

A Study of Crisis Communication Of Student Jumping from the Building

林昱廷、姚惠忠

E-mail: 387184@mail.dyu.edu.tw

ABSTRACT

This study, using experimental design, examines the crisis communication effects of the perceived shared experience and media form. The results show that the respondents who highly perceived shared experience with victims could bear more intensive anger and fear, give the crisis entity poorer organizational reputation evaluation and more likely to engage in negative word-of-mouth spread. Moreover, Respondents receiveing a video message will produce more strongly degree of anger and fear, more likely to engage in negative word-of-mouth, compared with reading a text message. On the other hand, we identify fear as the attribution independent emotion.

Keywords : perceived shared experience、 Media forms、 Crisis Communication、 Anger、 Fear

Table of Contents

內容目錄 中文摘要.....	iii 英文摘要.....
..... iv 誌謝辭.....	v 內容目錄.....
..... vi 表目錄.....	viii 第一章 緒論.....
..... 1 第一節 研究背景.....	1 第二節 研究動機.....
..... 1 第三節 研究目的.....	3 第二章 文獻探討.....
..... 4 第一節 溝通效果衡量變項.....	4 第二節 知覺共享.....
..... 9 第三節 媒體形式.....	11 第三章 研究方法.....
..... 16 第一節 研究設計.....	16 第二節 問卷內容與變項.....
..... 17 第三節 受測對象與實驗過程.....	21 第四節 資料分析方法.....
..... 22 第四章 研究分析.....	24 第一節 信度分析.....
..... 24 第二節 操弄檢測.....	25 第三節 差異檢定.....
..... 26 第四節 迴歸分析.....	29 第五章 結論與建議.....
..... 32 第一節 研究結論.....	32 第二節 研究限制與建議.....
..... 35 參考文獻.....	37 附錄 研究問卷.....
..... 43	

REFERENCES

- 中文文獻: 吳宜蓁 (2002), 危機傳播 - 公共關係與語藝觀點的理論與實證。台北市:五南。林震岩 (2007), 多變量分析:SPSS 的操作與應用, 台北:智勝文化。黃麗倩 (民89)。生氣情緒表現影響因素之研究。英文文獻: Aldoory, L., & Van Dyke, M. (2004, August). Shared involvement and risk perception in responding to bioterrorism: An extension of the situational theory of publics. In Paper presented to the as sociat ion for educat ion in journal ism and mas scommunication Toronto, Canada. Aldoory, L., & van Dyke, M. (2006). The role of perceived shared involvement and information overload in understanding how audiences make meaning of news about bioterrorism. *Journalism & Mass Communication Quarterly*, 83, 346 – 361. Aldoory, L, Jeong-Nam Kim, Natalie Tindall(2010), The influence of perceived shared risk in crisis communication : Elaborating the situational theory of publics, *Public Relations Review*, 36, 134-140. Allcorn, S.(1994).Anger in workplace: Understanding the cause of aggression and violence.Westport: Quorum books. Averill, J. R. (1982). *Anger and aggression: An essay on emotion*. New York: Springer-Verlag. An, S. K. & I. H. Cheng (2010), *Crisis Communication Research in Public Relations Journals: Tracking Research Trends over Thirty Years*, In W. T. Coombs, & S. J. Holladay (Eds.), *Ha n d b o o k o f Cr i s i s C o m m u n i c a t i o n*. B o s t o n : Wiley-Blackwell. Andsager, J. L., Bemker, V., Choi, H. L., & Torwel, V. (2006). Perceived similarity of exemplar traits and behavior. *Communication Research*, 33, 3 – 18. Austin, E. W., & Meili, H. K. (1994). Effects of interpretations on televised alcohol portrayals on children ' s alcohol beliefs. *Journal of Broadcasting & Electronic Media*, 38, p417 – 435. Bradford, J. L. & D. E. Garrett (1995), The Effectiveness of Corporate Communicative Responses to Accusations of Unethical Behavior, *Journal of Business Ethics*, 14, 875-892. Claeys, An-Sofie, V. Cauberghe & P. Vyncke (2010),Restoring Reputations in Times of Crisis: An Experimental Study of the Situational Crisis Communication Theory and the Moderating Effects of Locus of Control, *Public Relations Review*, 36(3), 256-262. Coombs, W. T., & Holladay, S. J. (2002). Helping crisis managers

protect reputational assets: Initial tests of the situational crisis communication theory. *Management Communication Quarterly*, 16, 165 – 186.

Coombs, W. T., & Holladay, S. J. (2005). Exploratory study of stakeholder emotions: Affect and crisis. In N. M. Ashkanasy, W. J. Zerbe, & C. E. J. Hartel (Eds.). Coombs, W. T., & Holladay, S. J. (2006). Halo or reputational capital: Reputation and crisis management. *Journal of Communication Management*, 10, 123 – 137. Coombs, W. T. (2007). Academic Research Protecting Organization Reputations During a Crisis: The Development and Application of Situational Crisis Communication Theory. *Corporate Reputation Review*, 10(3), 163-176. Coombs, W. T., & Holladay, S. J. (2007). The negative communication dynamic: Exploring the impact of stakeholder affect on behavioral intentions. *Journal of Communication Management*, 11(4), 300 – 312. Coombs, W. T. & S. J. Holladay (2008), Comparing Apology to Equivalent Crisis Response Strategies: Clarifying Apology's Role and Value in Crisis Communication, *Public Relations Review*, 34, 252-257. Coombs, W. T., & Holladay, S. J. (2009). Further explorations of post-crisis communication: Effects of media and response strategies on perceptions and intentions. *Public Relations Review*, 35(2009):1-6. Choi, Y. and Y.H. Lin (2009). Consumer responses to Mattel product recalls posted on online bulletin boards: Exploring two types of emotion, *Journal of Public Relations Research*, 21(2): 198-207. Davies, G., Chun, R., da Silva, R. V., & Roper, S. (2003). Corporate reputation and competitiveness. New York: Routledge. Eisenberg, N., Fabes, R. A., Shepard, S. A., Guthrie, I. K., Murphy, B. C., Reiser, M. (1999). Parental reactions to children's negative emotions: Longitudinal relations to quality of children's social functioning. *Child Development*, 70, 513-534. Fombrun, C. J., & van Riel, C. B. M. (2003). *Fame & fortune: How successful companies build winning reputations*. New York: Prentice Hall Financial Times. Gibson, R., & Zillman, D. (1994). Exaggerated versus representative exemplification in news reports: Perception of issues and personal consequences. *Communication Research*, 21, 603 – 624. Hearit, K. M. (2006), *Crisis Management by Apology: Corporate Response to Allegations of Wrongdoing*. Mahwah, NJ: Lawrence Erlbaum Associates. Herr, P. M., Kardes, F. R., & Kim, J. (1991). Effect of word-of-mouth and product attribute information on persuasion: An accessibility-diagnostic perspective. *The Journal of Consumer Research*, 17, 452 – 462. Higgins, R. S. and P. H. Rubin (1986), Counterfeit Goods, *Journal of Law and Economics*, 29, 211-230. Jorgensen, B. K. (1996). Components of consumer reaction to company-related mishaps: A structural equation model approach. *Advances in Consumer Research*, 23, 346 – 351. Krystal AD, Weiner RD, Coffey CE (1995). The ictal BEG as a marker of adequate stimulus intensity with unilateral ECT. *J Neuropsychiatry*, 7, 295-303. Laczniak, R. N., DeCarlo, T. E., & Ramaswami, S. H. (2001). Consumer responses to negative word-of-mouth communication: An attribution theory perspective. *Journal of Consumer Psychology*, 11, 57 – 73. McDonald, L. M., B. Sparks & A. I. Glendon (2010), Stakeholder Reactions to Company Crisis Communication and Causes. *Public Relations Review*, 36(3), 263-271. Meyrowitz, J. (1985). *No sense of place*. New York: Oxford University Press. Moore S., and Gullone E. (1996), Predicting Adolescent Risk Behavior Using a Personalized Cost-Benefit Analysis, *Journal of Youth and Adolescence*, 25, 343-359. Pfau, M., & Wan, H. (2006). Persuasion: An intrinsic function of public relations. In C. Botan & V. Hazleton (Eds.), *Public relations theory II*. (101 – 136). Mahwah, NJ: Lawrence Erlbaum. Power, M.J., Dalglish, T. (1997). *Cognition and emotion: From order to disorder*. Hove, U.K.: Taylor Francis. *Research on Emotion in Organizations: Volume 1: The Effect of Affect in Organizational Settings* (271 – 288). New York: Elsevier. Roser, C., & Thompson, M. (1995). Fear appeals and the formation of active publics. *Journal of Communication*, 45(1), 103-121. Siegrist, M., Cvetkovich, G., & Gutscher, H. (2001). Shared values, social trust, and the perception of geographic cancer clusters. *Risk Analysis*, 21, 1047 – 1053. Stockmyer, J. (1996). Brands in crisis: Consumer help for deserving victims. *Advances in Consumer Research*, 23, 429 – 435. Strongman, K. T. (1996). *The psychology of emotion: theories of emotion in perspective* (4th ed.). New York: Wiley. Solomon, B. (1976). *Black empowerment: Social work in oppressed community*, New York: Columbia University Press. Weiner, B. (1995). *Judgments of responsibility: A foundation for a theory of social conduct*. New York: Guilford Press. Zillman, D. (2002). Exemplification theory of media influence. In J. Bryant, & D. Zillman (Eds.), *Advances in theory and research*. Mahwah, NJ: Lawrence Erlbaum Associates, 19 – 41.