

# 海岸巡防署負面報導危機反應策略之研究

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## 摘要

本研究探討海岸巡防署面對危機事件時的危機反應策略，及受眾所認知的情境和涉入程度不同的受眾。透過差異檢定分析受眾認知之危機情境和不同涉入程度的受眾，對於形象修護的效果是否有差異。研究發現受眾認知之危機情境和不同涉入程度的受眾對形象修護效果皆有差異。此外「修正行動」與「表達關心」策略為海岸巡防署最佳的形象修護策略，此外另發現「涉入程度」確實會影響形象修護效果。

關鍵詞：危機傳播(crisis communication)；危機情境(crisis situation)；形象修護(image restore)；涉入程度(involvement)

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