

校園霸凌事件之危機反應研究

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摘要

本研究採用實驗法，以危機溝通的觀點探討學校面對校園霸凌事件時，應該採取哪些危機反應策略。本研究主要結果如下：1.使用單一策略時，道歉策略與資訊性策略有較好的危機溝通效果。2.在組合策略方面，否認策略加上資訊策略，並無顯著加分效果，但藉口與道歉加上資訊策略可提升溝通效果。3.以資訊性策略取代道歉策略，可達到類似的溝通效果。

關鍵詞：校園霸凌、憤怒、恐懼、危機反應策略

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