Who trusts Twitter? Openness to ideas as a predictor of trust and interest in news of an international disaster presented in Twitter and traditional on-line journalism formats

Emily J. Dunn  
*Simmons College*

Greg Feldman  
*Simmons College*

Alandra Klove  
*Simmons College*

Christine Lowery  
*Simmons College*

Kelly Pelham  
*Simmons College*

Follow this and additional works at: [https://scholar.utc.edu/mps](https://scholar.utc.edu/mps)

Part of the Psychology Commons

**Recommended Citation**

Available at: [https://scholar.utc.edu/mps/vol19/iss2/4](https://scholar.utc.edu/mps/vol19/iss2/4)
WHO TRUSTS TWITTER? OPENNESS TO IDEAS AS A PREDICTOR OF TRUST AND INTEREST IN NEWS OF AN INTERNATIONAL NATURAL DISASTER PRESENTED IN TWITTER AND TRADITIONAL ON-LINE JOURNALISM FORMATS

Emily J. Dunn, Greg Feldman, Alandra Klove, Christine Lowery, Kelly Pelham
Simmons College

Abstract

Twitter is an increasingly utilized tool for communication during major events including natural disasters; however, there is little research investigating this topic and how individual differences might predict reactions to information in this medium. The current study seeks to understand how the personality trait of openness to ideas predicts perceptions of a Twitter source's trustworthiness and interest relative to a journalistic source. Participants were randomly assigned to read a simulated account of a flood presented either as a Twitter account or a journalistic account and then rated perceptions of the sources. Results indicate that Twitter is trusted less than a journalistic account; however, moderator effects revealed that openness to ideas was positively correlated with trust in the Twitter condition but negatively correlated with trust in the journalistic format. The present study helps to clarify the role of personality in the process of consuming information on-line.

Introduction

With rise of popularity in social media, researchers have begun to examine the role of personality traits in predicting individual differences in the use of social media. To date, one focus of this work has been on harmful outcomes associated with social media usage such as impairment in academic performance (Kirschner & Karpinski, 2010) and addictive tendencies towards social networking (Wilson, Fornasier, & White, 2010). However, the role of personality traits in predicting more pro-social uses of these new technologies has received relatively less research. In particular, the use of Twitter as a news platform during emergencies is an increasingly relevant phenomenon without much academic research. During the aftermath of the March 2011 Japanese earthquake, activity on the Twitter website rose 500% among those located in Japan (Chowdhury, 2011), indicating Twitter was widely used to disseminate and obtain information about the disaster. Huges and Palen (2009) documented increases in Twitter activity during two 2008 hurricanes. The authors suggested that a small number of Twitter users, who send more than one Tweet about an event, may become a central source of disseminating information about an event for other Twitter users.

The credibility of individuals on the internet acting as news sources has also been called into question. For instance, reports such as an incident of a British man running a blog masquerading as a woman in Syria (Addley, 2011) may create distrust in these types of sources. On the other hand, there are those who claim to trust social media sources more than the mainstream news. Lee (2011) found that younger participants reported greater trust towards Twitter and Facebook as new sources. Anecdotal evidence from individuals interviewed after the 2011 Japanese earthquake indicated distrust and frustration with the speed of traditional media sources and a preference towards Twitter for breaking news about the nuclear reactors (Sieg, 2011). Additionally, an analysis of Twitter trending topics and CNN headlines (Kwak, Lee, Park, & Moon, 2010) indicated that in some cases Twitter was a faster way to disseminate information than CNN. Despite the credibility risks associated with Twitter, journalists are increasingly using Twitter as a source in
their publications (Broersma & Graham, 2013).

There are differing levels of trust and interest towards social media as a news source and personality traits may help to explain these differences. Personality traits represent trends within an individual to follow patterns of responses to their environment. As such, personality traits hold predictive utility for an individual’s future behavior. Openness to experience is a broadband personality trait that encompasses a range of intercorrelated facets including intellectual interests (i.e., openness to ideas) as well as emotional awareness, liberal political values, and interest in aesthetic experiences (John, Naumann, & Soto, 2008). Together these facets of openness to experience, as the name suggests, describe patterns of responses toward novel experiences across many domains. This may make openness to experience useful in predicting adoption and utilization of new technology. Indeed, openness to experience has been found to positively predict use of social media. Openness to experience predicts greater Facebook utilization for facilitating social functions both online and off-line (Carpenter et al., 2011; Ross et al., 2009). Individuals high in openness to experience are also more likely to have a blog (Guadagno et al., 2007).

Previous research on openness to experience as well as other broadband traits in the five-factor model of personality suggest that examining specific facets of these broadband traits may provide enhanced predictive validity for specific outcomes (Paunonen & Ashton, 2001). When studying current events, the openness to ideas facet appears to be more relevant than other facets of openness (e.g., aesthetic interests) as it relates to intellectual curiosity and willingness to embrace non-conventional ideas. In support of this prediction, previous research has shown that openness to ideas was positively correlated with interest in and knowledge of world and U.S. political current events topics and prospectively predictive of subsequent news-seeking activity and world and U.S. political current events knowledge measured approximately 10 weeks later (Hambrick et al., 2006). As such, openness to experience holds promise as an individual difference associated with the use of social media and the openness to ideas facet of this trait in particular appears to be especially relevant in predicting attitudes and behaviors associated with news consumption. In light of the increasing frequency of extreme weather events (Lyall, 2013), understanding how individuals respond to news of natural disasters across various media formats has important public health and safety implications.

In the present study, we aim to expand the existing literature in several ways. First, although prior research has investigated the extent to which Twitter is a trusted news source (Lee, 2011; Schimierbach & Oeldorf-Hirsch, 2012), existing research has not examined the role of personality in predicting trust. Second, prior research (Carpenter et al., 2010; Ross et al., 2009) has employed correlational methods to examine the association of openness and other types of self-reported social media. Third, the effect of personality traits on attitudes toward the use of social media to obtain news of natural disasters has not been studied. We aim to accomplish these goals using an experimental personality design (Revelle, 2007) to examine the effect of openness on attitudes towards information about a natural disaster presented as either a first-hand account in a Twitter feed or traditional, online journalism.
We predicted two significant trait x condition interactions. First, we predicted that openness to ideas would be positively correlated with interest among individuals assigned to read the Twitter account; however, openness to ideas would be negatively correlated with interest among participants reading the traditional journalistic account. Second, we predicted that openness to ideas would be positively correlated with trust in the Twitter condition and be negatively correlated with trust in the traditional journalistic account.

Method

Participants

Participants were 133 undergraduate students attending a small private women’s college in Massachusetts. As such all participants were female (Age: M = 20.26, SD = 3.36). In terms of ethnicity, 74.4% identified as Caucasian/White, 7.5% as Asian or Pacific Islander, 8.3% as Black or African-American, 9.0% circled two or more ethnicities or circled “other,” and .8% left this item blank. 89.5% identified as non-Hispanic, 8.3% identified as Hispanic, and 2.3% left this item blank. Students completed this survey in exchange for credit applied towards a psychology course in which they were enrolled. The study was approved by the relevant Institutional Review Board before data collection commenced. Participants completed written informed consent procedures before participating.

Materials and Procedures

Data were collected in small group sessions in a campus computer lab in the spring semester of 2011. Questionnaires and stimuli were presented and responses were recorded using SurveyMonkey.com. Participants were randomly assigned (alternating by participant identification number assigned upon entry to the study) to read a fictionalized current event in one of two conditions presented on a computer screen. After completing the measure of openness to ideas, participants in both groups read an account of a flood that they were told occurred outside of the United States (see Appendix A for complete text of each condition). The accounts were loosely based on the 2010-2011 Queensland, Australia floods. Details such as names, dates, and locations were blacked-out to control for biases introduced by individual participants’ knowledge of world events and to obscure the fictionalized nature of the stories.

One group (Traditional Journalistic Account Condition, n=64) was told the source was an article from a major media outlet. This stimulus was formatted to resemble an online news article (Figure 1) and summarized the flood related events over a one-week period.

Participants in the second group (Twitter Account, n=69) were informed they were reading a series of tweets from the Twitter feed of someone experiencing the flood first hand (Figure 2). The stimulus was formatted to resemble a Twitter feed, except that the individual tweets were ordered from oldest to newest (the opposite of the order they would appear on the Twitter website, but consistent with the order of events in the Traditional Journalistic Account) and each day’s tweets were labeled “Day 1,” “Day 2,” etc. to create greater similarity between the formatting in the Traditional Journalistic Account.

The text of the two conditions addressed similar details of the events (e.g., regions of heaviest flooding, power outages, missing
persons, deaths, extent of property damage), but the perspective, formatting, and language were manipulated to resemble different sources. The number of sentences in the Traditional Journalistic Condition matched the number of tweets in the Twitter Condition. The numbers of words contained in each condition were approximately equal (Traditional Journalistic = 301 words, Twitter = 330 words). The participants were blinded to the nature of the experimental manipulation.

**Measures**

Openness to ideas was measured using the Ideas facet subscale (Soto & John, 2009) of the Openness scale from the self-report version of the Big Five Inventory (BFI, John, Donahue, & Kentle, 1991). As noted in the introduction, we selected the Ideas facet of Openness for the present study as it has been shown to be associated with interest and knowledge of world events as well as consumption of news media (Hambrick et al., 2008). The ideas facet subscale consists of five items assessing curiosity, ingenuity, desire for non-routine activities, and contemplativeness that participants rated on a 5-point scale (1 = Strongly Disagree to 5 = Strongly Agree). The internal consistency of the measure in the present sample ($\alpha = .56$) was somewhat lower than previously observed in a student samples used in a validation study ($\alpha = .81$; Soto & John, 2009).

Interest and trust in the account of the flood were assessed with items created for the present study. Participants were asked to respond to items using a four point scale (1 = Disagree, 2 = Somewhat Disagree, 3 = Somewhat agree, 4 = Agree). Four items assessed interest (* = reverse scored items): “I felt engaged by reading this story.” “*I did not really care about this story.” “*I would like to know more about the story I just read” and “I plan to look up more information about this story after I leave this study.” ($\alpha = .79$). Another five items assessed trust: “I feel this information gave a complete picture of the story.” “*I think this source was unreliable,” “*I feel this information was out of touch with the reality of the event,” “*I feel this information may be biased,” “I feel this information successfully summarized the event” ($\alpha=.73$). The trust and interest scales were moderately correlated ($r = .44$); however an exploratory principle axis factor analysis (with oblique rotation) supported the presence of two distinct factors in this item set.

After the completion of the measures participants were asked two free response questions to ensure blinding to the purpose of the study: “We would be curious to know what you believe was the purpose of asking you to read and respond to this story about the flood” and “Some participants in the study saw a different version of the story than the one you saw. In what way do you think the other version of the story was different?” A dichotomous Yes/No question also asked: “Have you heard anything about this portion of the study from another student who had already participated in the study?”

A check of these data indicated that the majority of participants (n=71) believed the study manipulation was related to censorship and other groups were given more or less information than them. The second most common belief (n=21) was that the manipulation was related to the emotional tone of the article, for instance, that the disaster had been more or less serious for the other group. Some participants (Traditional Journalistic n=2, Twitter n=4) correctly guessed that the
manipulation involved a news article source versus a social media source. However, no
data were excluded as no participants including those who guessed the
manipulation reported discussing the study with another student.

Results

Preliminary analyses and main effects

Descriptive statistics for all variables are
presented in Table 1. All variables were
normally distributed (skewness and kurtosis
< 1). Random-assignment was successful in
terms of creating groups that were
statistically equivalent in terms of average
scores on the openness to ideas measure
($t(131) = .23, p = .82$). Relative to the
Twitter condition, participants in the
Traditional Journalistic Account condition
rated the information as more trustworthy
($t(127) = 3.93, p < .001$) and interesting
($t(130) = 1.76, p = .08$), although this latter
difference fell short of statistical
significance. When data were collapsed
across groups, openness to ideas was not
significantly correlated with either interest ($r = .08, p = .35$) nor trust ($r = -.02, p = .81$).

Hypothesis 1: Effects of group
assignment on interest moderated by
openness to ideas

A multiple regression analysis was
conducted to predict interest in the source.
Openness to ideas facet was entered in Step
1. Group assignment (Twitter account,
Traditional Journalistic) was entered in Step
2 as a dummy-coded variable (Twitter = 1,
Traditional Journalistic = 0). In Step 3, the
interaction of openness to ideas and group
assignment was entered. A summary of the
final regression model is presented in Table
2. The model accounted for 5.3% of the
variance in interest and the interaction fell
short of statistical significance. A follow-up
analysis revealed that when the groups were
analyzed separately, the openness to ideas
facet was found to be correlated ($r = .23,
p = .07$) with interest among those who read
the Twitter source, but not among those who
read the Traditional Journalistic Account ($r = -.093, p = .46$); however, the association
with openness to ideas and interest in the
Twitter conditional fell just short of
statistical significance.

Hypothesis 2: Effects of group
assignment on trust moderated by
openness to ideas

A similar multiple regression analysis
was conducted to predict trust in the source.
A summary of the final regression model is
presented in Table 3. Openness to ideas did
not predict trust in the source in step 1. However, when group assignment was
added into the regression model (Step 2), a
main effect of trust and source was revealed.
Twitter was trusted less than the Traditional
Journalistic Account. There was also a
statistically significant interaction between
the Openness Ideas facet and group
assignment. The model accounted for 14.1%
of the variance in trust. To aid in
interpreting the regression equation, the
interaction between openness to ideas and
group assignment was graphed (Figure 3)
using the procedures described by Aiken and
West (1991). Among those who read the
Twitter source, openness to ideas was
positively correlated with trust; whereas for
the Traditional Journalistic condition the
openness was negatively correlated with
trust (Figure 3).

Discussion

The purpose of this research was to
examine how attitudes of interest and trust
in Twitter as a news source differ from
attitudes towards mainstream news sources and to test the potential role of the personality trait of openness to ideas in shaping these attitudes. Previous studies have found that individuals higher in the trait of openness to experience tend to be more inclined to use social media (Carpenter et al., 2010; Ross et al., 2009). Furthermore, openness to ideas, a more specific facet of the broader trait of openness to experience, has been shown to predict interest in current events and the acquisition of knowledge about current events through more conventional news outlets (Hambrick et al., 2006). The present study extends these findings through the use of an experimental research design, allowing for a more direct examination of the effect of social media exposure on the attitudes of individuals with varying degrees of openness to ideas. Specifically, we found that presenting similar information in a Twitter format was perceived as less trustworthy overall than when this information is presented as conventional on-line news. However, in support of our second hypothesis, these results are qualified in some cases by individual differences in openness to ideas.

Our second hypothesis was supported in that trust in the news source was a function of the interaction of openness to ideas and type of source read. Among participants who read the Twitter source, those higher in openness to ideas trusted Twitter more than those lower in openness to ideas. In contrast, for those who read the Traditional Journalistic Account, the opposite was found; openness to experience was negatively associated with trust in the source. Among individuals low in openness, the trust gap between Twitter and conventional news is most pronounced. Among those higher in openness, both sources were met with similar levels of trust. Such attention to the role of individual differences of news consumers is valuable direction for future research to take as it can help inform how individuals, organizations, or government officials may tailor the ways they disseminate information to the public during natural disasters or other major news events.

Our first hypothesis received only limited support. The hypothesized interaction between openness to ideas and news format type in predicting interest in the news story approached but fell just short of reaching statistical significance ($p = .076$). A follow-up analysis suggested that openness to ideas tended to be positively (although not significantly) associated with interest among those who read the Twitter source as hypothesized; however there was a much weaker relationship between openness and interest in the conventional news source. Openness to ideas is a trait defined by interest in exploring novel ideas. Twitter is a newer medium and this may account for the relationship between openness to ideas and interest being observed in the Twitter but not conventional news condition. Future work with a larger sample might help clarify the nature of this relationship.

One limitation of the present study was the use of a brief measure of openness to ideas, which exhibited low internal consistency in the present sample. Although prior work using this measure (Soto & John, 2009) has found acceptable reliability, it is possible that the low reliability of this measure in our sample may have attenuated relationships between this trait and our dependent variables. Future research may benefit from use of a longer scale to assess this construct. The generalizability of these findings may be limited due to the all-female sample and narrow age range of participants. This study cannot necessarily speak to how people actively coping with a
natural disaster feel about or use social media vs. conventional media, an important direction for future research. The alterations to the stimuli (obscuring identifying information) employed in this study might also have limited the external validity of this study. For instance, blocking this information may have limited the tools used to establish credibility of a source, giving the Twitter condition a disadvantage. Morris et al. (2012) have found that contextual information, such as usernames, are used by Twitter viewers to establish source credibility. These context clues were excluded in the present experiment. Future research could investigate whether manipulating these pieces of information impacts the relationship of openness to ideas with trust and interest.

Another promising direction for future study would be integrating information on participants’ social networking habits along with their personality traits in predicting trust in social media such as Twitter. For instance, a Pew Research Center survey found that frequent Facebook users are more trusting of people in general than both non-internet users and lower frequency Facebook users (Hampton, Goulet, Rainie, & Purcell, 2011). This finding along with the present results raise interesting questions about the potentially transactional relationship between social media use and personality traits associated with trust in others (an aspect of the broadband trait of agreeableness) which along with openness may influence the degree to which people trust information presented via social media.

A final cautionary note is warranted in interpreting the present results. Research about social media is complicated by the rapidly evolving nature of these technologies. The context and acceptance of these media is fluctuating. If Twitter use becomes more widespread, trust in it might increase overall. However the opposite is also possible as well; incidents of false information spread via Twitter may make individuals wary of its credibility. Changes in features of the website might also drastically alter its use. As such, it is important that research in this important area continue as these technologies continue evolve.

Despite these limitations, the present study adds to our knowledge of this important subject by indicating how individual differences in a personality trait may predict perceptions of Twitter as an online news source. At a time when individuals around the world are turning to Twitter for accounts of major news events, it is necessary to better understand how these new technologies are perceived and to identify factors that may account for individual differences in perceptions.

References


Table 1: Descriptive statistics

<table>
<thead>
<tr>
<th></th>
<th>Total sample</th>
<th>Twitter Account</th>
<th>Traditional Journalistic Account</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
<td>SD</td>
<td>N</td>
</tr>
<tr>
<td>Openness to Ideas</td>
<td>17.92</td>
<td>2.82</td>
<td>133</td>
</tr>
<tr>
<td>Interest</td>
<td>9.72</td>
<td>2.89</td>
<td>132</td>
</tr>
<tr>
<td>Trust</td>
<td>12.47</td>
<td>3.13</td>
<td>129</td>
</tr>
</tbody>
</table>

Table 2: Multiple Regression Model Predicting Interest

<table>
<thead>
<tr>
<th>Block</th>
<th>Variable Entered</th>
<th>$R^2$</th>
<th>$\Delta R^2$</th>
<th>Final B (SE)</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Openness to Ideas</td>
<td>.007</td>
<td>.007</td>
<td>-.099 (.133)</td>
<td>.462</td>
</tr>
<tr>
<td>2</td>
<td>Group Assignment</td>
<td>.029</td>
<td>.022</td>
<td>-.873 (.496)</td>
<td>.081</td>
</tr>
<tr>
<td>3</td>
<td>Openness x Group</td>
<td>.053</td>
<td>.031</td>
<td>.317 (.177)</td>
<td>.076</td>
</tr>
</tbody>
</table>

Table 3: Multiple Regression Model Predicting Trust

<table>
<thead>
<tr>
<th>Block</th>
<th>Variable Entered</th>
<th>$R^2$</th>
<th>$\Delta R^2$</th>
<th>Final B (SE)</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Openness to Ideas</td>
<td>.000</td>
<td>.000</td>
<td>-.254 (.138)</td>
<td>.068</td>
</tr>
<tr>
<td>2</td>
<td>Group Assignment</td>
<td>.109</td>
<td>.109</td>
<td>-2.057 (.518)</td>
<td>.000</td>
</tr>
<tr>
<td>3</td>
<td>Openness x Group</td>
<td>.141</td>
<td>.032</td>
<td>-.402 (.186)</td>
<td>.033</td>
</tr>
</tbody>
</table>
After days of heavy rains, flooding began in [redacted] and continued for eight consecutive days. By the second day of flooding, water was rising by increments of one inch per hour and a severe flood warning was issued. Residents of the east side of [redacted] were evacuated to emergency shelters. While no deaths were reported by the third day of flooding, multiple missing person reports had been filed. Residents who were not evacuated reported losing electricity around 11am on the fourth day and remained without power.
Figure 2: Selection of the stimuli for the Twitter condition.

Day 1:
It has been raining for days! Floods started yesterday around 8:00 am and are not letting up yet.

Day 2:
Yesterday when I woke up there was no water in my house, and now there are at least 6 inches of water in my basement.

My friends by the ocean were evacuated this morning. Hope their belongings and houses are not ruined.

Figure 3: The interaction of openness to ideas and group assignment in predicting trust in news source.
### Appendix A

Full text of stimuli

<table>
<thead>
<tr>
<th>News Article Condition</th>
<th>Twitter Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>After days of heavy rains, flooding began in _____ and continued for eight consecutive days.</td>
<td>It has been raining for days! Floods started around 8:00am and are not letting up yet.</td>
</tr>
<tr>
<td>By the second day of the flooding, water was rising by increments of one inch per hour and a severe flood warning was issued.</td>
<td>Yesterday when I woke up there was no water in my house, and now there are at least 6 inches of water in my basement.</td>
</tr>
<tr>
<td>Residents of the east side of _____ were evacuated to emergency shelters.</td>
<td>My friends by the ocean were evacuated this morning. Hope their belongings and houses are not ruined.</td>
</tr>
<tr>
<td>While no deaths were reported by the third day of flooding, multiple missing person reports had been filed.</td>
<td>Every time I turn on the tv I see a lot of missing person reports, but fortunately no deaths yet.</td>
</tr>
<tr>
<td>Residents who were not evacuated reported losing electricity around 11am on the fourth day and remained without power.</td>
<td>We have not lost electricity yet, but I know my Mother has over on the other side of town. Hopefully it doesn’t spread all over town.</td>
</tr>
<tr>
<td>“This is the most significant flood _____ has seen in the last __ years,” stated ____________, as spokesperson for the ________________, an organization the tracks severe weather events in the _______ region.</td>
<td>I have lived here for __ years and have never heard of anything like these floods. Breaking records!</td>
</tr>
<tr>
<td>The rain ceased on day five, but flood levels continued to rise. Local officials expressed concern that the _____ dam was at risk to leaks and could break given its age and the current volume of water.</td>
<td>Why are the floods getting worse when the sun is shining and there is no rain?? I wonder if the town’s dams are breaking. Any thoughts?</td>
</tr>
<tr>
<td>After five days, schools and most local businesses were closed until further notice and the remaining citizens were evacuated.</td>
<td>Kids can’t go to school and I guess we are being evacuated to _______ tomorrow. I can’t even go grocery shopping because the store is closed!</td>
</tr>
</tbody>
</table>
In the immediate aftermath of the floods, neither local officials nor international aid organizations were prepared to pinpoint the cost of damages. Infrastructure, including roads, schools, and markets will need to be rebuilt.

I cannot even imagine how much money and time will go into rebuilding. The schools, roads and markets all need help.

Donations can be made to the [insert organization], which has promised to prioritize funding of rebuilding efforts in the communities in the [insert region].

If you haven’t heard, you can make donations to flood disaster relief here: www._______ .com

They are going to prioritize directing funds to the [insert region] community since they were so badly hit.

Although the rain stopped, residents were not permitted to return home immediately. Finally the rain has stopped! Can’t wait to return home when they say it is safe to do so.

After one long week of flooding, water levels began to subside. _____ worked to clear debris, although authorities did not declare it safe for citizens to return to their homes.

My friends who were evacuated can’t come home yet because of the debris on the roads.

It was expected that automobiles parked on the street would suffer extensive water damage.

Good thing I parked the car in the garage. I know many people’s cars were totaled while parked in the floods for so long!

There were ___ confirmed deaths and ___ individuals reported missing from the _____ area.

RIP to those who lost their lives in this terrible flood. I am so glad so many of us got out of the flood zone alive and well. This could have been a lot worse if we didn’t have such a good evacuation system.

In the immediate aftermath of the floods, neither local officials nor international aid organizations were prepared to pinpoint the cost of damages. Infrastructure, including roads, schools, and markets will need to be rebuilt.

I cannot even imagine how much money and time will go into rebuilding. The schools, roads and markets all need help.

Donations can be made to the [insert organization], which has promised to prioritize funding of rebuilding efforts in the communities in the [insert region].

If you haven’t heard, you can make donations to flood disaster relief here: www._______ .com

They are going to prioritize directing funds to the [insert region] community since they were so badly hit.