

## Science School Was Burned: A Case Study of Crisis Management in Thailand

**Authors :** Proud Arunrangsiwed

**Abstract :** This study analyzes the crisis management and image repair strategies during the crisis of Mahidol Wittayanusorn School (MWIT) library burning. The library of this school was burned by a 16-year-old-male student on June 6th, 2010. This student blamed the school that the lesson was difficult, and other students were selfish. Although no one was in the building during the fire, it had caused damage to the building, books and electronic supplies around 130 million bahts (4.4 million USD). This event aroused many discourses arguing about the education system and morality. The strategies which were used during crisis were denial, shift the blame, bolstering, minimization, and uncertainty reduction. The results of using these strategies appeared after the crisis. That was the numbers of new students, who registered for the examination to get into this school in the later years, have remained the same.

**Keywords :** school, crisis management, violence, image repair strategies, uncertainty, burn

**Conference Title :** ICMCNA 2014 : International Conference on Mobile Communications, Networking and Applications

**Conference Location :** Prague, Czechia

**Conference Dates :** July 10-11, 2014