

# 危機類型與危機組織情緒反應之研究

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## 摘要

危機溝通文獻對公眾情緒已累積相當程度之研究成果，但有關危機主體情緒性的回應，對溝通效果之影響則著墨較少。本研究以醫院發電機故障事件為案例，運用3（危機類型：受害者型、意外型與可預防型）×3（情緒性反應：生氣、哭訴與不帶情緒）實驗設計，探討危機類型、危機主體情緒回應，對危機溝通效果之影響。研究發現，受測者在受害者型事件中的責任知覺最低；在可預防型事件中的責任知覺最重。在受害者型事件中，危機主體淚訴的回應形式，溝通效果最好（聲譽評價最高、公眾怒氣程度最低、公眾同情程度最高）；在可預防型事件中，危機主體怒氣的回應形式，溝通效果最差（聲譽評價最低、公眾怒氣程度最高、公眾同情程度最低）。另外，本研究還建構了加入解釋接受度變項的SCCT修正模型。

關鍵詞：危機類型、危機組織情緒反應、危機溝通、生氣、淚訴

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