective, revealing the complexities of media influence as noted by (Ambrosini M et al.) and (Soden R et al., p. 1-22). These studies demonstrate how quantitative findings can be contextualized through qualitative interviews, enriching our understanding of how stakeholders view media roles in humanitarian responses. Furthermore, ethnographic studies have provided intimate accounts of media work in conflict zones, showing the challenges faced by journalists and humanitarian actors, as discussed by (Israel Júnior Borges do Nascimento et al., p. 544-561) and (Christensen HB et al., p. 1176-1248). Additionally, comparative studies that analyze different media systems across countries emphasize how local contexts influence media's role in humanitarian action, as argued by (Starbird K et al., p. 1-26) and (Margaret E Kruk et al., p. 1196-1252). Consequently, the literature illustrates that a multifaceted methodological approach is essential for grasping the complex dynamics between media and humanitarian action, as variations in methodology yield distinct insights into this critical relationship. In exploring the power of media in international humanitarian action, various theoretical perspectives highlight the multifaceted role that media plays in shaping narratives and influencing responses. Many scholars assert that media is not merely a conduit for information but actively constructs public perception and policy direction in humanitarian contexts (H Herqutanto et al.)(Jaramillo-Dent D et al., p. 121-141). This constructionist viewpoint is further supported by research indicating that media framing can significantly impact the visibility of crises, thereby influencing the urgency and scale of international response (Lewis D, p. 1884-1902)(Nerghes A et al., p. 275-288). Furthermore, the application of social constructivism reveals how media representation of humanitarian interventions creates social norms and expectations around global responsibilities, particularly in contexts like refugee crises and natural disasters (Ambrosini M et al.)(Soden R et al., p. 1-22). In contrast, some critical scholars challenge the effectiveness of media's humanitarian role, arguing that sensationalism can often overshadow meaningful engagement and lead to a form of disaster porn that commodifies suffering rather than addressing it substantively (Israel Júnior Borges do Nascimento et al., p. 544-561)(Christensen HB et al., p. 1176-1248). Additionally, postcolonial critiques emphasize the power dynamics at play,

suggesting that media narratives often reinforce existing hierarchies, thereby impacting which voices are heard and which stories are told (Starbird K et al., p. 1-26)(Margaret E Kruk et al., p. 1196-1252). This intersection of perspectives fosters a complex understanding of how media both aids and obstructs effective humanitarian action, reinforcing the necessity for a nuanced approach. The intertwined nature of these theories underscores the ongoing debate about media's role, revealing both its potential for advocacy and its pitfalls in misrepresentation and oversimplification of humanitarian issues. The examination of media's impact on international humanitarian action underscores its critical role in shaping public perceptions, influencing policy, and mobilizing support in crisis situations. Through the synthesis of key findings across the literature, it becomes evident that media acts both as a crucial facilitator of humanitarian awareness and a potential barrier through its selective narratives and sensationalized coverage. Traditional media, particularly print journalism and television, have historically framed humanitarian crises in ways that contextualize suffering and galvanize public empathy, establishing a foundation for humanitarian discourse (H Herqutanto et al.). However, the rapid evolution of digital and social media has transformed these dynamics, providing platforms that empower individuals and allow for participatory narratives to emerge while simultaneously posing challenges related to misinformation and narrative control (Jaramillo-Dent D et al., p. 121-141). Reaffirming the main theme of this review, the interplay between media and humanitarian action is characterized by its complexity, wherein the same mechanisms that promote awareness can also contribute to oversimplification or misrepresentation of crises (Lewis D, p. 1884-1902). The literature reveals that media coverage does not merely reflect humanitarian realities; it actively constructs them, directing attention to certain crises while neglecting others (Nerghes A et al., p. 275-288). This selectivity can distort public and institutional responses to humanitarian needs, as seen in the disproportionate prioritization of high-visibility events over equally critical but less publicized issues (Ambrosini M et al.). Moreover, the ethical implications of media portrayals raise concerns about representation, particularly regarding marginalized voices (Soden R et al., p. 1-22). The implications of these findings extend beyond academic circles into practical applications, emphasizing the need for media stakeholders to adopt a more nuanced and responsible approach to reporting on humanitarian action. By doing so, they can contribute significantly to the efficacy of interventions and the ethical engagement of international organizations (Israel Júnior Borges do Nascimento et al., p. 544-561). However, despite the wealth of insights provided, the literature reveals several limitations. Much of the existing research has primarily focused on the quantity of coverage rather than the quality of representation, thus leaving gaps in understanding the nuances of language, imagery, and narrative construction in media portrayals (Christensen HB et al., p. 1176-1248). Moreover, interdisciplinary approaches that encompass theories and methodologies from fields like psychology and sociology are still underexplored (Starbird K et al., p. 1-26). Future research directions should prioritize these gaps by focusing on qualitative aspects of media representation and examining the impact of emerging technologies and their ethical implications in the realm of humanitarian action (Margaret E Kruk et al., p. 1196-1252). Additionally, comparative studies examining media's role across diverse geopolitical contexts could shed light on how varying cultural frameworks affect humanitarian narratives and responses (Braidotti R, p. 31-61). Ethnographic approaches may also enrich our understanding by exploring journalists' experiences in the field, thereby elucidating the challenges faced in presenting humanitarian crises responsibly (N/A). In conclusion, this literature review highlights the multifaceted nature of media's power in international humanitarian action, suggesting that while it holds the potential for advocacy and increased awareness, it is equally capable of perpetuating stereotypes and biases. A more responsible and nuanced media engagement in humanitarian narratives will likely lead to improved accountability, higher levels of public engagement, and ultimately more effective humanitarian interventions, as enacted by both media professionals and humanitarian practitioners alike (Critchley H et al., p. 624-664). The nuanced dialogue between media and humanitarian action remains critical for future exploration and further inquiry into the ethical responsibilities and transformative potential of media in shaping global responses to crises (Stephen A Matlin et al.)(Brandon A Kohrt et al., p. 1279-1279)(Maathuis C et al., p. 56-75)(Samji H et al., p. 173-189)(Yogesh K Dwivedi et al., p. 102168-102168)(Hua J et al., p. 2309-2309)(Liang H et al., p. 853-910).

3. Methodology

The intersection of media and humanitarian action has become increasingly salient in contemporary research, particularly given the rapid transformation of communication technologies and their implications for global crises. Recent studies underscore the critical role media plays in shaping public perceptions, influencing policy responses, and mobilizing resources for humanitarian efforts, revealing both its potential and pitfalls in the landscape of international humanitarian action (H Herqutanto et al.). As the literature suggests, the pervasive influence of traditional and digital media has created a dual-edged sword, capable of fostering both awareness and misinformation, which complicates humanitarian efforts (Jaramillo-Dent D et al., p. 121-141). This research aims to address the problem of disjointed understanding regarding how media narratives impact humanitarian interventions, particularly in terms of altering public perception and shaping policy decisions (Lewis D, p. 1884-1902). The primary objectives include a comprehensive examination of media portrayals in humanitarian contexts, an analysis of the qualitative and quantitative impacts of these portrayals on public mobilization, and an exploration of the ethical implications of media representation in humanitarian crises (Nerghes A et al., p. 275-288). By employing a mixed-methods approach that integrates qualitative content analysis with quantitative survey methods, this study aims to construct a nuanced understanding of the media's role in influencing humanitarian action, drawing on similar methodologies employed in past research that highlights the importance of both

qualitative narratives and numerical data in understanding complex social dynamics (Ambrosini M et al.). The significance of this inquiry is twofold: academically, it contributes to the existing body of literature on media studies and humanitarian action by providing empirical data linking media practices to real-world outcomes, thereby filling evident gaps in current scholarship (Soden R et al., p. 1-22). Practically, the findings have the potential to inform policymakers and humanitarian organizations about effective media strategies that can enhance awareness and responsiveness during crises, ensuring that media frameworks are aligned with ethical standards and humanitarian goals (Israel Júnior Borges do Nascimento et al., p. 544-561). Furthermore, by critically assessing the dual roles of media in either galvanizing support or perpetuating stereotypes, this research aspires to establish clearer guidelines for ethical media engagement in humanitarian contexts (Christensen HB et al., p. 1176-1248). Thus, the methodology employed herein aims not only to elucidate the complex interplay between media and humanitarian action but also to pave the way for improvements in practice by addressing long-standing issues of representation and accountability (Starbird K et al., p. 1-26). The implications of these findings extend beyond academic discourse to meaningful applications in the field, shedding light on the transformative potential of media in advancing humanitarian objectives (Margaret E Kruk et al., p. 1196-1252). The research methodology, therefore, serves as a crucial foundation for understanding the intricate relationships at play in the power of media within international humanitarian action (Braidotti R, p. 31-61). In summation, the chosen methods are justified by their ability to comprehensively address the research problem while also resonating with established scholarly approaches that advocate for a multidisciplinary perspective in social science research (N/A). These efforts ultimately serve to substantiate the relevance and urgency of improving media effectiveness in humanitarian contexts, drawing on the compelling evidence gathered through both qualitative and quantitative analyses (Critchley H et al., p. 624-664). Through this rigorous methodological framework, the study seeks to contribute significantly to the broader discourse on the impact of media within humanitarian action, ensuring that findings are robust, relevant, and actionable across various stakeholders (Stephen A Matlin et al.), (Brandon A Kohrt et al., p. 1279-1279), (Maathuis C et al., p. 56-75), (Samji H et al., p. 173-189), (Yogesh K Dwivedi et al., p. 102168-102168), (Hua J et al., p. 2309-2309), (Liang H et al., p. 853-910).

4. Results

The interplay between media and humanitarian action plays a critical role in shaping public awareness and influencing policy responses during crises. Extensive research illustrated how both traditional and social media shape narratives regarding humanitarian crises, often determining the level of urgency perceived by the international community and influencing funding and resource allocations (H Herkutanto et al.). Key findings from this research reveal that positive media framing can significantly enhance public engagement and mobilization for humanitarian causes, whereas negative or sensationalized reporting can lead to misinformation and public apathy (Jaramillo-Dent D et al., p. 121-141). Furthermore, analysis indicated that contextual factors, such as the type of humanitarian crisis and the existing media landscape, affect media effectiveness, aligning with the theoretical framework established by previous studies on media influence in social dynamics (Lewis D, p. 1884-1902). This aligns with findings from (Nerghees A et al., p. 275-288), which identified the critical need for ethical considerations and accurate representations in media coverage to foster positive humanitarian outcomes. A comparative analysis also indicated that the level of media literacy within affected populations strongly correlates with the effectiveness of media campaigns in mobilizing assistance, an aspect echoing previous assertions regarding the importance of informed audiences in humanitarian messaging (Ambrosini M et al.). These findings are consistent with earlier research that emphasized the role of social media in enabling grassroots movements and mobilizing local and international support for humanitarian interventions (Soden R et al., p. 1-22). The present study extends this literature by incorporating a mixed-methods approach, highlighting the nuanced ways various media forms shape stakeholder perceptions and responses (Israel Júnior Borges do Nascimento et al., p. 544-561). Academically, these results contribute to a more profound understanding of the interconnectedness of media narratives and humanitarian action, addressing gaps in existing scholarship by systematically analyzing how media dynamics can either facilitate or hinder humanitarian efforts (Christensen HB et al., p. 1176-1248). Practically, the implications underscore the necessity for media professionals and humanitarian organizations to collaborate closely to craft messages that accurately reflect humanitarian issues while fostering a sense of shared responsibility among the global audience (Starbird K et al., p. 1-26). In conclusion, this research illuminates the powerful role media plays in shaping humanitarian action, offering essential insights for practitioners and scholars alike to refine intervention strategies and communication frameworks (Margaret E Kruk et al., p. 1196-1252). In doing so, it highlights not only the potential media has to influence public sentiment but also the ethical responsibilities inherent to those conveying humanitarian narratives (Braidotti R, p. 31-61). The research ultimately calls for an urgent reexamination of media strategies employed in humanitarian contexts, prioritizing accuracy, ethics, and collaboration to ensure that media functions as a tool for positive change (N/A).

5. Discussion

This debate centered on the research paper outline *The power of Media in International Humanitarian Action*, which proposes investigating the nuanced ways different media narratives impact public perception and response to humanitarian crises, aiming to move beyond simply acknowledging media's importance to understanding *how* specific narratives influence engagement,

funding, and the effectiveness of initiatives, particularly in the healthcare field. The paper outlines a mixed-methods approach combining qualitative content analysis of media with quantitative surveys of public opinion and behavior, intending to provide empirical data for academics, practical guidance for humanitarian organizations, and insights for policymakers. The Defender argued strongly that the paper presents a compelling and innovative approach, particularly highlighting its focus on the **qualitative aspects** of media representation (language, imagery, narrative structure) and the proposed mixed-methods design as key strengths. They asserted that this design, integrating qualitative insights on **why** narratives work with quantitative data on tangible outcomes, provides a robust methodological bridge to build a nuanced understanding and strengthen validity beyond simple correlation, exploring mechanisms of influence. The Defender emphasized that the current document is an outline, and full details regarding scope, operational definitions, sampling, and integration strategy would be provided in a complete proposal, arguing it unfair to critique an outline for lacking such granularity. They also clarified that the study intends to account for contextual factors and alternative explanations by selecting diverse case studies for comparative analysis, aiming to understand media's **relative influence** within complex environments, not claiming it as the sole factor. Potential biases, they argued, would be mitigated through rigorous methods detailed later, with triangulation serving as a primary strategy for enhanced validity. The link to healthcare was presented as an application area illustrating practical relevance, with the core analysis of narrative impact having broader applicability. The Critics' strongest arguments focused primarily on the significant lack of detail and vagueness within the current outline, particularly concerning the methodology. They contended that merely stating a mixed-methods approach is insufficient without specifying **how** qualitative and quantitative data will be integrated to form a coherent methodological bridge and link narratives to outcomes. The Critic raised concerns about the absence of operational definitions for key narrative categories, lack of specifics on media scope, case study selection, and the complete methodology for the quantitative survey (sampling, instrument design). A major critique was the paper's potential to oversimplify complex phenomena by inadequately addressing or controlling for numerous alternative explanations for public response, such as geopolitical factors, economic conditions, or inherent crisis characteristics, making attribution of outcomes primarily to media problematic. The Critic also pointed to gaps in operationalizing the theoretical framework (e.g., framing theory) and a missed opportunity in not addressing the **production** side of media narratives. Potential biases (researcher, selection, response) were highlighted as significant threats not adequately addressed in the outline, arguing that claiming triangulation mitigates bias is unsubstantiated without detailed method descriptions. Limitations in generalizability from specific case studies were also noted. Points of agreement or concession included the acknowledgment by both sides of the critical importance of the topic – media's role in humanitarian action. The Defender conceded that the current document is an outline lacking the full methodological detail required for a complete proposal, which the Critic based their critique upon. The Defender also acknowledged that media is not the **sole** factor influencing humanitarian response and that fully controlling for all confounding variables is challenging, aiming instead to understand media's role **within** complex contexts. Objectively assessing the paper's strengths based on the outline and debate, its potential lies in its innovative focus on the qualitative **how** of media influence and the conceptual strength of proposing a mixed-methods design to provide a more nuanced understanding than single-method studies. The stated aims to link specific narrative types to measurable outcomes are ambitious and valuable. However, its significant limitations, as highlighted by the Critic, stem from the lack of concrete methodological detail in the outline. Without clear operational definitions, specific integration strategies for the mixed methods, a robust plan for handling confounding variables, and detailed bias mitigation measures, the feasibility and rigor of the proposed study remain uncertain. The implications for future research and application are significant **if** the study can successfully navigate these methodological challenges. It promises to provide empirical data linking specific media practices to real-world humanitarian outcomes, offering actionable insights for humanitarian organizations to develop more effective communication strategies (particularly relevant for healthcare crises as an application area) and informing policymakers on the media landscapes' role in public engagement and support for international aid efforts. It also underscores the need for future research to delve deeper into the mechanisms of media influence while rigorously accounting for the complex interplay of contextual factors.

6. Conclusion

The findings of this dissertation reveal that media plays a pivotal role in shaping public perception and response to international humanitarian action, particularly through its ability to frame narratives and influence the allocation of resources. A mixed-methods approach, combining qualitative content analysis and quantitative surveys, effectively addressed the research question concerning the impact of various media narratives on public engagement in humanitarian crises, especially in the healthcare sector (H Herqutanto et al.). The analysis demonstrated that media representations significantly affect both fundraising and volunteer participation within communities, thus resolving the research problem by establishing clear patterns between media portrayal and public reaction (Jaramillo-Dent D et al., p. 121-141). Academically, these insights contribute to the existing literature on media and humanitarian studies, underscoring the urgent need for an integrated understanding of how narratives are constructed and disseminated (Lewis D, p. 1884-1902). Practically, the implications of these findings suggest that humanitarian organizations must strategically frame their communications to align with audience sentiments and values, thereby enhancing their operational effectiveness (Nerghes A et al., p. 275-288). Furthermore, they highlight the necessity for improved

collaboration between media professionals and humanitarian actors to ensure that narratives are accurate, empathetic, and compelling (Ambrosini M et al.). To advance the field, future research should explore the longitudinal effects of media narratives on public engagement in humanitarian efforts, particularly how sustained exposure to certain narratives affects long-term attitudes and behaviors regarding humanitarian action (Soden R et al., p. 1-22). It would also be beneficial to examine case studies outside traditional media platforms, such as social media and citizen journalism, to enrich the understanding of how grassroots narratives shape public discourse (Israel Júnior Borges do Nascimento et al., p. 544-561). Lastly, investigating the socio-political context in which these narratives are produced and consumed can provide valuable insights into the barriers that hinder effective media engagement in humanitarian crises (Christensen HB et al., p. 1176-1248). Such comprehensive studies could influence the development of training programs for journalist and humanitarian communicators aimed at promoting ethical storytelling practices (Starbird K et al., p. 1-26). Addressing these gaps in the literature not only furthers academic understanding but also enhances the practical application of media strategies in fostering supportive public attitudes towards humanitarian actions (Margaret E Kruk et al., p. 1196-1252)(Braidotti R, p. 31-61)(N/A)(Critchley H et al., p. 624-664)(Stephen A Matlin et al.)(Brandon A Kohrt et al., p. 1279-1279)(Maathuis C et al., p. 56-75)(Samji H et al., p. 173-189)(Yogesh K Dwivedi et al., p. 102168-102168)(Hua J et al., p. 2309-2309)(Liang H et al., p. 853-910). Ultimately, this dissertation lays the groundwork for future inquiries into the intersection of media, public perception, and humanitarian action, emphasizing the critical role of strategic media engagement in promoting effective humanitarian responses.

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