

# A Study of Crisis Communication Combination Strategies- A Case of the Death of A Student

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## ABSTRACT

Campus student accidental death was used as stimulus materials in this study. This study aimed to explore the effects of communicative strategy combinations for the crisis communication, by manipulating crisis situations and six accommodative types of crisis communicative strategy combinations in an experimental design. The results showed that: (1) Six accommodative types of crisis communication combination strategies were not significantly different for the communicative effects of crisis responsibility, organizational reputation, account acceptance, anger, and negative word-of-mouth. (2) Crisis responsibility has a positive effect on anger and negative word-of-mouth. Crisis responsibility has a negative effect on organizational reputation and account acceptance. (3) Account acceptance has a positive effect on organizational reputation and has a negative effect on negative word-of-mouth. Account acceptance has a mediating effect between crisis responsibility and organizational reputation, and between crisis responsibility and negative word-of-mouth.

Keywords : Crisis Communication Combination Strategies、 Situational crisis communication theory、 Crisis situation model of SCCT、 Crisis responsibility、 Account acceptance

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