Crisis Management in Public Relations about Children Abuse Events in Kindergartens

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Children Abuse in Ctrip Parent-child Garden

Children Abuse in RYB Education pre-school

2017/11/22

Parents provided photos that the child with multiple pinpricks.
And called the police.

2017/11/23

The teacher was suspended to cooperate with the investigation.

2017/11/25

Police notified that the teacher was detained.
RYB apologized.
Removed director position of kindergarten.
Completing the rectification.

2017/11/27

Stocks of RYB tumbled and New York law firm opened a class action investigation.

2017/11/28

Police notified that the teacher was detained and the rumor mongers was arrested.

2017/11/29

RYB apologized and guaranteed that they would update the monitoring facilities.

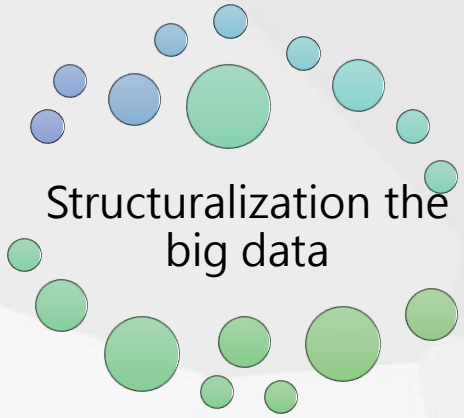
LITERATURE REVIEW

- Public relations crisis management
  - Threat to the organization
  - The element of surpise
  - A short decision time (Fink, 1986)
- **Crisis response strategy**
  - Information (Coombs, 2007b)
  - Emotional expression (Van der Meer and Verhoeven, 2014)
  - Deny, diminishing, rebuilding, reinforcing (Coombs, 1995; Fitzpartrick and Rubin, 1995)
- **Stakeholders in a crisis**
  - Person, group, organization (Ray, 1999;Bland, 1998; Lerbinger, 1997)

Research questions

- RQ1：What is the general overview about *Children Abuse*? What behaviors of children abuse are mentioned about? What stakeholders are involved in the crisis?
- RQ2：Which crisis-response strategy did Ctrip Parent-child Garden and RYB Education pre-school use to communicate during the crisis? What attitudes from the public toward the response are?
- RQ3：What is the implication for the response strategy in these two cases?

DiVoMiner--Online Content Analysis+Big data technology: both quantitative and qualitative analysis.



Web mining + machine learning + social network analysis.

Online content analysis

(manual coding + machine coding + machine learning code)

Report

Online + Offline

Discover the patterns

Deep Mining

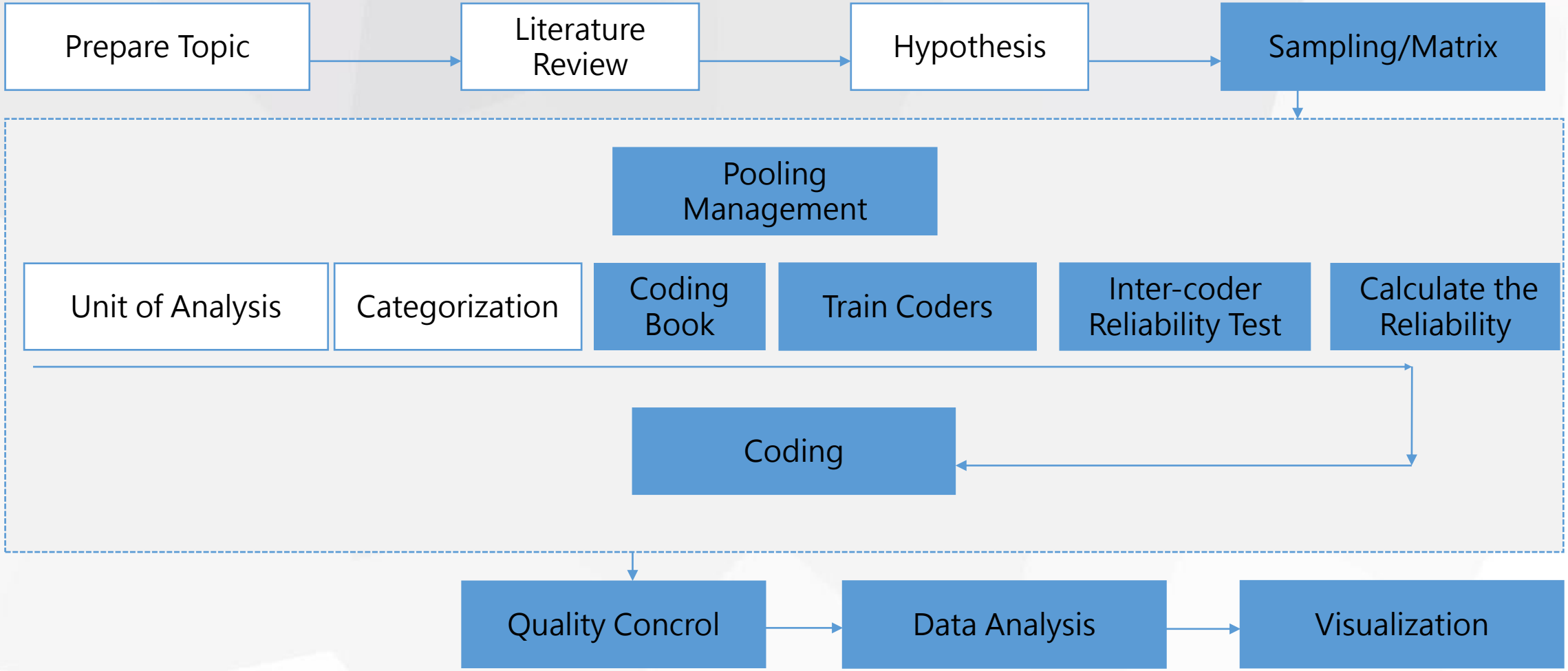
Data in → **Value out**

Systematic

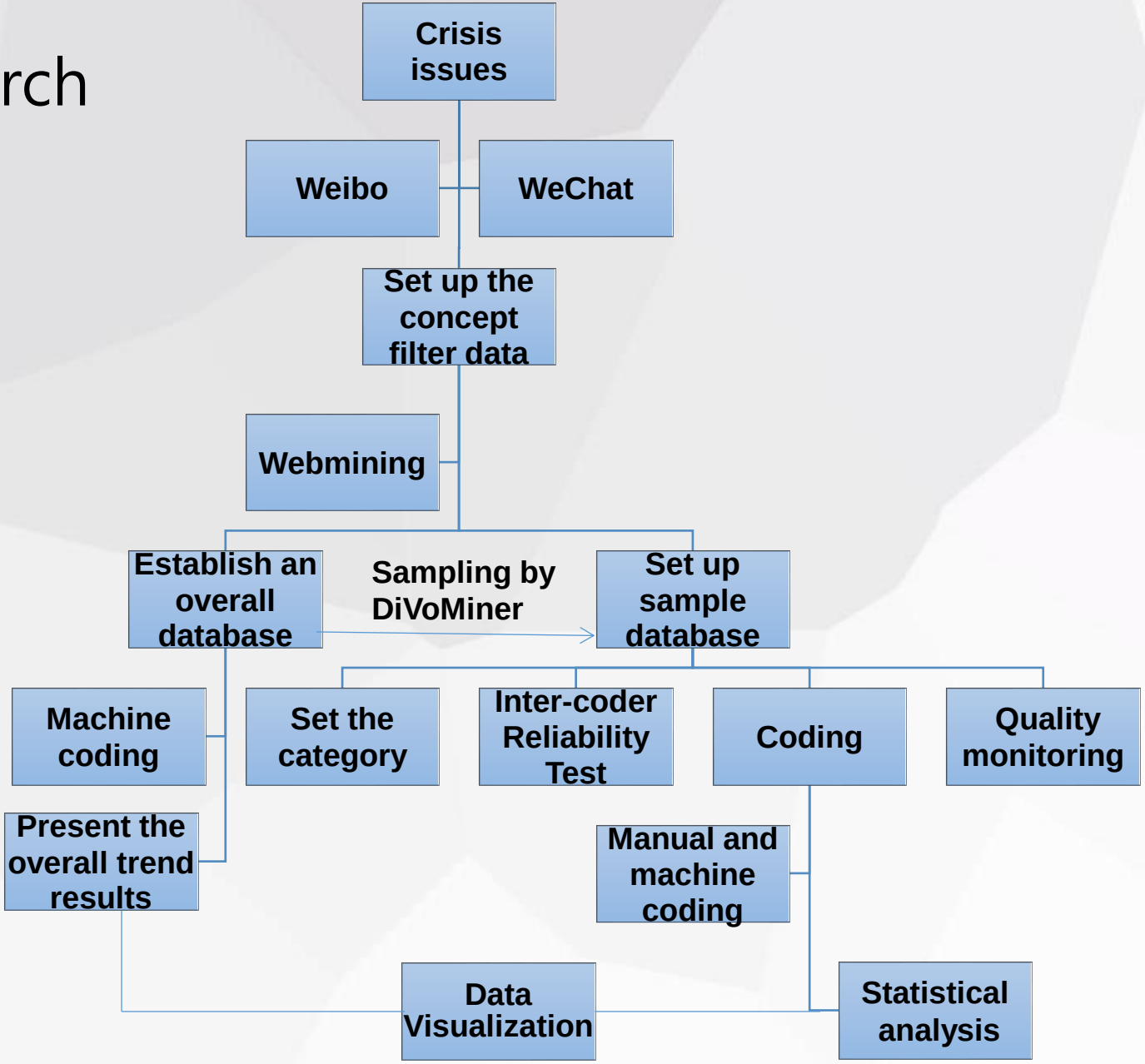
Objective

Quantifiable

METHODOLOGY:Online Content Analysis



Process of research



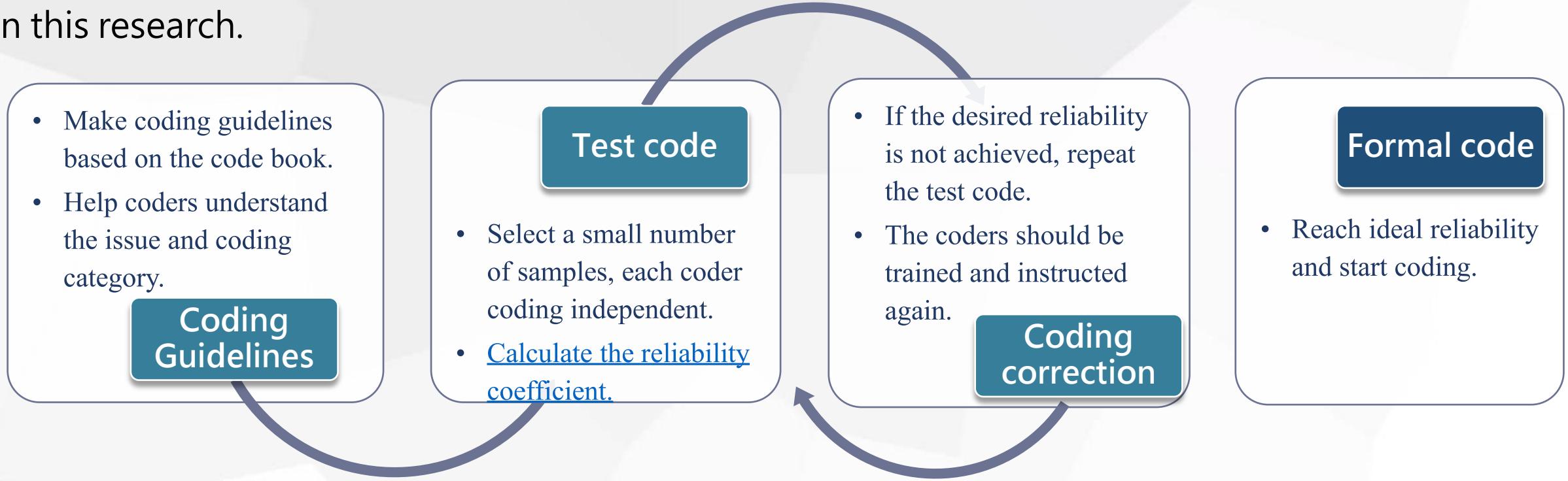
Sample

	Population	Sample for coding
Sina Weibo	21,508	1,000
Wechat	58,701	1,000

- The coded data set consisted of 2,000 accounts from November 1st, 2017 to February 28th, 2018, of which 1,000 were weibo blogs, 1,000 were WeChat articles.

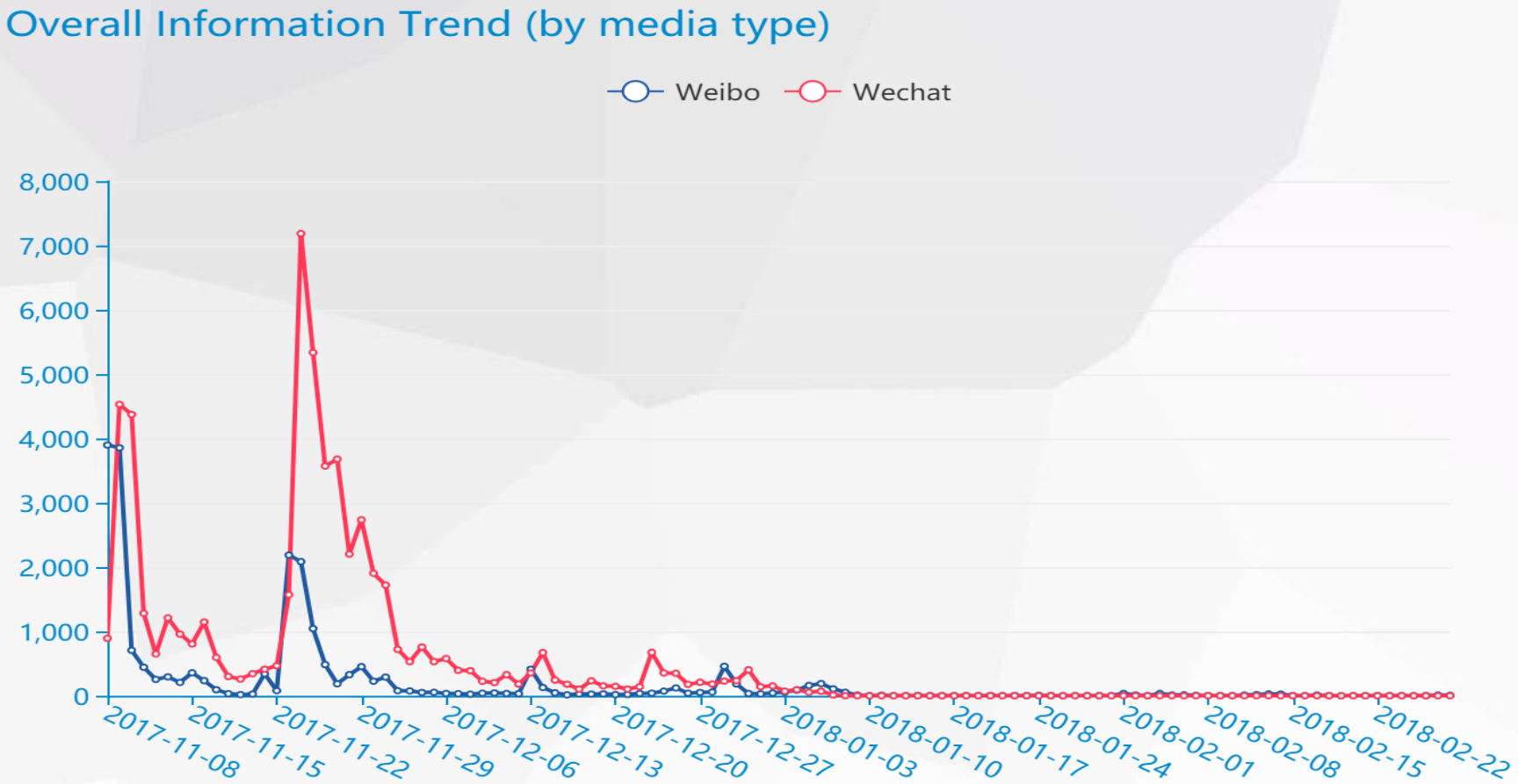
Inter-coder Reliability

A random sample of 100 was selected for a reliability check upon completion of the coding. We have three coders in this pre-test . The resulting of Holsti intercoder reliability rate was 0.91, which is higher than the standard coefficient 0.85 (Kassarjian,1997). It shows excellent reliability on this research.

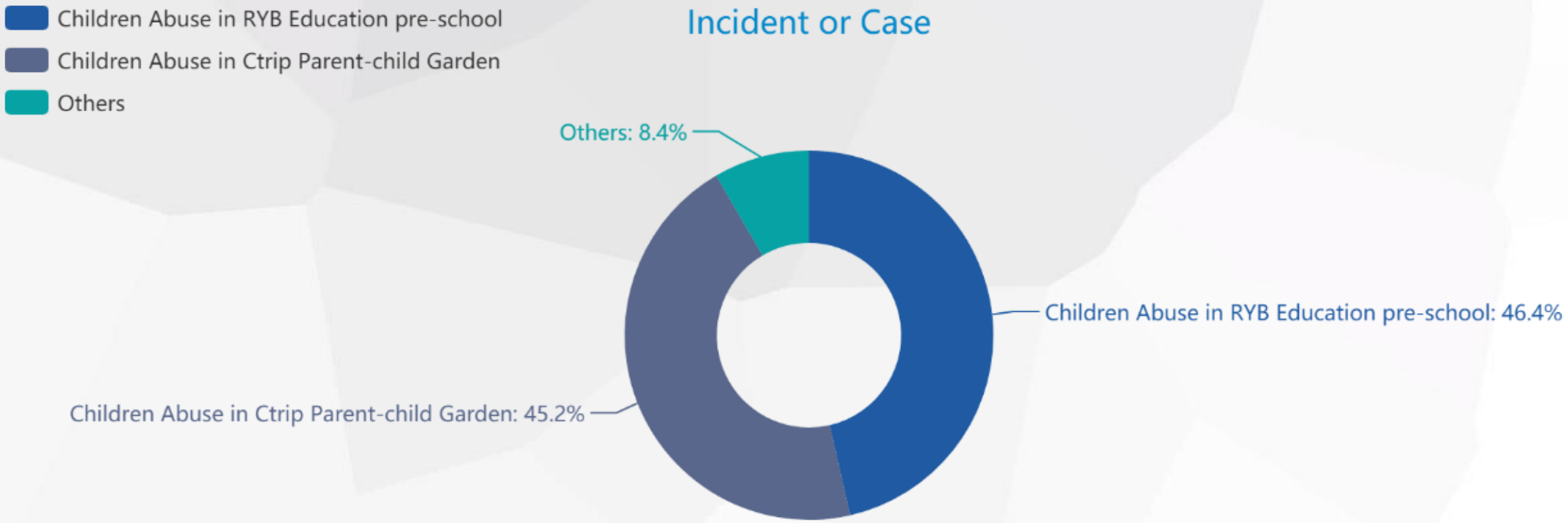


RESULT

Overall information trend



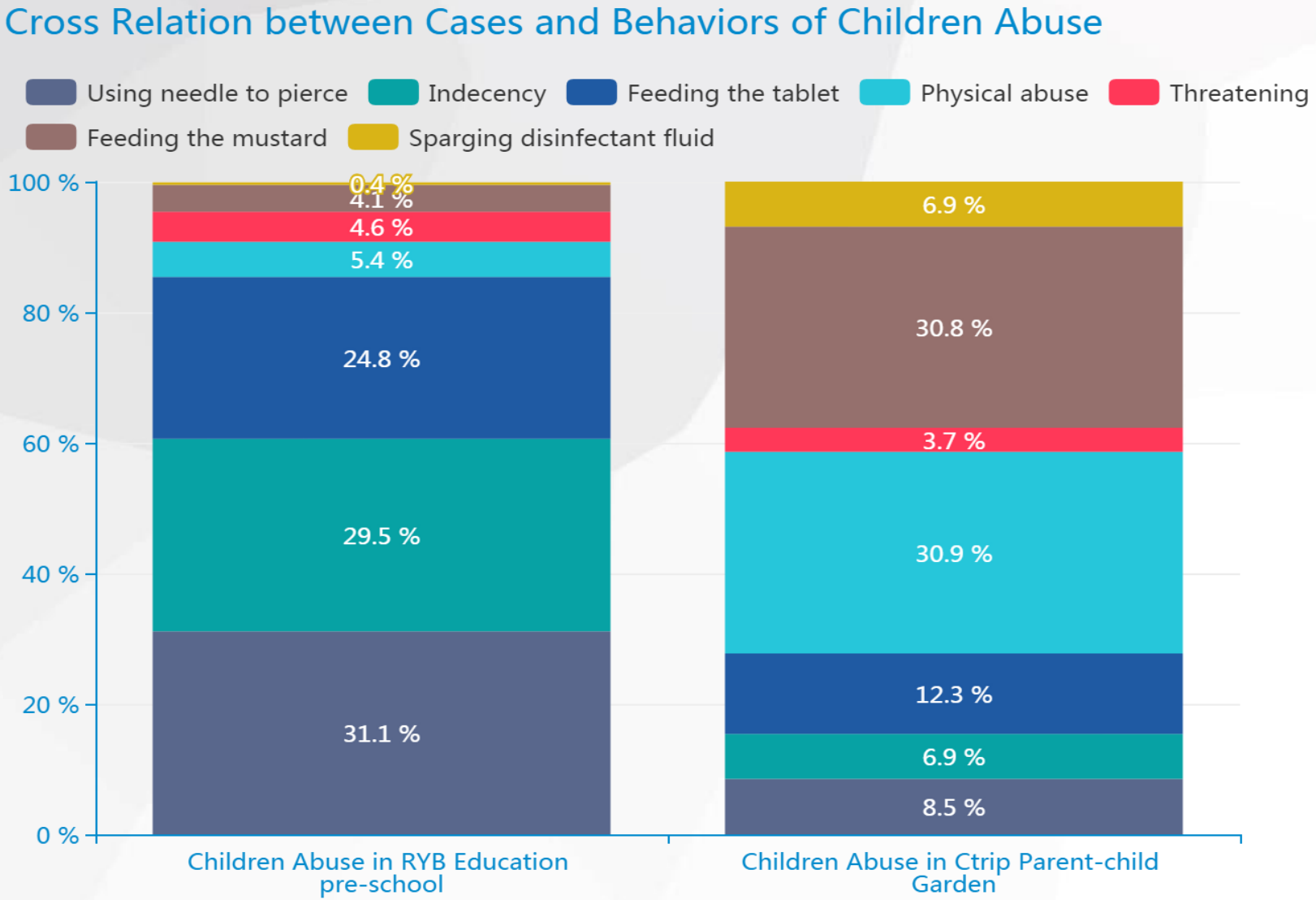
Overall information trend



Cases and behaviors of children abuse mentioned

- It can be seen that the behaviors of children abuse are mentioned most are about physical direct injury. These behaviors all challenge the moral bottom line, which is easy to arouse people's discussion and attention.

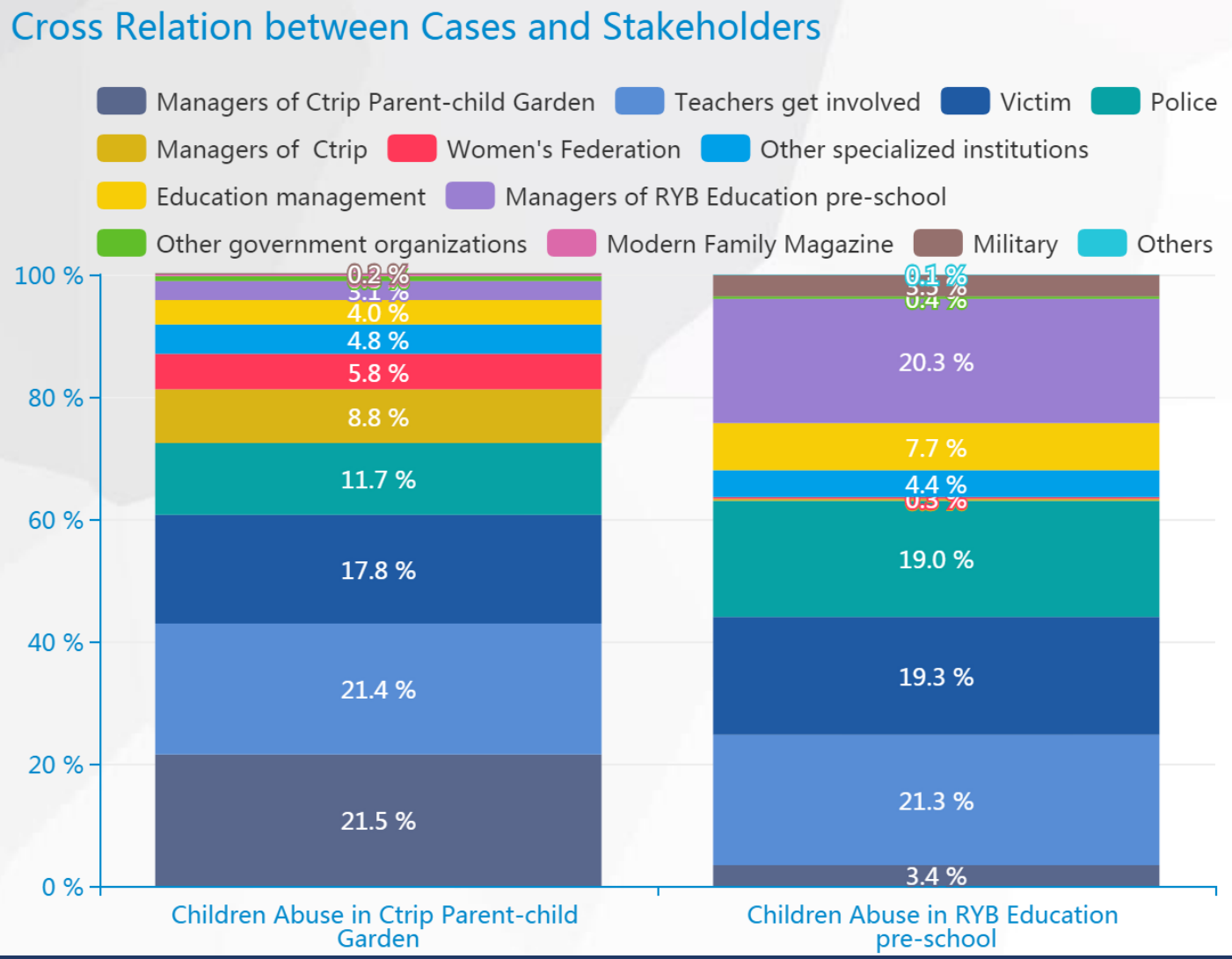
*Note:
$X^2 = 1319.125$， df=12， p<.001***



Cases and stakeholders

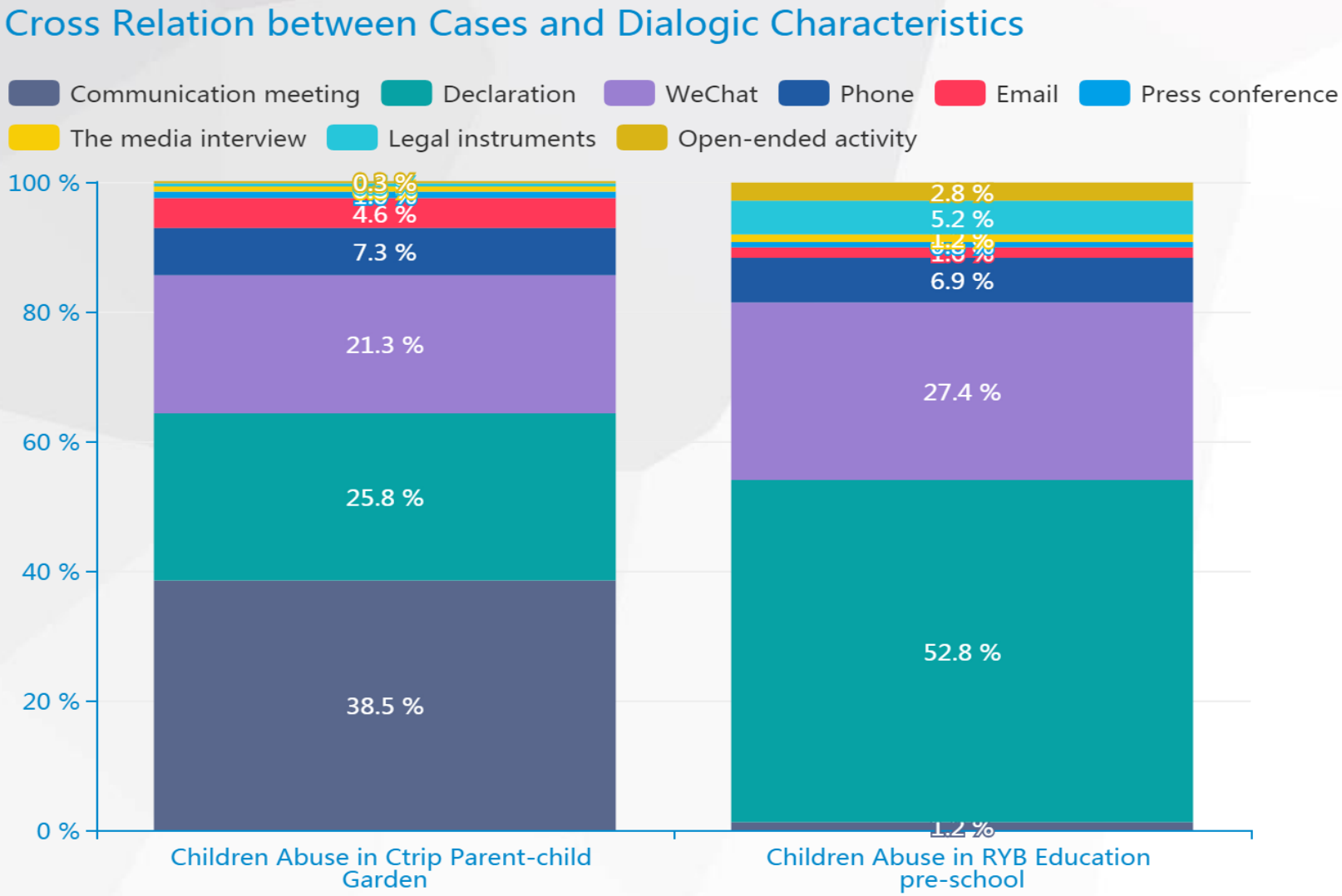
- It can be seen that the seriousness of this incident has involved the attention of the public inspection department.

*Note:
$X^2 = 1498.754$， df=12， p<.001***



Cases and dialogic characteristics

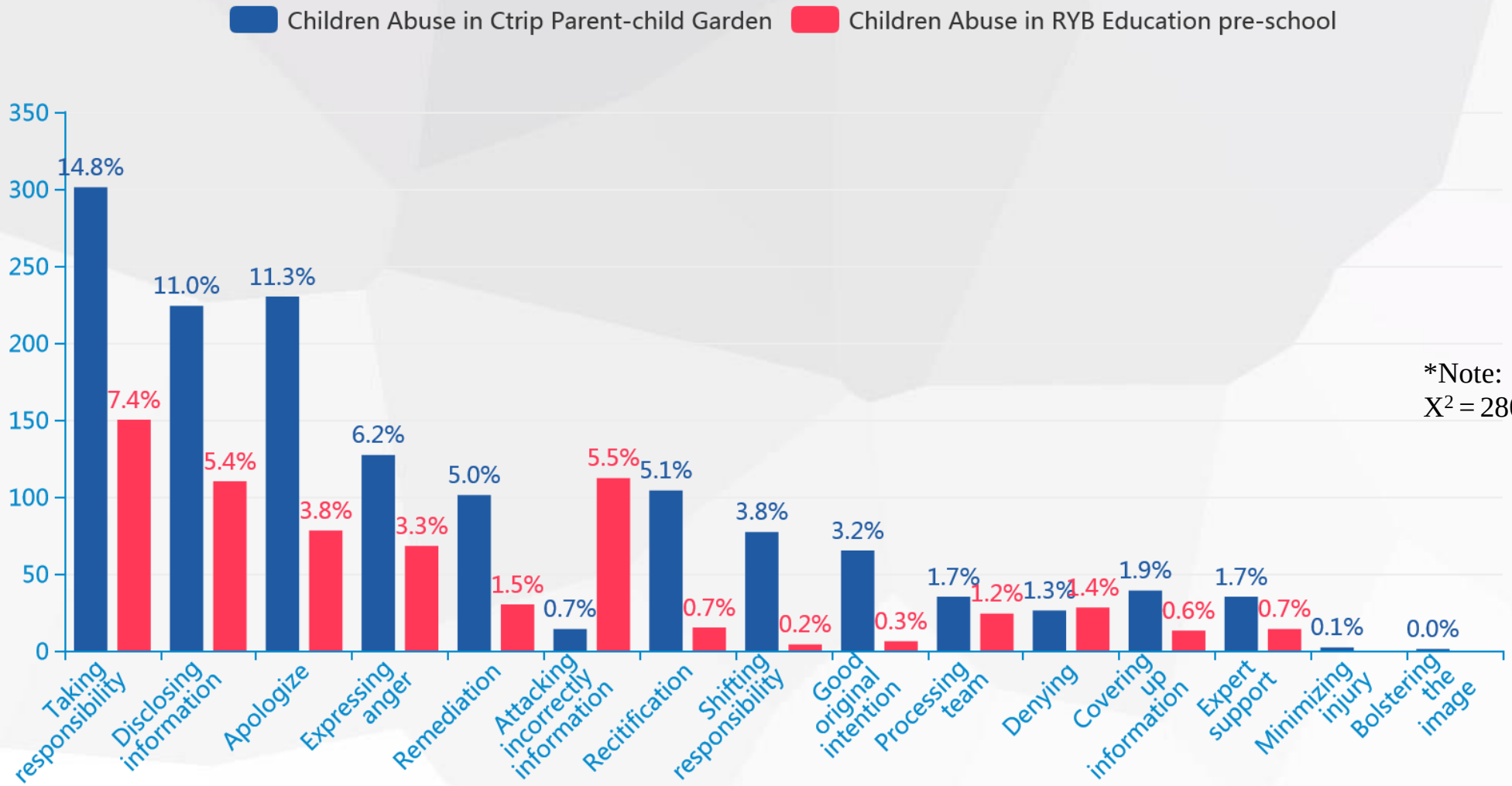
- the communication meeting which was hold by Ctrip didn't gain the public forgiveness. Most people think it's pointless to kneel and apologize.



*Note:
$X^2 = 147.923$， df=8， p<.001***

Response strategies

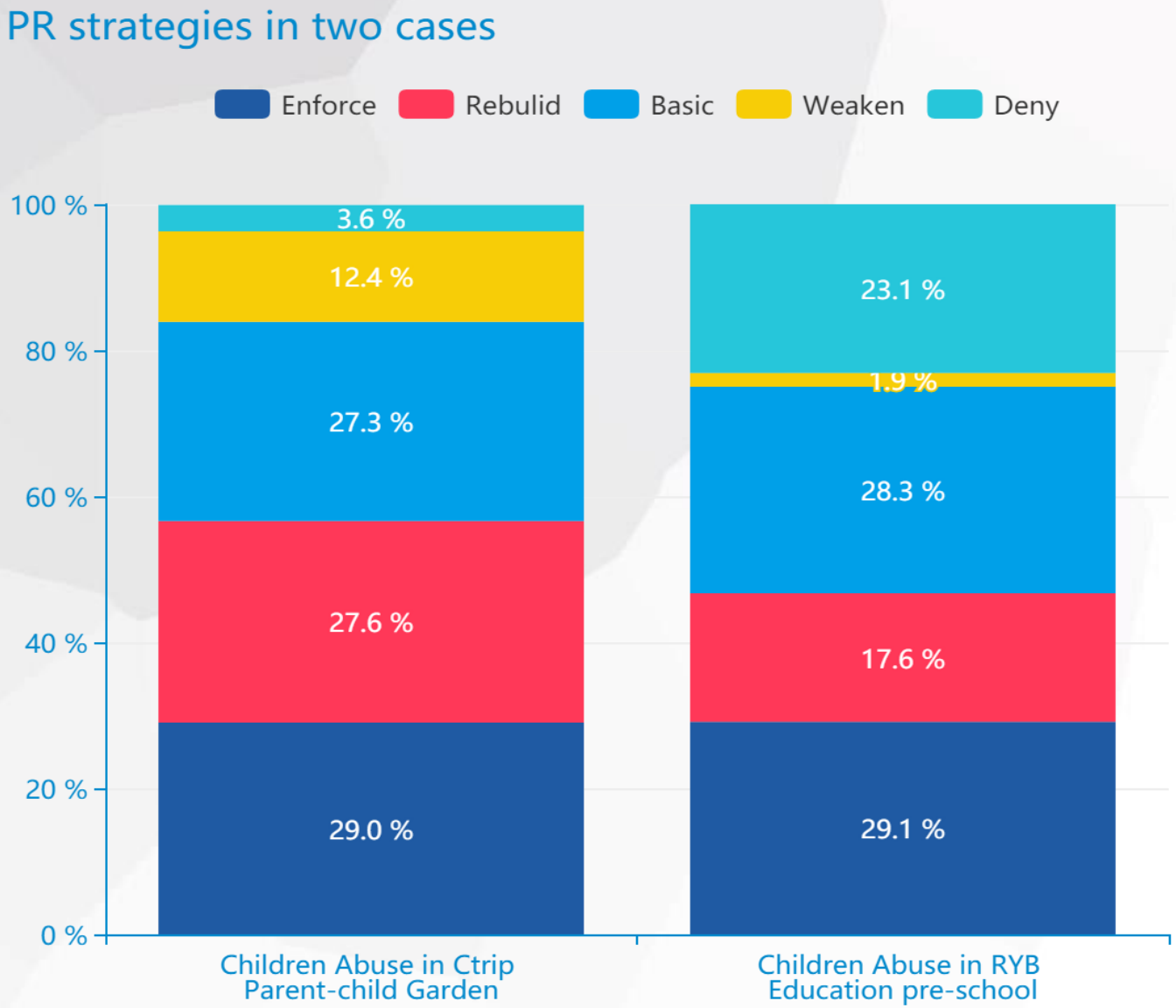
Response options and strategies in two cases



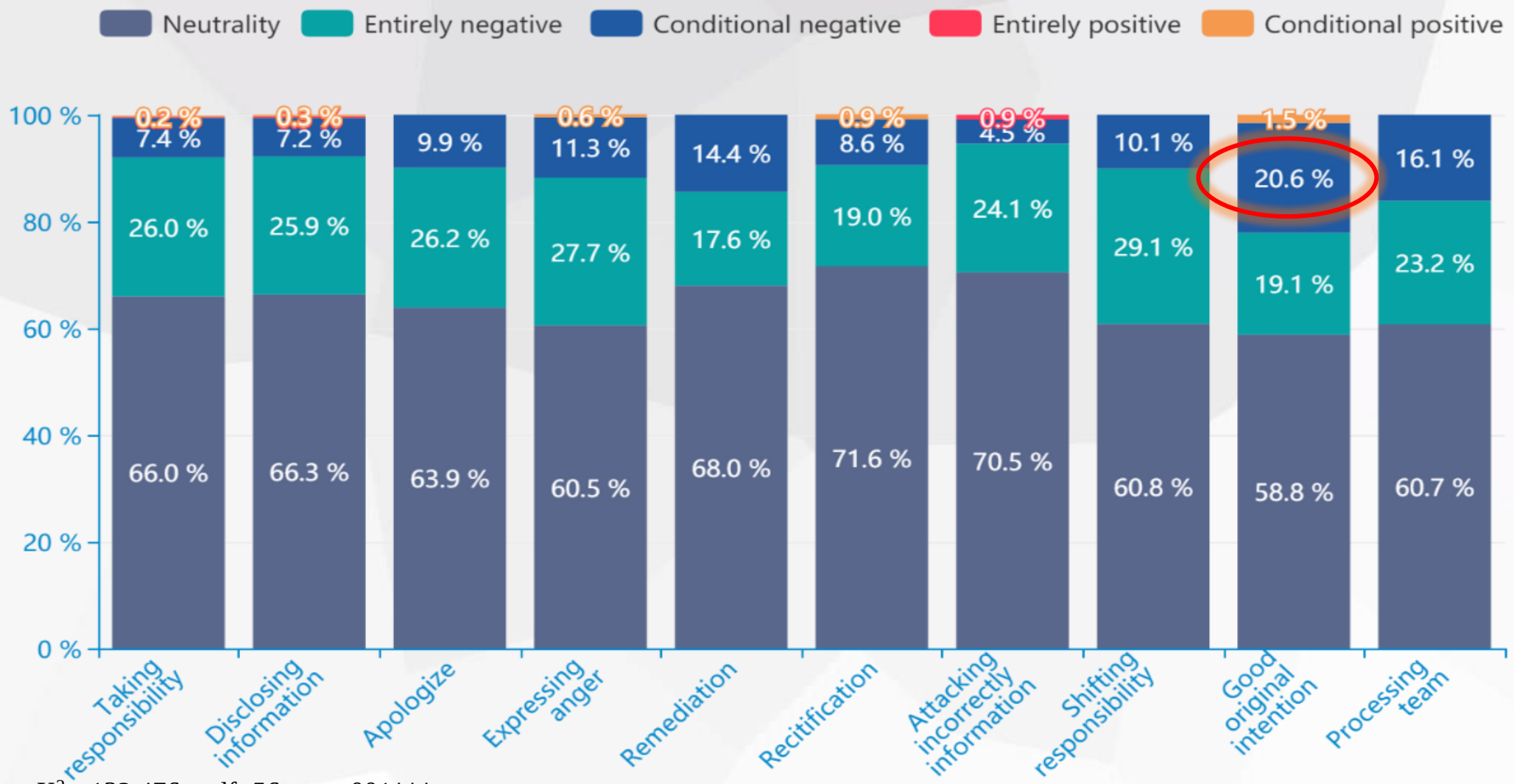
*Note:
$X^2 = 280.156$， df=14， p<.001***

- From the point of public relations crisis strategies, in Ctrip case, companies emphasized rebuild and weaken strategies than RYB case, while RYB company denied / attacked incorrect information more.

*Note: $X^2 = 189.981$, df=4, p<.001***

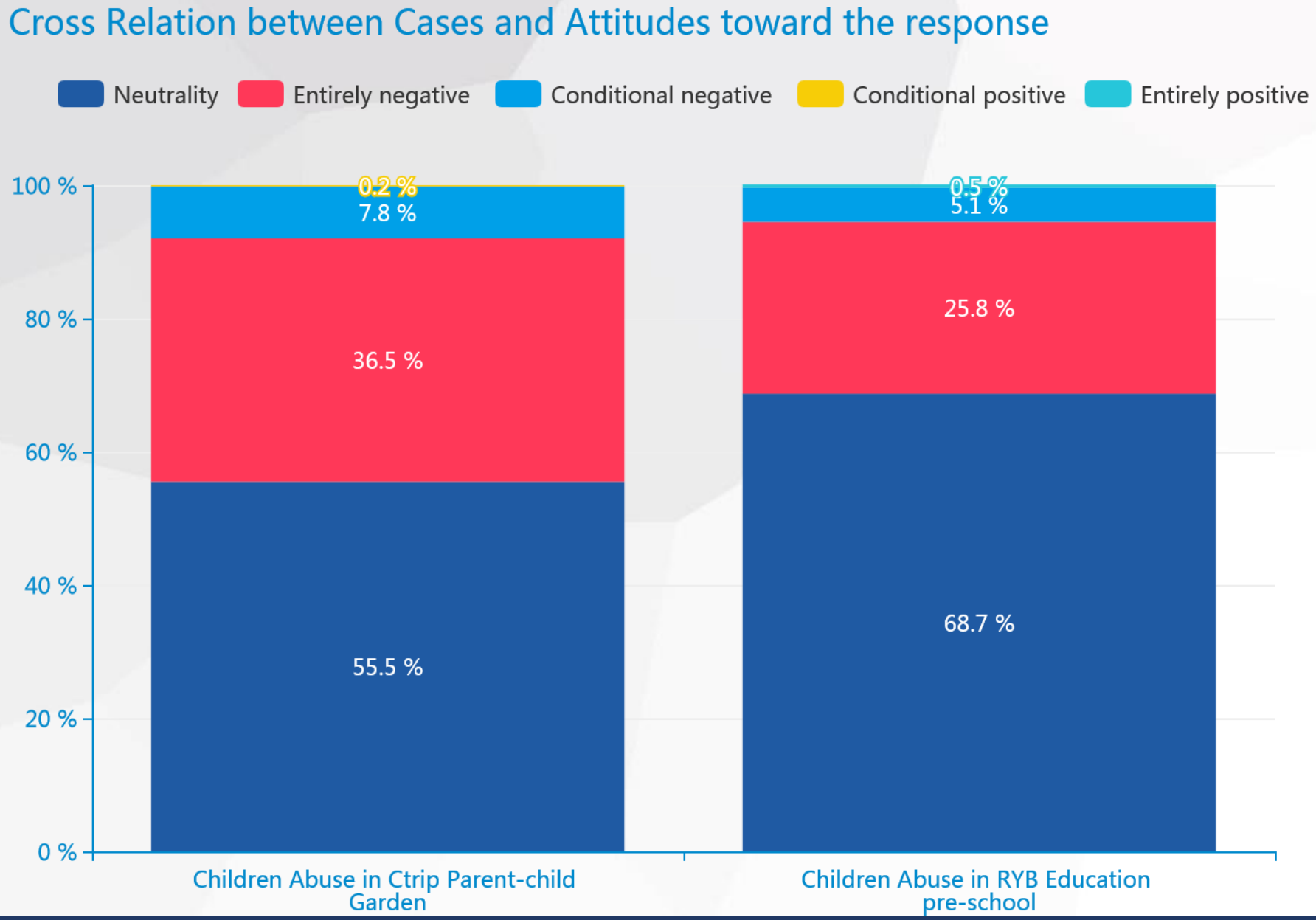


Cross Relation between Response Options and Attitudes



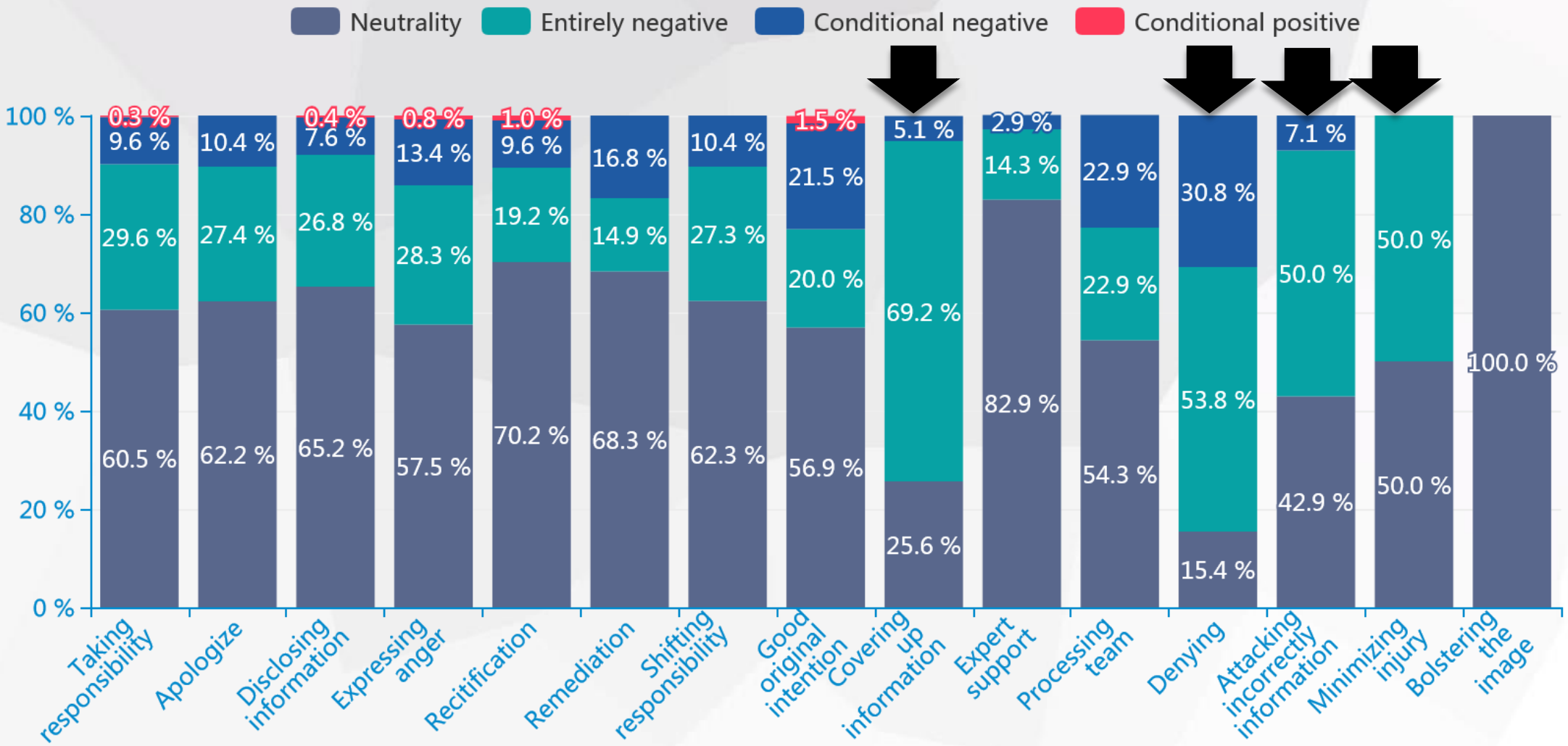
*Note: $X^2 = 132.476$， df=56， p<.001***

- The negative attitude in the Ctrip case is more obvious than RYB case.



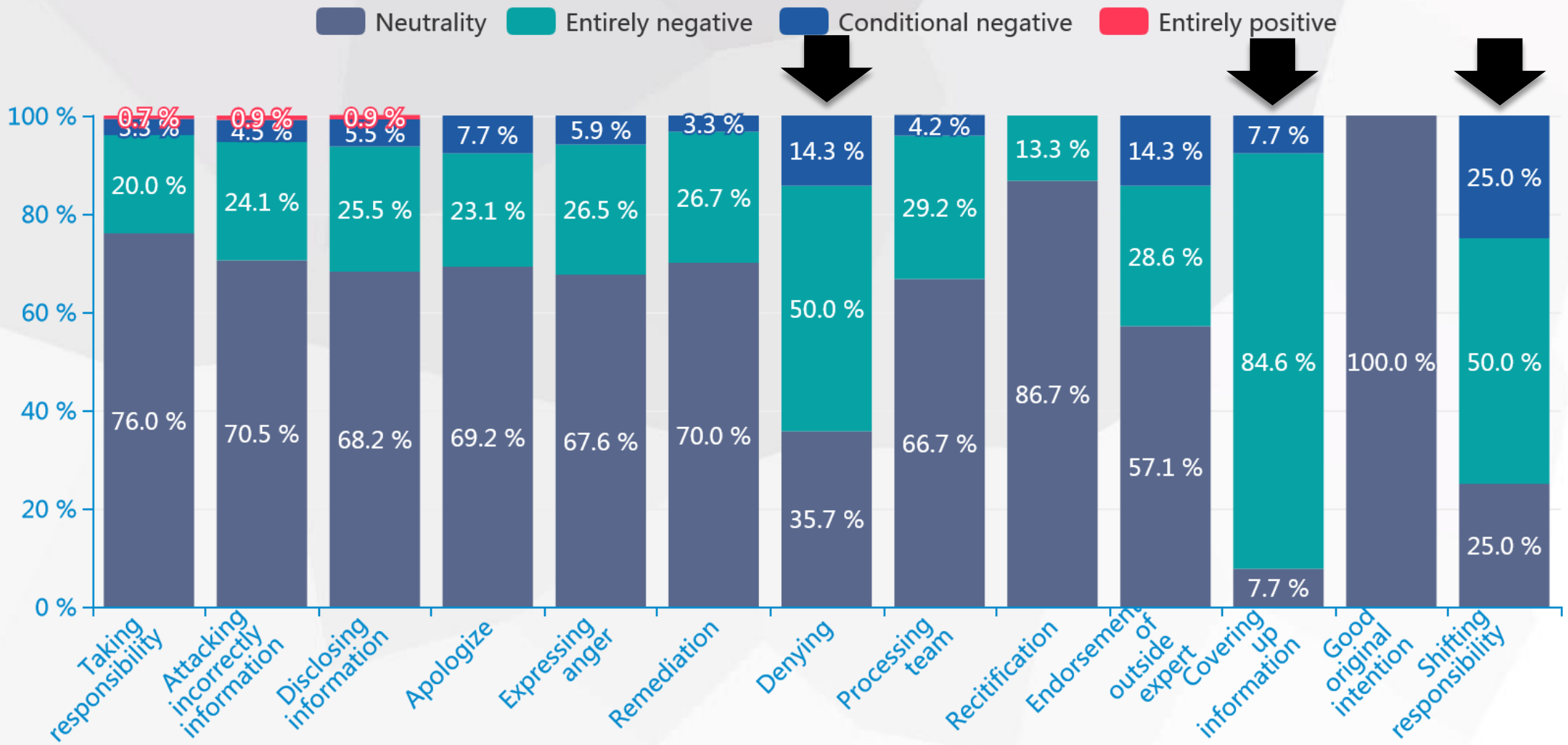
*Note:
$X^2 = 13.431$， df=4， p<.01**

Ctrip-Response Options and Attitudes



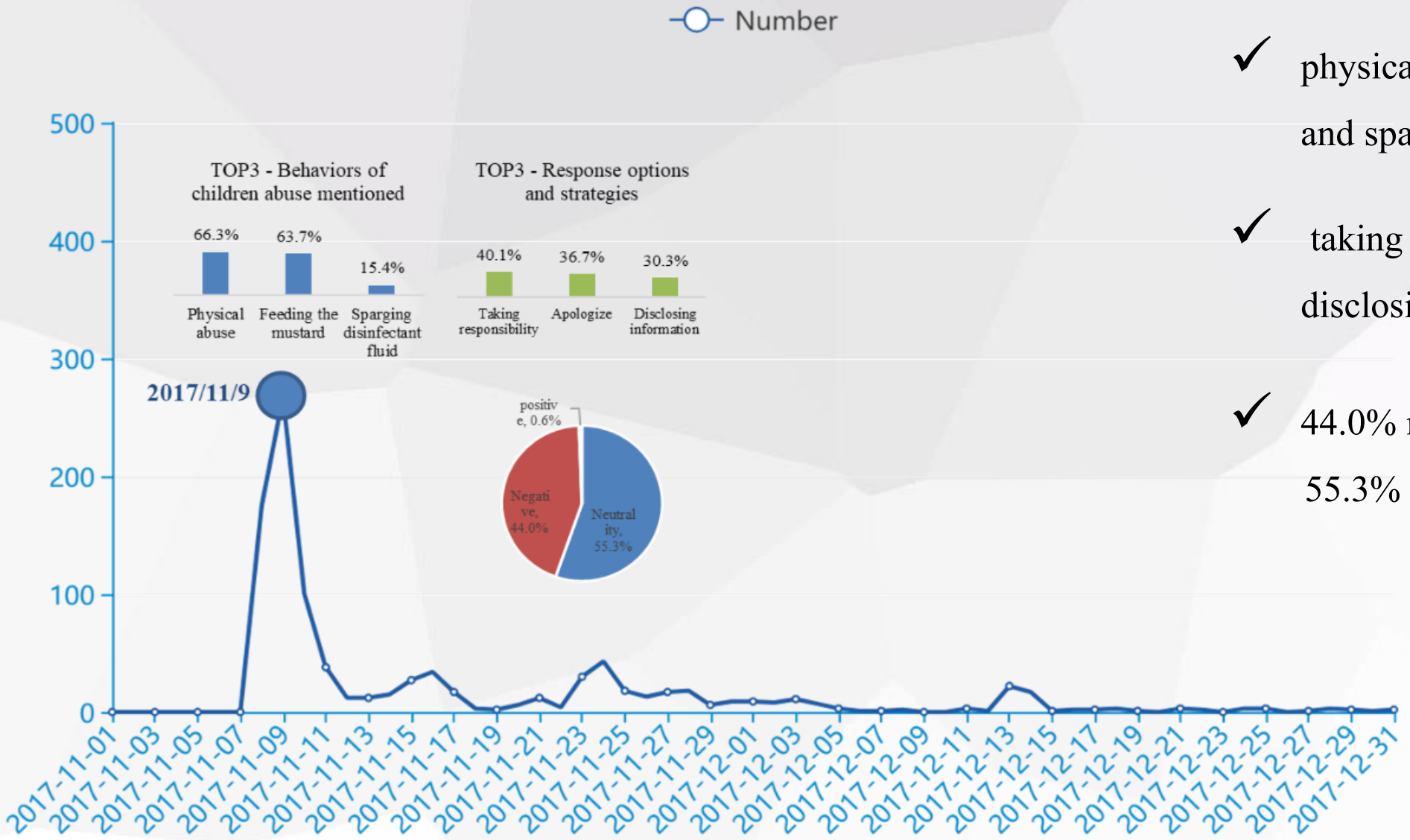
*Note: $X^2 = 108.213$， df=42， p<.001***

RYB-Response Options and Attitudes



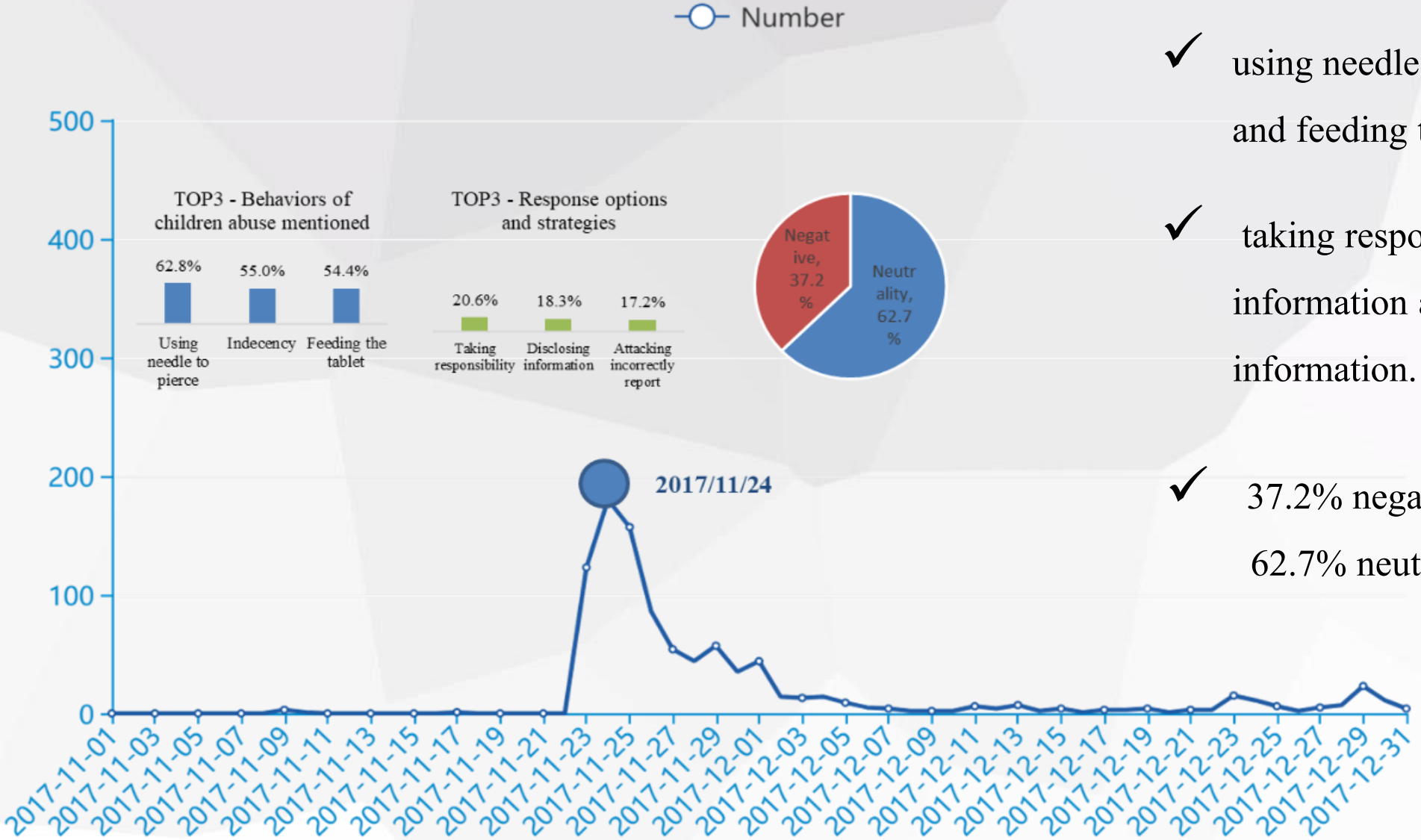
*Note: $X^2 = 60.044$， df=36， p<.01**

Development stages of the Ctrip Children abuse event



- ✓ physical abuse, feeding the mustard and sparging disinfectant fluid.
- ✓ taking responsibility, apologize and disclosing information.
- ✓ 44.0% negative
  55.3% neutral

Development stages of the RYB Children abuse event



- ✓ using needle to pierce, indecency and feeding the tablet.
- ✓ taking responsibility, disclosing information and attacking incorrect information.
- ✓ 37.2% negative
  62.7% neutral

CONCLUTION AND DISCUSSION

- Firstly, identify the crisis facts and wait for the authority's investigation result.
- Secondly, establish a constant public relations mechanism and publish information with one voice.
- Thirdly, specify implementation plan, the more detailed the better.

Further study

- In the future, this research can be done from the perspective of psychology.
- Combine questionnaire survey and focus group to explore expectations from the public.
- The current education status, policy text, education staff status and other investigations can be combined to provide an optimized path for the future pre-school education development and much more cases can be analyzed.

THANK YOU

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