

情境、策略、期望認知缺口與危機溝通效果之研究 = A study of the relationship among the perception gaps of crisis situation

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摘要

本研究以校園大胃王意外事件為刺激材料，藉由操控反應策略之四組實驗設計，探討組織與受眾之危機情境、反應策略、與期望等缺口對危機溝通效果的影響。研究結果顯示：危機情境認知缺口與策略期望缺口確實存在，而且兩者皆會影響危機溝通效果。當缺口愈大時，受測者對學校的組織聲譽評價愈低，解釋接受程度愈低，進行負面口碑的可能性愈高，感到生氣的程度愈高。策略期望缺口的產生，源自於情境認知缺口的存在。此外，合理化策略較容易產生策略認知缺口，而且策略認知缺口在策略期望缺口對危機溝通效果影響間具有干擾效果。

關鍵詞：大胃王、情境認知缺口、期望認知缺口、策略認知缺口、危機溝通效果

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