

Executive summary

Nowadays, social media communications have become particularly important and relevant for organisations. Applying the situation theory of publics in a social media setting, this study examines online and offline publics' behaviours in the context of the anti-nuclear power movement in Taiwan. A survey (N=78) was sent through the Facebook page of the main anti-nuclear organisation of the island, Green Citizens' Action Alliance, to assess how the three independent variables of the theory affect the communication of their followers. Outcomes revealed that the situational theory was useful in identifying public types and their communication behaviours. A majority of the respondents were active and aware publics, perceiving high problem recognition and low constraint recognition. The level of involvement showed bigger variation in the results, also revealing the presence of followers supporting nuclear power. Finally, positive correlation was found between level of communication and frequency in offline participation to activities and actions related to the antinuclear movement. In general, findings from this research concluded that the theory of publics is certainly applicable in an online context. Nevertheless, two-way communications are recommended; creating an environment that is favourable to relationship building, will lead to greater offline participation and thus faster growth of results for the anti-nuclear campaign.