

Abstract:

Crisis communication in today's world is influenced by globalisation and the interconnectedness of the world. People around the world access information quickly and from the comfort of their homes. Research focusing on crisis communication is gradually revealing the underlying models influencing crisis communication (risk perception theory, mental noise, negative dominance, trust determination, and emergent norm theory). Crisis communication can actively influence a person's resulting emotions. Sometimes it is important to make an apathetic audience more active and sometimes the goal is to calm the audience down again (Sandman, 2003). The form of the message or the setting of the audience itself can also play a role (Bier, 2001). There are more vulnerable populations who may find the message itself harder to understand, harder to adapt to change and/or may be more prone to panic behaviour (Lead, 2008, Mallon et al, 2013). The research itself focuses specifically on the effects of communication styles on populations at risk of an emergency. This is a secondary analysis of CVVM data from 2023 (N=861) and the primary method chosen is multiple regression. The communication styles selected are: sharing even less likely scenarios, differences in the role of the communicator of a given message, framing the message in a scientific or lay manner, and sharing the preparedness of the institution for less likely scenarios. Panic behaviour, fear and trust are chosen as effects that crisis communication styles can have. The results show that neither communication style has an effect on panic behavior and fears. The person of the communicator and the way of communicating scientifically or in layman's terms are shown to be significant on trust. The professor of nuclear physics from CVUT inspires the most trust and the Minister of Health inspires the least trust. There is a relatively greater degree of trust in formulating the message scientifically as opposed to in layman's terms. Education has not been shown to affect levels of panic behaviour, worry or confidence. Age and gender showed an association with an increase in worry. Older people and women have higher levels of worry. All variables showed significant indices of anxiety and conspiracy mentality.