

# 角色對危機情境：策略認知差距之研究

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## 摘要

為期進一步豐富、充實情境式危機傳播理論與提供危機管理者處理危機時之參考。本研究以八八水災為研究背景，透過2(一般民眾與受災民眾)×7(危機反應策略)實驗設計，深入探索危機情境、危機反應策略、形式與形象修護效果之間的關係。研究結果顯示：一、一般民眾在危機情境認知上比受災民眾還嚴重。二、受災民眾與一般民眾對反應策略之期望具有差異。三、組織採取迎合受眾期望策略之重要性。四、危機情境認知比危機反應形式及危機反應內容重要。五、「主動」、「即時」、「一致」的反應形式對各種策略效果的相關性不同。六、危機反應形式在危機反應策略對形象修護效果影響間具有中介效果。

關鍵詞：八八水災、危機情境、危機反應策略、危機反應形式、形象修護效果

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