Contents

Volume IV: Crisis Communication Evolves – Digital Channels, Globalization, and Critiques

Introduction: Crisis Communication Evolves – Digital Channels, Globalization, and Critiques  W. Timothy Coombs  vii

A. Digital Channels

Web Sites

64. Internet-based Communication in Crisis Management  Danielle C. Perry, Maureen Taylor and Marya L. Doerfel  3

65. Diffusion of Traditional and New Media Tactics in Crisis Communication  Maureen Taylor and Danielle C. Perry  23

Social Media

66. Intention to Comply with Crisis Messages Communicated via Social Media  Karen Freberg  35

67. Is the Medium the Message? Perceptions of and Reactions to Crisis Communication via Twitter, Blogs and Traditional Media  Friederike Schultz, Sonja Utz and Anja Göritz  47

68. How Publics Use Social Media to Respond to Blame Games in Crisis Communication: The Love Parade Tragedy in Duisburg 2010  Andreas Schwarz  61

69. Effects of Narratives, Openness to Dialogic Communication, and Credibility on Engagement in Crisis Communication through Organizational Blogs  Sung-Un Yang, Minjeong Kang and Philip Johnson  77


71. Examining the Role of Social Media in Effective Crisis Management: The Effects of Crisis Origin, Information Form, and Source on Publics’ Crisis Responses  Yan Jin, Brooke Fisher Liu and Lucinda L. Austin  113
Paracrisis

72. The Paracrisis: The Challenges Created by Publicly Managing Crisis Prevention
   W. Timothy Coombs and J. Sherry Holladay

73. Paracrisis
   W. Timothy Coombs

B. Globalization and Crisis Communication

74. When in Rome? The Effects of Spokesperson Ethnicity on Audience Evaluation of Crisis Communication
   Laura M. Arpan

75. Six Years and Counting: Learning from Crisis Management at Bhopal
   Falguni Sen and William G. Egelhoff

76. Crisis Communication as a Multilevel Game: The Muhammad Cartoons from a Crisis Diplomacy Perspective
   Kristina Lindholm and Eva-Karin Olsson

77. After the Tsunami: Crisis Communication in Finland and Sweden
   Nigel Jackson

78. Crisis Communicative Strategies in Taiwan: Category, Continuum, and Cultural Implication
   Yi-Hui Huang, Ying-Hsuan Lin and Shih-Hsin Su

79. Audience-oriented Approach to Crisis Communication: A Study of Hong Kong Consumers’ Evaluation of an Organizational Crisis
   Betty Kaman Lee

80. Flying Different Skies: How Cultures Respond to Airline Disasters
   Marion K. Pinsdorf

C. Critical Views of Crisis Communication

81. Liability Means Never Being Able to Say You’re Sorry: Corporate Guilt, Legal Constraints, and Defensiveness in Corporate Communication
   Lisa Tyler

82. What Is a Public Relations “Crisis?” Refocusing Crisis Research
   Michael L. Kent