

Présentation étudiante Outil de sensibilisation

Le transport adapté pour les parents



Sensibilisation Population générale

General population awareness

Atteindre la population générale pour de la sensibilisation sur des questions qui ne les concernent pas au quotidien peut s'avérer difficile (1)

Reaching the general population for awareness on issues that do not concern them on a daily basis can be difficult (1)

Comme la taille d'effet, ou le reach dans le langage populaire, des stratégies de mobilisation des connaissances classiques est faible (2)

As the effect size, or reach, of traditional knowledge mobilization strategies is low (2)

Utiliser des méthodes qui vont toucher leurs émotions par des plateformes populaires, comme les réseaux sociaux et les médias, ce qui consolide émotionnellement et cognitivement les stimuli (3)

Use methods that will touch their emotions through popular platforms, such as social networks and media, which emotionally and cognitively consolidates the stimuli (3)

LE TRANSPORT
ADAPTÉ



POUR LES
PARENTS

J'ATTENDS MON
TRANSPORT





Références

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