

CRISIS 8 | Communication at the crossroads

The intersection of crisis management, sustainability, and digital transformation

ECREA Risk and Crisis Communication Section

September 15-17, 2025 | Bucharest, Romania

Conference program

September 14, 2025 | Preconference social event

14:00	Guided tour at the Village Museum Registration is mandatory Please sign up by sending an email to crisis8@comunicare.ro by September 4
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September 15, 2025 | Pre-conference workshop

13:30-17:30	PhD Workshop Coordinator: Heini Ruohonen heini.ruohonen@abo.fi Venue: SNSPA, 30A Expozitiei Blvd, Bucharest Room: 804
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19:00	Traditional dinner Venue: SNSPA Guesthouse, 2 Emanoil Bacaloglu Street, Bucharest
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September 16, 2025

Venue: SNSPA, 30A Expozitiei Blvd, Bucharest

9:30-10:00	Registration Venue: SNSPA, 30A Expozitiei Blvd, Bucharest, Ground floor
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10:00-11:30	Conference opening , room 104 (amphitheater, 1 st floor) Corina Buzoianu, Conference chair Guest speaker Alina Bargaoanu, Dean of the Faculty of Communication and Public Relations, SNSPA, Romania - <i>The public and its (many) problems. Challenges to democracy in an algorithmic world</i> Keynote speaker Yan Jin, University of Georgia, US - <i>Between the Woods, the Fire, and the Water: The Ways to Sticky Crisis READINESS</i>
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11:30-12:00

Coffee break

12:00-13:30 Parallel sessions

Session no. 1 | Preparing for Uncertainty: Technology, Readiness, and the New Era of Crisis Communication

Room: 317

Chair: Audra Diers-Lawson

Crisis Communication, AI and Noah's Ark Strategy: Can Companies fullproof themselves in Uncertain Times?

Amiso M. George, Aizhana Dzhumaliev

GenAI risks: exploring how European communication professionals perceive READINESS for the generative AI challenge

Anca Anton, Yijing Wang, Silvia Ravazzani

Improving Crisis Communication Through Visual Design Ideation: An Interdisciplinary Approach

Amitabh Verma, An-Sofie Claeys, Yan Jin

Artificial Intelligence Uses and Risks in Emergency, Crisis and Disaster Situations. A Case of using AI for Training Personal Disaster Preparedness

Silvia Raluca Ciochină, Diana-Maria Cismaru

Decoding the Risk Severity of Infodemics on TikTok: AI Driven

Session no. 2 | Crisis Communication and Public Resilience in Health Emergencies

Room: 307

Chair: Deanna Sellnow

Good and bad influencers: the role of online activists in both causing and resolving a vaccination crisis in Ireland 2015-2019

Maurice Kelly, Ben Duncan

Crisis Communication and Public Engagement on Social Media: A Comparative Study of Scandinavian COVID-19 Responses

Anna Elisabeth Hasselström, Anders Olof Larsson

Communicating (un)certainty in a pandemic: An international evaluation of communication strategies and sources for a health crisis

Sebastian Cole, Øyvind Ihlen

Prompting cyber secure behaviour among adolescents: A survey experiment based on Protection Motivation Theory

Alexander Johannes Wilke, Florian Meissner, Miglė Puikytė

Public Emotions in Chinese Crisis Communication: A Systematic Review

Session no. 3 | Mediated Realities: How News Coverage Constructs Leadership, Risk, and Responsibility

Room: 314

Chair: Camelia Cmeciu

Allies or Enemies?

Exploring the Problematic Relationship Between Journalism and Public Communication in Environmental Disasters

Norma Baldino, Cinzia Atzeni, Alessandro Lovari

'A poisonous cocktail' Diverging crisis narratives in Dutch media and politics about the 'Maccabi Riots' in Amsterdam, November 2024

Annelotte Janse, Adriaan Duiveman, Ruben Ros

(Poly)crisis and Journalists' Perception of Risk: framing the news with challenging perspectives in the long run

Juliana Alcantara

Media's Construction of Political Leadership in Transboundary Crises:

<i>Analysis of Content and Conversations Surrounding the 2025 California Wildfires</i> Souad El Mghari, Audra Diers-Lawson <i>The Ukrainian refugee crisis in the Romanian media: a discursive approach</i> Mălina Ciocea, Elena-Negrea Busuioc, Florența Toader, Bianca-Florentina Cheregi	Minsi Li <i>The role of triage in crisis communications: Connecting risk, context, and crisis mobilisation</i> Kevin Read, Bridget Bellamy, Ada Alan	<i>Deconstructing Mediated Responsibility Negotiations in a Multilevel Political System</i> Elisabeth Wagner-Olfermann <i>Climate Change and the Media: Narratives Constructed by Público on Forest Fires in Portugal</i> Gisiela Klein
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13:30-14:30

Lunch break

14:30-16:00 Parallel sessions

Session no. 4 Political Arenas and Strategic Narratives: Communication in Times of Crisis Room: 307 Chair: Andreas Schwarz <i>Navigating Political Crises in the Digital Age: Lessons from Ecuador's Government Communication</i> Cristian Lozano-Recalde <i>Crisis Communication or Regime Propaganda? Government Narratives Against Academia in Times of Political Unrest - A Case Study of Serbia</i> Vanja Rokvić <i>National Security as a Crisis Rhetoric: Analyzing the Utilization of National Security Discourse</i> Rami Hin-yeung Chan	Session no. 5 Leading Through Complexity: Decision-Making, Learning, and Collaboration in Crisis Room: 314 Chair: Bianca Persici Toniolo <i>Leadership and Leadership Communication in Cyber Crisis Readiness</i> Béatrice Vogel, Albena Björck, Carlo Pugnetti, Marco Lopez <i>Navigating crisis decision-making: Uncovering the collaboration dynamics between public relations and legal professionals</i> Laurence Balliu, An-Sofie Claeys, David Ongenaert <i>Learning in complex crisis: Perspectives of organizational learning as sensemaking and adaptation</i>	Session no. 6 Community Engagement and Cultural Perspectives Room: 317 Chair: Florian Meissner <i>Current practices of Risk Communication in the Brazilian community in London</i> Koko Kondo, Amanda Capucci Polzin <i>Participatory Risk Communication and Media Practice: A Case of Tohoku Region of Japan</i> Kuniko Sakata Watanabe, Ayano Kubota, Shinya Miura, Junji Hashimoto, Yukari Suzuki <i>Enabling digital volunteering during a refugee crisis: Facebook</i>
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<i>Risk and Crisis Communication in Reputation Management: A systematic literature review</i> Sergül Nguyen, Yijing Wang, Hui Zhao <i>The Past as a Battlefield: Nostalgia as a Tool for Generating Turbulence in Online Environments in Romania</i> Corina Buzoianu, Alina Bârgăoanu, Cătălina Nastasiu	Minttu Tikka, Aino Ruggiero, Vuokko Härmä <i>Embracing Complexity - Using the Cynefin Framework for Crisis Communication</i> Wouter Jong, Albena Björck <i>When Sustainability Speaks Before the Crisis: Strategic Narratives, Corporate Reputation, and Media Behavior in Chilean Corporate Crises (2019--2024)</i> Juan Preisler-Coats	<i>group moderators as facilitators for collaborative networks</i> Heini Ruohonen, Klas Backholm, Jenny Lindholm <i>Community in Crisis: The Future of a Romania Locality Abandoned to Time</i> Loredana Ivan, Andrei Mihail <i>"It's the Economy Stupid" - Crisis References in News Coverage</i> Daniel Vogler
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16:00-16:30

Coffee break

16:30-18:00 | Parallel panels

Crisis and Risk Communication Research in Eastern Europe and the World in the Post-truth Era | Room: 317

Launch of the Handbook of International Crisis & Risk Communication Research, edited by Andreas Schwarz, Matthew W. Seeger, and Sora Kim **and small reception**

Coordinator: Andreas Schwarz
Panelists: Andreas Schwarz, Timothy L. Sellnow, Rodrigo Soares, Deanna D. Sellnow, Bengt Johansson, Orla Vigsø, Elin Strand Larsen, Øyvind Ihlen, Corina Buzoianu, Monica Bîră, Alina Bârgăoanu

**GenAI Risks, Individual and Organizational Readiness
Room: 307**

Coordinator: Sergül Nguyen
Panelists: Sergül Nguyen, Yan Jin, Anca Anton, Wouter Jong, Dennis Nguyen, Yijing Wang

September 17, 2025

Venue: SNSPA, 30A Expozitiei Blvd, Bucharest

9:00-10:00 Room: 104 (amphitheater)	Keynote address: <i>Leading When the Playbook Breaks: Communication in Unscripted Crises</i> , Martin Riecken , Global Head of Internal Communications & Engagement - TUI
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10:15-11:30 Workshop Crisis communication workshop – Simulating chaotic information environments Room: 307 Coordinator: Sten Torpan sten.torpan@ut.ee
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11:30-12:00	Coffee break
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12:00-13:30 Parallel sessions		
Session no. 7 Reputation Management and Crisis Recovery Room: 317 Chair: Timothy Sellnow <i>Can humor help public figures recover from online shaming?</i> An-Sofie Claeys, Aurélie De Waele, Gijs Fannes <i>Analysis of reputational risks for Romanian companies in 2025. A case study of communication and public relations agencies</i> Lucian Barbacaru <i>Crisis Management on the Digital Stage: Romania's Influencer Fallout and UNICEF's Humanitarian Advocacy in the Democratic Republic of Congo</i> Cătălin Florea, Iustiana Roșca <i>Ethical Dimensions in Crisis and Risk Communication: Mapping Theoretical Gaps</i>	Session no. 8 Information Behavior and Trust Dynamics Room: 307 Chair: Heini Ruohonen <i>From low threat to high threat: a latent transition analysis of information-seeking repertoires during prolonged crises</i> Sofia Johansson, Bengt Johansson <i>Understanding risk cultures for citizen-centered crisis communications: The case of Sweden</i> Pavel Rodin <i>Be fast or be correct? Citizens' preferences for governmental crisis communication when faced with competing communication ideals</i> Lukas Gierth, Johanna Geppert, Robin Janzik	Session no. 9 Theoretical Foundations and Methodological Approaches Room: 314 Chair: Daniel Vogler <i>False balance, fear mongering, technology acceptance: Do unreflected normative assumptions shape recommended practice in risk and crisis communication research?</i> Florian Meissner, Andreas Schwarz <i>IDEAs for Communicating Risk: Improving Compliance with Self-Protective Behavior Recommendations in Europe</i> Audra Diers-Lawson <i>Constituting Crises and Organizations of Wildland Fire in a Changing Communication Ecosystem: A Four Flows Analysis of Emerging Narratives</i>

Bianca Persici Toniolo, Gisela Gonçalves	<i>Evolution of Epistemic Communities in Sense Making during Crisis: A Social Network Analysis on the COVID-19 Outbreak in Hong Kong</i> Cassie Zexin Yan, Todd Yuda Shi <i>Trust on Hold: Crisis Communication in the Face of Democratic Suspension</i> Maria Corina Barbaros, Alexandra Gherguț-Babii, Poleac Gabriela	Joel O. Iverson, Steven Venette, Gregory Larson <i>Developing a context-sensitive information influence detection algorithm</i> Sten Torpan
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13:30-14:30	Lunch break
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14:30-16:00 Parallel sessions		
Session no. 10 Risk, Response, and Resilience: Communication Strategies for Climate and Natural Disasters Room: 317 Chair: Yijing Wang <i>(Re)framing Cyclone Ashley in Romania -- Public Perception of an Emergency Warning Failure</i> Camelia Cmeciu, Cătălin Dinu <i>Government Crisis Response Strategies, Public Trust, and Disaster Communication During the Croatian Earthquakes</i> Nikolina Lednicki, Ebru Uzunoglu <i>Post-Crisis Communication and Community Sustainability: Shared Misinformation and Disinformation Experiences following a Natural Disaster</i> Michael J. Palenchar	Session no. 11 Emerging Challenges and Contexts Room: 307 Chair: Sten Torpan <i>The Role of Crisis Communication Toolkits in Tourism</i> Hrvoje Jakopović <i>Crisis Management and Communication in Museums: Shaping New Practices of Community Engagement During Disruptive Events</i> Alexandra Zbucea, Monica Bîră <i>Navigating Internal Communication Crises: A Case Study on Advertising Agencies</i> Romina Surugiu, Mădălina Moraru	Session no. 12 Digital activism, emotions and crisis management Room: 314 Chair: Pavel Rodin <i>Arguing or Expressing? Emotional Contagion in User Interactions During a Crisis</i> Minsi Li <i>Rumors impact on crisis communication</i> Henrik Olander <i>Things that make you go hmmm... Humor and risk communication strategy</i> Grace Omondi, Audra Diers-Lawson, Andrew Pyle, Elisabeth Hasselstrom <i>Social identities: the missing dimension of crisis communication theory?</i> Bengt Johansson, Sofia Johansson

<i>Creating more disaster-resilient societies: challenges and opportunities related to improving warning communication on extreme weather</i> Florian Meissner, Corina Buzoianu, Øyvind Ihlen <i>The Narratives of Climate Crises: Analyzing Environmental Risk Using Narrative Webs</i> Lakelyn E. Taylor <i>Media representation and institutional messaging during climate-driven disasters in Romania</i> Roberta Răducu, Cătălina Nastasiu	<i>Assessing the Risks of In-Game Advertising: Towards a Framework for Congruent Brand Integration in Digital Playgrounds</i> Andrei Păduraru, Roberta Răducu <i>Manoeuvring Humanitarian Crises: A Study of Crisis Communication Strategies for International Organisations</i> Rilian Agunos	<i>Romanian students' beliefs and degree of hope in relation to science's role during future pandemics</i> Alina Duduciuc Maria Corina Barbaros, Florin Zeru, Adina Ionescu <i>„Alternative Historical Truths”: the manipulation of history in the Romanian presidential electoral campaigns (2024-2025). Case study: Călin Georgescu</i> Florin Abraham
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16.00-16:30	Coffee break
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16:30-17:30 Room: 307	ECREA Risk and Crisis Communication Business Meeting The business meeting will also present the two Best PhD Paper Awards: • Best PhD Paper Award offered by the Crisis Communication Think Tank • Best PhD Paper Award offered by the Handbook of International Crisis & Risk Communication Research, edited by Andreas Schwarz, Matthew W. Seeger, and Sora Kim
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