ABSTRACT
This study, using experimental design, examines the crisis communication effects of the perceived shared experience and media form. The results show that the respondents who highly perceived shared experience with victims could bear more intensive anger and fear, give the crisis entity poorer organizational reputation evaluation and more likely to engage in negative word-of-mouth spread. Moreover, Respondents receiving a video message will produce more strongly degree of anger and fear, more likely to engage in negative word-of-mouth, compared with reading a text message. On the other hand, we identify fear as the attribution independent emotion.

Keywords : perceived shared experience、Media forms、Crisis Communication、Anger、Fear


