

BRIDGING THE CULTURE GAP



**MARCH
12-14
2018
ORLANDO
FLORIDA**



icrcconference.com



icrc@ucf.edu



[@icrc_conference](https://twitter.com/icrc_conference)



[/icrcconference](https://www.facebook.com/icrcconference)



UCF

**Nicholson School
of Communication**

UNIVERSITY OF CENTRAL FLORIDA



INTERNATIONAL

CRISIS & RISK COMMUNICATION

CONFERENCE

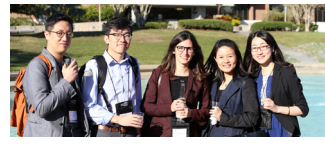
BRIDGING THE GAP

The **International Crisis and Risk Communication Conference** is a specialized annual collaborative where communication academicians and practitioners strategically unite to network, forge new research partnerships and solve problems that affect communities. Join us for fascinating presentations and discussions around this year's theme, **"Bridging the Culture Gap in Crisis and Risk Communication."**

To submit presentations, posters or student paper competition entries, visit icrcconference.com.

Priority Deadline: November 15, 2017

Final Deadline: December 5, 2017



These proceedings are a representative sample of the presentations given by professional practitioners and academic scholars at the 2018 *International Crisis and Risk Communication Conference* (ICRCC) held March 12-14, 2018. The ICRCC is an annual event that takes place the second week in March in beautiful sunny Orlando, Florida. The conference hosts are faculty and staff from the Nicholson School of Communication. The goal of the ICRCC is to bring together prominent professional practitioners and academic scholars that work directly with crisis and risk communication on a daily basis. We define crisis and risk broadly to include, for example, natural disasters (e.g., earthquakes, wildfires, hurricanes, floods, tsunamis), political crises, food safety issues, biosecurity, health pandemics, and so on. If you are interested in finding out more about the conference, feel free to contact anyone on the planning team:

Deanna Sellnow, Professor of Strategic Communication

Timothy Sellnow, Professor of Strategic Communication

Robert Littlefield, Director, Nicholson School of Communication

Boyd Lindsley, Deputy Director, Nicholson School of Communication

Tommiea Jackson, Administrative Professional and Marketing Coordinator

Additional Thanks to

Mary Jane O'Tool, ICRCC Proceedings Editorial Assistant, Nicholson School of Communications

Patric R. Spence, ICRCC Proceedings Associate Editor, Nicholson School of Communication

Proceedings of the *International Crisis and Risk Communication Conference* (2018) are open access, which means that all content is freely available without charge to the user or institution. Users are allowed to read, download, print, or link to the full texts of the articles, without asking prior permission from ICRCC. Copyright is held by the authors.

ISSN: 2576-9111

Nicholson School of Communication
University of Central Florida
12405 Aquarius Agora Dr.
Orlando, FL 32816-1344
Email: nassc@ucf.edu

TABLE OF CONTENTS

ICRCC PROCEEDINGS

BUILDING BRIDGES TO CONNECT WITH STAKEHOLDERS: A TEMPLATE FOR SUCCESS Kimberly A. Reed (Past President, International Food Information Council Foundation, and Nominee, First Vice President and Vice Chairman, Export-Import Bank of the United States)	1
CULTURAL CHALLENGES WHEN MEMORIALIZING TRAGEDIES Kjell Brataas (Billingstad, Norway)	5
RISK AND CRISIS COMMUNICATION IN COLOMBIA: A CASE STUDY FROM MEDELLÍN Michael Klafft (Jade University of Applied Sciences and Fraunhofer FOKUS) Pia Schreiber (Jade University of Applied Sciences)	8
DISCOURSE NETWORKS OF EMERGENCY RESPONSE COMMUNICATION: A CASE STUDY OF CIVILIAN DELIBERATION ON THE REDDIT PLATFORM Cody Blake Wilson (Purdue University) Megan Kendall (Purdue University)	12
VICTIM-GROUP LEGITIMACY: AN ARGUMENT FOR EXTENDING OUR UNDERSTANDING OF LEGITIMACY AFTER CRISIS Cody Blake Wilson (Purdue University)	16
SOCIAL MEDIA USE DURING NATURAL DISASTERS: AN ANALYSIS OF SOCIAL MEDIA USAGE DURING HURRICANES HARVEY Larry J. King (Stephen F. Austin State University)	20
REPUTATIONAL THREATS ONLINE: SOCIAL MEDIA AS A SIMULTANEOUS AGENT OF CRISIS AND TOOL FOR RESPONSE AND RESOLUTION IN THE CASE STUDY OF AN AMERICAN ACADEMIC LIBRARY Margaret C. Stewart (University of North Florida) Maria Atilano (University of North Florida)	24
IMPLEMENTING STREMI: A PRACTICAL GUIDE FOR CRISIS COMMUNICATION ON SOCIAL MEDIA DURING HURRICANES AND NATURAL DISASTERS Margaret C. Stewart (University of North Florida) Cory Young (Ithaca College)	27
TARGETING INTERNAL PUBLICS DURING THE 2014 EBOLA OUTBREAK: AN ANALYSIS OF KAISER PERMANENTE'S CRISIS COMMUNICATION STRATEGY Ingrid S. Greene (Pepperdine University) Denise P. Ferguson (Azusa Pacific University)	30

EFFECTS OF CRISIS NEWS ON INTERCULTURAL TOLERANCE:
AN INTERNATIONAL COMPARATIVE STUDY 34
Anthony Eseke (Messiah College)

WHY TRIVIALISING PEOPLE'S CULTURE CAN BE CATASTROPHIC FOR THE EFFECTIVE
COMMUNICATION OF EXTREME WEATHER WARNINGS: LESSONS FROM THE DELTA STATE
OF NIGERIA 38
Eromose E. Ebhuoma (University of Johannesburg)

THE NFL AS A MEGA-CRISIS: APPLICATIONS OF FRACTAL THEORY 42
Cory Young (Ithaca College)
Terry Rentner (Bowling Green State University)

A CLOSE LOOK AT THE ROLE OF REGULATORY FIT IN CONSUMERS' RESPONSES TO
UNETHICAL FIRMS 46
Kwansik Mun (University of Wisconsin)
Ilgi Shin (Incheon Catholic University)

ICRCC PRESENTATION POWERPOINTS

SHOULD I STAY OR SHOULD I GO? AN ANALYSIS OF RISK COMMUNICATION AND FIRE
SAFETY
Gabriella Sandstig (University of Gothenburg)
Bengt Johansson (University of Gothenburg)

CULTURAL CHALLENGES WHEN MEMORIALIZING TRAGEDIES
Kjell Brataas (Billingstad, Norway)

STRONG PRIOR REPUTATION: A HELP OR HINDRANCE IN REPUTATIONAL CRISES
Matt Tidwell (University of Kansas Edwards Campus)

REPUTATIONAL THREATS ONLINE: SOCIAL MEDIA AS A SIMULTANEOUS
AGENT OF CRISIS AND TOOL FOR RESPONSE AND RESOLUTION IN THE
CASE STUDY OF AN AMERICAN ACADEMIC LIBRARY
Margaret C. Stewart (University of North Florida)
Maria Atilano (University of North Florida)

IMPLEMENTING STREMI: A PRACTICAL GUIDE FOR CRISIS COMMUNICATION ON SOCIAL MEDIA
DURING HURRICANES AND NATURAL DISASTERS
Margaret C. Stewart (University of North Florida)
Cory Young (Ithaca College)

TELLING THE TALE: THE ROLE OF NARRATIVE PERSUASION IN HELPING PEOPLE RESPOND TO
CRISES
Brooke F. Liu (University of Maryland)
Lucinda Austin (Ithaca College)
Yan Jin (University of North Carolina)

UNCERTAINTY IN CRISIS NEWS REPORTING

Jacob Sohlberg (University of Gothenburg)
Bengt Johansson (University of Gothenburg)
Peter Esaiasson (University of Gothenburg)

PERSPECTIVES FROM THE TRENCHES: HOW AUSTRALIAN RISK COMMUNICATORS SEE THEMSELVES, WHO THEY TRUST, AND WHAT THEY NEED FROM RESEARCH

Amisha Mehta (Queensland University of Technology)
Brooke F. Liu (University of Maryland)
Lisa Tam (Queensland University of Technology)

TOWARDS MESSAGE EFFECTIVENESS: THE ROLE OF EFFICACY-BASED CONTENT AND IMAGES IN BUSHFIRE AND FLOOD EMERGENCY WARNINGS

Amisha Mehta (Queensland University of Technology)
Vivienne Tippett (Queensland University of Technology)
Dominique Greer (Queensland University of Technology)
Ryan McAndrew (Queensland University of Technology)

RESEARCH BOUNDARY SPANNING: UNDERSTANDING CRISIS COMMUNICATION COLLABORATIONS ACROSS GOVERNMENT, ACADEMIC, NON-PROFIT, AND INTERNATIONAL ORGANIZATIONS

Amisha Mehta (Queensland University of Technology)
Elizabeth L. Petrun Sayers (RAND Corporation)
Laura E. Pechta (Centers for Disease Control and Prevention)
Brooke Liu (University of Maryland)
Ben Duncan (World Health Organization)

RISK AND CRISIS COMMUNICATION IN COLOMBIA: A CASE STUDY FROM MEDELLÍN

Michael Klafft (Jade University of Applied Sciences and Fraunhofer FOKUS)
Pia Schreiber (Jade University of Applied Sciences)

SOCIAL MEDIA USE DURING NATURAL DISASTERS:

AN ANALYSIS OF SOCIAL MEDIA USAGE DURING HURRICANES HARVEY

Larry J. King Wilson (Stephen F. Austin State University)

DO WE REALLY NEED TO KNOW EVERYTHING?

CRISIS COMMUNICATION ETHICS AMONG SWEDISH JOURNALISTS AND CITIZENS

Marina Ghersetti (University of Gothenburg)
Bengt Johansson (University of Gothenburg)