

# PREDICTORS OF ATTITUDE TOWARDS CRISIS PREPAREDNESS IN STUDYING METHODS OF IMPROVING CRISIS COMMUNICATION



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Current research demonstrates the value of effective crisis communication, specifically when preparing for a major crisis. This study explores several ways to improve crisis communication. There are seven research questions based on demographic information and five hypotheses derived from past research and a theoretical framework from the Extended Parallel Process Model (EPPM). The findings indicate that of all the demographic characteristics examined, education is the only one significantly associated with attitude towards crisis preparedness. All five hypotheses were supported, indicating that positive attitudes towards crisis preparedness are more likely when perceptions of threat and perceptions of self- and response efficacy are high. Finally, the findings in this study show that people are willing to cooperate with crisis officials towards crisis preparedness when perceptions of credibility of state and city representatives are positive.

Figure1. Research Model/ Antecedent, Independent, and Dependent Variables

