

Methodology

Design

3 (crisis type: accidental, preventable, victim) x 3 (source type: organization, CEO, *New York Times*)

Participants

623 participants were recruited through a paid Qualtrics survey.

Model Fit

Adequate fit determined using Laavan, $\chi^2(488) = 880.459, p < .001$, robust root mean square error of approximation (RMSEA) = .036, 90% CI = [.032, .040], robust comparative fit index (rCFI) = .967, robust, non-normed fit index/Tucker Lewis index (NNFI/TLI) = .964, standardized root mean residual (SRMR) = .040.

Results Summary

CEO's response to the victim crisis mediated the effects of sincerity, credibility, and account acceptance on post-crisis reputation and negative amplification.

When the organization was perceived as the victim of the crisis or experienced an accidental crisis, having the *New York Times* source type share the information provided the second least damaging effect to sincerity out of the significant message strategy conditions, when being compared to the referent.

Results Summary Cont.

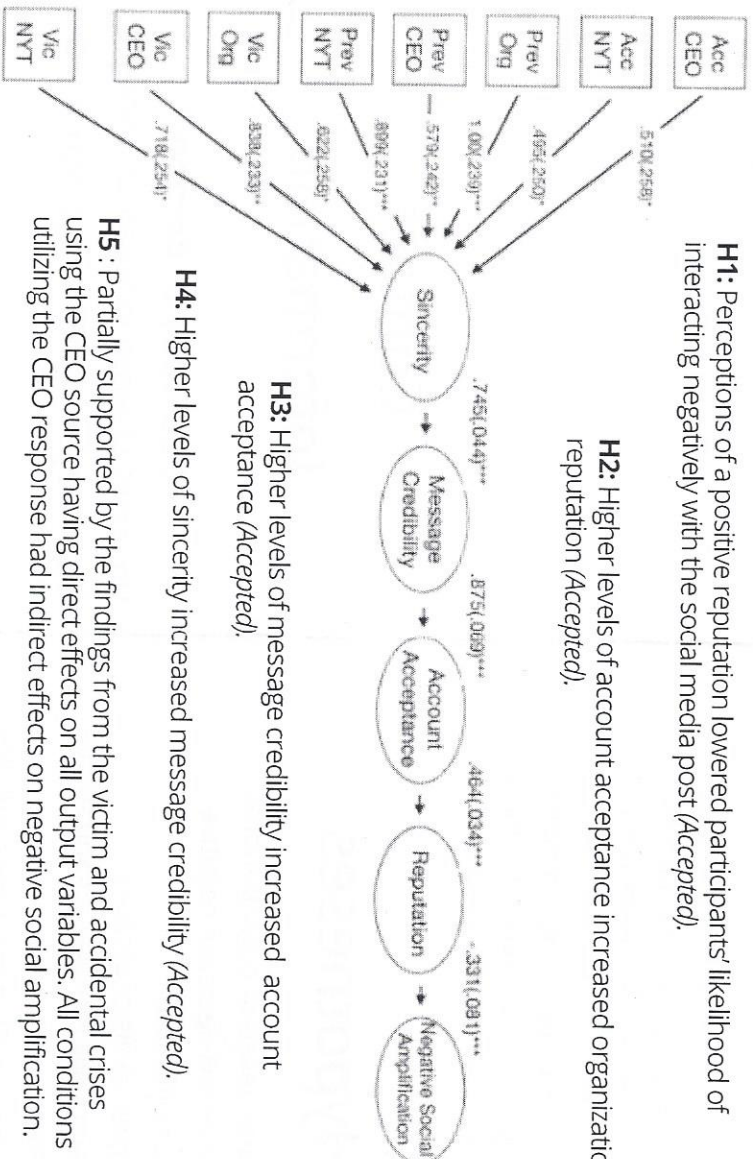
H1: Perceptions of a positive reputation lowered participants' likelihood of interacting negatively with the social media post (Accepted).

H2: Higher levels of account acceptance increased organizational reputation (Accepted).

H3: Higher levels of message credibility increased account acceptance (Accepted).

H4: Higher levels of sincerity increased message credibility (Accepted).

H5: Partially supported by the findings from the victim and accidental crises using the CEO source having direct effects on all output variables. All conditions utilizing the CEO response had indirect effects on negative social amplification.



Implications

Practical

- Dedicate a spokesperson on your crisis team.
- Be proactive: Consider building relationships with third-party sources, such as newspapers, as a proactive action prior to a crisis.

Theoretical

- Provides additional support for the SCCT framework by examining how perceived sincerity and credibility mitigated all 3 crisis event clusters (matched responses) and different source types with account acceptance, organizational reputation, and negative social amplification as post-crisis outcome variables, enhancing generalizability.

Research Goal

Spanning the literature of SCCT, source credibility, and social amplification, the goal of this research endeavor was to expand current crisis communication strategy literature by testing foundations of SCCT to post-crisis responses using a variety of sources via Facebook.

Hypotheses

- H1:** Higher levels of organizational reputation will decrease negative social amplification.
- H2:** Higher levels of account acceptance will increase organizational reputation.
- H3:** Higher levels of message credibility will increase account acceptance.
- H4:** Higher levels of sincerity will increase message credibility.
- H5:** Individuals who received the CEO's crisis response strategy will outperform the effects of other message strategies on outcome variables. More specifically, the effects of the CEO's response crisis will have less detrimental effects on perceived sincerity and credibility, therefore positively affect account acceptance and organizational reputation.

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Increasing Sincerity and Credibility through CCS to Stabilize Crisis Outcomes

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