A Study of The Perception Difference of Roles in Incident on Crisis Situation Strategy

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ABSTRACT

Attempt to enrich the content of situational crisis communication theories and provide the reference material for crisis managers.This study, with the August 8th flood as its background and by a 2(general public victims of August 8th flood)*7(crisis communication strategies)experimental design, explore the relationship between crisis situation crisis response strategies crisis response form and the effects of image repairing efforts. we found that: First, General public awareness of crisis situations has serious than the victims of August 8th flood. Second, Victims of August 8th Flood and the general public on the crisis response strategies have different expectations. Third, Organizations to adopt strategies to meet the expectations of the importance of the public. Fourth, Crisis situation is more important than crisis response form and content. Fifth, "Actively", " timely", " consistently " crisis response form on the relevance of the various effects of different crisis response strategies. Sixth, crisis response form had the mediation effect on the relationship between crisis communication strategies and image repair.

Keywords : August 8th flood crisis situation crisis communication strategies crisis response form image repair

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