



LUND
UNIVERSITY

Program scheme

15-09-28

Department of Strategic Communication

CRISIS4 – INTERSECTIONS

Wednesday, October 7

19.00 Get together at the Town Hall, Helsingborg City.
Welcoming by the Major of the City of Helsingborg.

Thursday, October 8

8.00–9.00 Registration
9.00–9.10 Welcome by conference chairs W. Timothy Coombs, Jesper Falkheimer and conference coordinator Mats Heide.
Venue: U203
9.10–9.15 Professor Andreas Schwartz, Chair of the TWG Crisis Communication.
Venue: U203
9.15–10.00 Keynote speech Professor Arjen Boin, Leiden University.
Venue: U203
10.00–10.30 Coffee break
10.30–12.00 Parallel sessions

SESSION 1 CRISIS AND YOUNG
Venue: E218
10.30–10.50 **Ulrika Sjöberg:** Crisis communication on the net from a child's perspective

10.50–11.10	Per Gustafson: It was a joke: From youthful indiscretion to national and international complications. An applied research case study in real time crisis
11.10–11.30	Desiree Newhart Hill: Young adults and media consumption during tornado alley disasters
11.30–11.50	Andreas Schwarz: Framing infanticide and child maltreatment as crisis: A media analysis of smoldering social crisis and the crisis response of German government authorities
11.50–12.00	Discussion
SESSION 2	CRISIS PERSPECTIVES Venue: E224
10.30–10.50	Cecilia Cassinger & Åsa Thelander: <i>Visuality and crisis communication</i>
10.50–11.10	Aurélie De Waele, An-Sofie Claeys & Verolien Cauberghe: The organizational voice: The importance of voice pitch and speech rate in organizational crisis communication
11.10–11.30	Laura Freberg, Karen Freberg & Sabrina Page: Using the Riverside situational Q-sort to assess perceptions of hazard and outrage
11.30–11.50	Chigo Ugoalah: Quality visibility in CEO response: Connecting to authenticity following a crisis
11.50–12.00	Discussion
12.00–13.30	Lunch
13.30–15.30	Parallel sessions
SESSION 3	CRISIS MANAGEMENT, CULTURE AND COMMUNITIES Venue: E218
13.30–13.50	Maarit Hannele Pedak: Community crisis and multiplied complexity for the crisis management team: How to communicate after the School Shooter Hit
13.50–14.10	Itsaso Manias-Muñoz: Crisis communication management: The case of Fagor Electrical Appliances as part of Mondragon Corporation
14.10–14.30	David Marc & Marie-Eve Carignan: Crisis communication adaptation strategies in the MM&A train (petroleum cistern): Explosion in downtown Lac-Mégantic

- 14.30–14.50 **Sherry Holladay & Timothy Coombs:** The auto-communication function of crisis communication: Reconsidering the targets and outcomes for crisis communication
- 14.50–15.10 **Hui Zhao:** The impact of contextual factors on crisis frame – Revisiting the concept of “modifier” in situational crisis communication theory
- 15.10–15.30 Discussion
- SESSION 4 CRISIS MANAGEMENT AND RISK
Venue: E224
- 13.30–13.50 **Augustine Pang & Yan Jin:** Contingency theory of strategic conflict management: From a “grand” theory of public relations to dominant crisis theory
- 13.50–14.10 **Jeannette N. Sutton & Shari Veil:** Entering phase V: The evolution of risk communication in a multimedia-multimodel-society
- 14.10–14.30 **Desiree Newhart Hill, Anna Kochigina & Nazmul Kabir Rony:** Diversity and danger: Risk communication in the heartland
- 14.30–14.50 **Audra Diers-Lawson, Simona Ivanova, Yue Wan, Eleni Sotiorpoulou & Salma Al-Hajiri:** Whose crisis is it anyway? Examining complexity in blame attribution and reputational risk in the airline industry
- 14.50–15.10 **George Amiso:** Containing Ebola in Nigeria: Lessons in effective risk and crisis communication
- 15.10–15.30 Discussion
- 15.30–16.00 Coffee break
- 16.00–17.30 Reception and business meeting of the ECREA Temporary Working Group on Crisis Communication – open for all conference participants. Chair: Andreas Schwarz. Venue: U203

Friday, October 9

- 9.00–10.00 Panel session – Who runs the crisis communication during a crisis? – with Henrik Olinder, The Swedish Civil Contingencies Agency, Catrin Johansson, Mid Sweden University, Marina Ghersetti, Gothenburg University, & Charlotte Simonsson, Lund University. Venue: U203
- 10.00–10.30 Coffee break

10.30–12.00 Parallel sessions

SESSION 5	SOCIAL MEDIA I Venue: E218
10.30–10.50	Marina Ghersetti & Tomas Odén: News media for news, social media for socialising: A nuanced picture of media use in crisis situations
10.50–11.10	Klas Backholm: Ensuring trustworthiness of social media content in crises. Exploring the usability of a content validation toolset for journalists and crisis communicators
11.10–11.30	Mats Eriksson & Eva-Karin Olsson: Exploring the social media logic– The case of Swedish authorities and their communication in crisis events
11.30–11.50	An-Sofie Claeys & Michaël Opgenhaffen: The intersection of theory and practice: Do crisis communication practitioners apply theoretical guidelines and what (or who) might be stopping them
11.50–12.10	—————
12.10–12.30	Discussion
SESSION 6	SOCIAL MEDIA II Venue: E224
10.30–10.50	Matthew Seeger & Timothy Sellnow: Focusing events and post crisis narratives of policy convergence and divergence
10.50–11.10	Gry Høngsmark Knudsen & Jeanette Lemmergaard: Firestorms on social media: Corporate communities and consumer slacktivism
11.10–11.30	Julia Drews & Juliana Raupp: Social Media - A duty for authorities' crisis communication? The social media usage of authorities, citizens and journalists in a large-scale crisis
11.30–11.50	Itai Himelboim & Bryan H. Reber: Using Twitter social mediators and mediated content during a crisis: Analyzing key players and network structures in air-line's social networks
11.50–12.10	W. Timothy Coombs, Davina Dhani & Sherry J. Holladay: The antisocial nature of U.S. food recalls: How firms avoid social media during food safety crises
12.10–12.30	Discussion

12.30–13.30 Lunch

13.30–15.00 Parallel sessions

SESSION 7 CRISIS MESSAGES AND RESPONSES

Venue: E218

- 13.30–13.50 **Michael Etter & Lindsey Blumell:** Crisis communication and Internet rumors: From social media responses to news media echoes
- 13.50–14.10 **Bengt Johansson:** Where is the information when I need it? Citizen's views on effective alerting and crisis information
- 14.10–14.30 **Deanna D. Sellnow, Timothy L. Sellnow & Bengt Johansson:** The intersection of dialogue and instruction in transboundary crisis communication: An international experiment in instructional message design
- 14.30–14.50 **Hannelore Crijs, Liselot Hudders & Verolien Cauberghe:** Crisis communication in a conversational environment: An experimental study on the effects of personalized response strategies on Facebook and the moderating role of valence
- 14.50–15.00 Discussion

SESSION 8 SOCIAL MEDIA AND CITIZENS

Venue: E224

- 13.30–13.50 **Tomas Odén & Marina Ghersetti:** The modern church bells: Receiving alerts in the new media landscape
- 13.50–14.10 **Leonie Rösner, Stephan Winter & Nicole C. Krämer:** S.O.S. on my Phone – How mobile applications can motivate volunteers to help in emergency situations
- 14.10–14.30 **Orla Vigsø:** The role of (social) media for citizens during crises
- 14.30–14.50 ———
- 14.50–15.00 Discussion

15.00–15.30 Coffee break

15.30 Cultural Program. Visiting the Main Building of Lund University, Lund Cathedral, and Dinner at The Old Bishops house, Lund University.

Saturday, October 10

9.00–10.00 Parallel sessions

SESSION 9 SOCIAL MEDIA III
Venue: E218

9.00–9.20 **Yan Jin & Lucinda Austin:** A cocreational approach to social mediated crisis communication: Communicating health crises strategically on social media

9.20–9.40 **Dimitrinka Atanasova, Paul Reilly, & Alejandra Castaño-Echeverri:** The fire was tweeted: Twitter, information flows and the 2015 Channel Tunnel fire

9.40–10.00 Discussion

SESSION 10 SOCIAL MEDIA AND FOOD INDUSTRY
Venue: E224

9.00–9.20 **Marja Åkerström:** Goodvertizing – PR agencies communicating and redefining risks within the food industry

9.20–9.40 **Timothy Coombs & Sherry J. Holladay:** Corporate use of social media during food product harm crises: Exploring the “social nature” of product recalls

9.40–10.00 Discussion

10.00–10.30 Coffee break

10.30–13.00 Parallel sessions

SESSION 11 POLITICAL AND OTHER APPROACHES
Venue: E218

10.30–10.50 **Julianna Raupp:** Politicization of characteristic of intersectional crises communication

10.50–11.10 **Hamish McLean:** Building political resilience

11.10–11.30 **Julia Jahanzoosi:** Imperial metals and the mount polley crisis

11.30–11.50 **Elsebeth Frey:** The difficult interview: How to contact and interview affected people without causing further trauma stress

11.50–12.00 **Jesper Falkheimer:** Terrorism, propaganda and crisis communication

12.00–12.20 Discussion

SESSION 12 STAKEHOLDERS AND FRAMES

Venue: E224

- 10.30–10.50 **Matteo Fuoli:** Repairing public trust after a crisis:
An experiment comparing the effectiveness of
apology and denial strategies
- 10.50–11.10 **Daniel Vogler, Mario Schranz & Mark Eisenegger:**
How stakeholder groups influence corporate
reputation in times of crisis
- 11.10–11.30 **Hesham Ahmed Faied:** Stake holders in Elites’
discourse about Electricity crisis in Egypt
- 11.30–11.50 **Beste Sultan Gülgün:** Uppss...who turned the lights
off? News framing analysis of the nation-wide power
outage of 2015, Turkey”
- 11.50–12.00 ———
- 12.00–12.20 Discussion

- 12.30–13.00 Lunch sandwich / Summing Up and Looking Ahead – Professor
Timothy Coombs.
Venue: U203