

A Study of Crisis Responses in School Bullying Events

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ABSTRACT

This study used experimental method to investigate the effects of the crisis communication strategies the school takes when facing Bullying campus events. The main results are as follows: 1. When using a single strategy, apology and information strategy had better crisis communication effects. 2. When using combination strategies, deny strategy coupled with information strategy, there was no significant effects, but the excuse and apology plus information strategy can enhance the effectiveness of communication. 3. Information strategy can achieve a similar effect with the apology strategy

Keywords : school bullying、Anger、Fear、Crisis Response Strategies

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