

# 學生跳樓事件危機溝通之研究

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## 摘要

本研究以實驗法，操弄知覺共享經驗(高或低)與媒體形式(影像或文字)，探討這兩個變項對危機溝通效果之影響。研究結果發現，與危機事件受害者知覺共享經驗高之受測者，會有較強烈的生氣與恐懼情緒，對危機組織會有較差的組織聲譽評價，且比較會從事負面口碑的傳播。另外，受測者觀看影像訊息，其生氣與恐懼的程度，均較閱讀文字訊息來得強烈。且比較會針對危機事件中的組織進行負面口碑的意圖。最後，本研究發現，恐懼情緒在校園跳樓事件中，應屬結果型情緒，而生氣則屬歸因型情緒。

關鍵詞：知覺共享經驗、媒體形式、危機溝通、生氣、恐懼

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