

A Study of Crisis Type and Organization's Emotional Response

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ABSTRACT

Literatures focusing on crisis communication have proposed substantial research results in public emotion, while they have less referred to the effect of emotional response of the crisis entity on communication efficacy. This study takes an accident of a breakdown generator in a hospital as a case and employs the experiment design of 3 (crisis types: victim, accident, and preventable types) × 3 (emotional responses: anger, tearful complaint, and unemotional types) to investigate the effect of crisis types and emotional response of the crisis entities on the efficacy of crisis communication. The research findings show that the subjects have the lowest responsibility perception in accidents of victim type, while the highest in accidents of preventable type. In the accidents of victim type, the response type expressed by the crisis entities in the way of tearful complaint creates the best efficacy in communication (the highest reputation appraise, the lowest public anger, and the highest public sympathy); in the accidents of preventable type, the response type expressed by the crisis entities in the way of anger creates the worse efficacy (the lowest reputation appraise, the highest public anger, and the lowest public sympathy). In addition, this study's SCCT modified model are joined variable of account of acceptability

Keywords : crisis type、organization's emotional response、crisis communication、anger、tearful complaint

Table of Contents

內容目錄	封面內頁	簽名頁	中文摘要	iii	英文摘要	iv	誌謝辭	v	目錄	vi	表目錄	viii	圖目錄	ix	第一章 前言	1	第一節 研究背景	1	第二節 研究動機	2	第三節 研究目的	5	第二章 文獻回顧	6	第一節 情緒與危機溝通效果	6	第二節 危機情境與危機反應策略	12	第三節 SCCT模型	16	第三章 研究方法	20	第一節 實驗設計	21	第二節 變數之操作型定義與衡量	24	第三節 資料分析方法	28	第四章 資料分析與研究結果	34	第一節 有效樣本之結構分析	34	第二節 驗證性因素分析	36	第三節 區別效度	43	第四節 SEM分析	47	第五節 交叉效度	51	第六節 差異檢定	53	第五章 研究結論	59	第一節 研究結論與管理意涵	59	第二節 限制與建議	62	參考文獻	64	附錄	74	表目錄		表3-1 實驗設計	22	表3-2 問卷內容	23	表4-1 基本資料表	35	表4-2 CRI-測量指標	36	表4-3 ORG -測量指標	37	表4-4 ACC -測量指標	38	表4-5 ANG -測量指標	39	表4-6 SYM -測量指標	40	表4-7 NEG-測量指標	41	表4-8 CFA彙整表	42	表4-9 區別效度-信賴區間法-生氣	44	表4-10 區別效度-信賴區間法-同情	44	表4-11 區別效度-係數檢定法-生氣	47	表4-12 區別效度-係數檢定法-同情	47	表4-13 SEM模型配適度指標	50	表4-14 SEM模型路線係數-生氣	50	表4-15 SEM模型路線係數-同情	51	表4-16 交叉效度-多群組比較-生氣	53	表4-17 交叉效度-多群組比較-同情	53	表4-18 危機主體不同情緒回應方式之效果差異檢定	55	表4-19 不同危機類型之效果差異檢定	56	圖目錄		圖2-1 加入解釋接受程度變項之SCCT模型	19	圖4-1 ORR - CFA	36	圖4-2 RT -CFA	37	圖4-3 AC - CFA	38	圖4-4 AG - CFA	39	圖4-5 SY - CFA	40	圖4-6 NM - CFA	41	圖4-7 區別效度-信賴區間法-生氣	45	圖4-8 區別效度-信賴區間法-同情	46	圖4-9 SEM分析-生氣	49	圖4-10 SEM分析-同情	49
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