A Study of Crisis Response Strategies and Communication Effects-An Example of School Bullying

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ABSTRACT

Now we often hear bullying events occurring in campuses. If the school authorities do not handle them in an appropriate way, they may become crises and harm the reputation of schools. This study chooses campus bullying events in which the victims have responsibility and uses the experimental approach to explore the difference of crisis communication effects, which result from different crisis response strategies, to understand the relationship between crisis situations, crisis response strategies, and communication effects. This essay is based on the Situational Crisis Communication Theory SCCT which combine the theoretical strategies with Information strategies, and tries to examine the value of Information strategies. The results show that the difference crisis response strategies have a significant different communication effect , and the usage of Iinformation strategies have the best Communication effects. Moreover, it significantly helps to improve the Deny crisis response strategies. Besides, the regression analysis shows that most of research findings are consistent with SCCT model and account acceptance could partially mediate crisis responsibility and organizational reputation. These results add to the contents of SCCT model.

Keywords : Crisis Response Strategies Crisis Communication Effects Information Strategues Crisis Responsibility School Bullyin

Table of Contents

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