

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

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摘要

本研究採用實驗法收集資料，以臺灣廠商進口大陸含有三聚氰胺的毒奶粉受波及危機為研究案例，探討組織與受眾情境、策略、期望認知缺口與危機溝通效果。

以危機反應策略為操弄變項，共分四組進行。研究結果發現：1.本研究有四種反應策略（否認、藉口、合理化與讓步策略）對受測者危機溝通效果有顯著性的差異，組織若採取「讓步策略」，受測者有較高的解釋接受程度、較少生氣程度、較佳的組織聲譽、與較低負面的口碑；但若採取其他三種策略，受測者的生氣程度較高、解釋接受程度較低、組織聲譽較差、負面口碑較高。2.情境缺口方面，同意情境受測者之情境缺口最小。3.策略缺口方面，使用讓步策略最為顯著。4.期望缺口方面，使用讓步策略最為顯著。

關鍵詞：三聚氰胺、情境認知缺口、策略認知缺口、期望認知缺口、危機溝通效果

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