SOCIAL MEDIA AND CRISIS COMMUNICATION

Edited by Lucinda Austin and Yan Jin



CONTENTS

Cor	Contributors	
	Introduction Lucinda Austin and Yan Jin	1
	TION I erview of Social Media Research in	
	sis Communication	7
1	The Status of Social-Mediated Crisis Communication (SMCC) Research: An Analysis of Published Articles in 2002–2014 Yang Cheng and Glen Cameron	9
2	Revising Situational Crisis Communication Theory: The Influences of Social Media on Crisis Communication Theory and Practice W. Timothy Coombs	21
SECTION II		
Cu	rrent Issues of Social Media and Crisis Communication	39
3	Communicating Strategic Change: The Continuum of Reputation, Issues Management, and Crisis Management Is Built on a Positive Corporate Culture Michael B. Goodman	41

4	Handling Crises in Social Media: From Stakeholder Crisis Awareness and Sense Making to Organizational Crisis Preparedness Chiara Valentini, Stefania Romenti, and Dean Kruckeberg	57
5	Ethical Engagement at a Time of Crisis in the Social Era Chun-Ju Flora Hung-Baesecke and Shannon A. Bowen	68
	CTION III undations and Frameworks	81
Fo	CTION III-A undations and Frameworks: Organizational proaches and Considerations	83
6	The Role of Public Relations Leadership in Effective Social Media and Crisis Communication Management Juan Meng and Bruce K. Berger	85
7	The Corporate Social Media Spokesperson: Who Should Speak on Behalf of the Organization in Times of Crises? Ratna Damayanti, Stacey Rodrigues, Samuel Chua, and Augustine Pang	99
8	Examining Public Responses to Social Media Crisis Communication Strategies in the United States and China Zifei Fay Chen and Bryan H. Reber	114
Fo	TION III-B undations and Frameworks: Audience-Oriented proaches and Considerations	127
9	Toward More Audience-Oriented Approaches to Crisis Communication and Social Media Research Julia Daisy Fraustino and Brooke Fisher Liu	129
10	Social Media, Hashtag Hijacking, and the Evolution of an Activist Group Strategy Nathan Gilkerson and Kati Tusinski Berg	141

SECTION III-C Foundations and Frameworks: Characteristics and Types of Social Media		
11	Social Media's Value in a Crisis: Channel Effect or Stealing Thunder? W. Timothy Coombs, An-Sofie Claeys, and Sherry Holladay	159
12	The World's All Atwitter: Image Repair Discourse on Social Media Mark Glantz and William L. Benoit	168
13	Augmented Reality, Wearable Technology, and Gamification: Mobile Media and Crisis Communication Emerging Specializations Karen Freberg and Michael J. Palenchar	180
SECTION IV Areas of Application		193
	ETION IV-A eas of Application: Corporate	195
14	Using Twitter for Crisis Communication: A Content Analysis of Fortune 500 Companies Michael North, Cong Li, Jiangmeng Liu, and Yi Grace Ji	197
15	A Study of Malaysia Airlines' Missing Flight Crisis: News Frames, Crisis Emotions, Negative Behavioral Intentions, Corporate Reputation, and Country Image Jueman (Mandy) Zhang, Yi Wang, Yue Wu, Xiuli Wang, and Ross Buck	209
	CTION IV-B eas of Application: Nonprofit	225
16	Nonprofit Organizations' Use of Social Media in Crisis Communication Melony Shemberger	227

17	World Vision's Lack of Vision: A Case Study of the 2014 Gay Hiring Crisis Nance McCown	238
	eas of Application: Health	251
18	When a Pandemic Strikes: Toward the Social Media Pandemic Communication Model Rachael Song-Qi Lim, Elizabeth Yingzhi Tan, Eric Wei Lim, Norshima Bte Abdul Aziz, and Augustine Pang	253
19	Health Misinformation via Social Media: The Case of Vaccine Safety on Pinterest Jeanine Guidry and Marcus Messner	267
SECTION IV-D Areas of Application: Disaster 2		281
20	Social Media Use During Disasters: A Research Synthesis and Road Map Julia Daisy Fraustino, Brooke Fisher Liu, and Yan Jin	283
21	Natural Disasters, Twitter, and Stakeholder Communication: What We Know and Directions for Future Inquiry Kenneth A. Lachlan, Patric Spence, and Xialing Lin	296
22	Visualizing Response and Recovery: The Impact of Social Media-Based Images in a Crisis Melissa Janoske	306
	CTION IV-E eas of Application: Political	319
23	Exploring Crisis Management via Twitter in the Age of Political Transparency Lisa Gandy and Elina Erzikova	321
24	From Bashtags to Geobombing: Modern-Day Digital Guerrilla Tactics Patricia Swann	335

SECTION IV-F Areas of Application: Sports		351
25	Sports, Culture, and Financial Crisis: A Cross-Cultural Comparison of the Social Media Responses of Struggling Sports Associations in the United States and the United Kingdom Audra Diers-Lawson and Stephen M. Croucher	353
26	The Role of Influencers: An Analysis of Social Media Discussion Across Platforms Through a Sustained Crisis Tina McCorkindale and Marcia W. DiStaso	374
SECTION V Emerging Frameworks and Future Directions		387
27	Digital Dialogue: Crisis Communication in Social Media Øyvind Ihlen and Abbey Levenshus	389
28	Social Media Engagement for Crisis Communication: A Preliminary Measurement Model Hua Jiang and Yi Luo	401
29	Crisis Communication in a Changing Media Environment: A Review of the Theoretical Landscape in Crisis Communication and Research Gaps Lucinda Austin, Julia Daisy Fraustino, Yan Jin, and Brooke Fisher Liu	423
30	Conclusion Yan Jin and Lucinda Austin	449
Ind	Index	