

Pilot application of influencers in road safety communication in Germany: short term effects on knowledge, attitudes and behaviour of the target group

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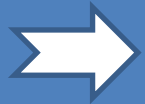
Project description



Goal: Identification of success factors for road safety communication via influencers



Basis: Current state of research on main target groups and potentials: DUCKWITZ et al. (2020)



Project: Development, implementation and formative evaluation of a pilot project in the form of an internet campaign; surveying the followers regarding short term effects on their knowledge, attitudes and behaviour



Recommendations for action for future strategic communication via influencers in the field of road safety

The campaign #wirgeben8

[German pun: we give eight / we take care]



Topic: „road safety of children“, with **target group** parents



Aim of the influencer campaign: to make parents aware of the topic; to impart knowledge about safe behaviour with children in road traffic; to create the basis for a change in attitudes and behavior



Challenge: Understandably communicate the complex issues and particular vulnerabilities of children through influencers and their social media platforms



Social-Media-Agency: Development of a creative central idea for the campaign #wirgeben8

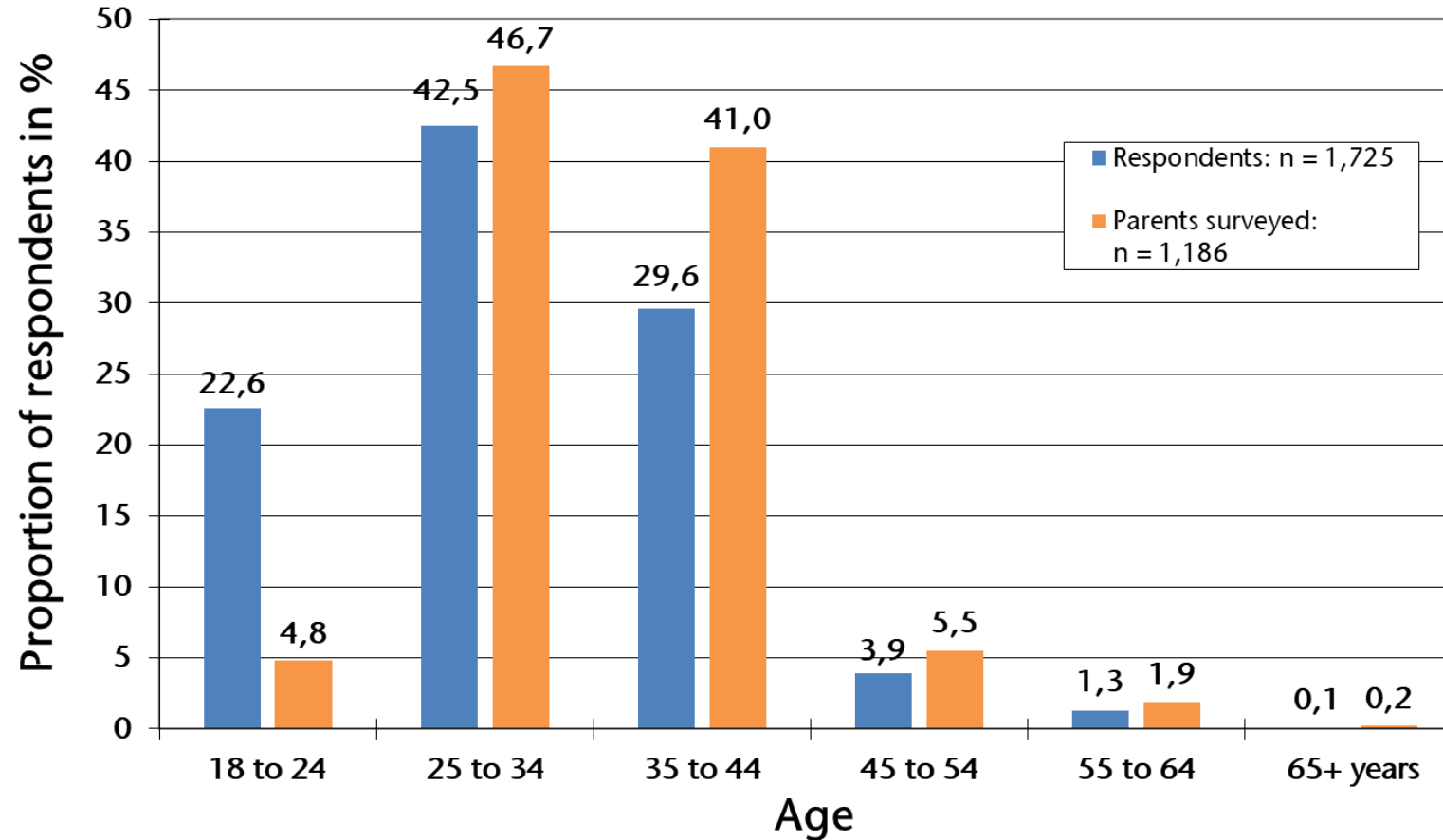


Three topics: children as pedestrians, children as cyclists, and children as car passengers.
Eight behavioural tips for each type of traffic participation.



Campaign period: Start of the school year (from mid-September 2020) with the sequences pre-campaign, main campaign (knowledge transfer), evaluation

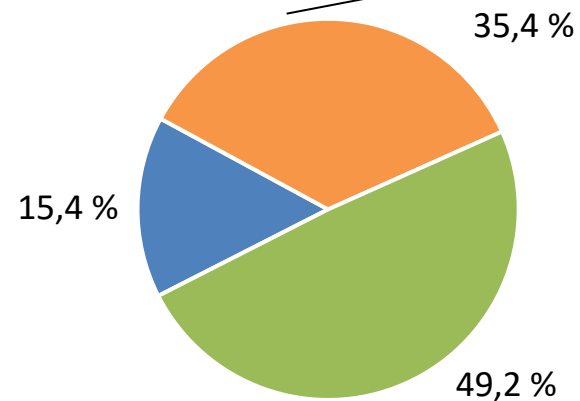
Target group reached



Evaluation of the contents of #wirgeben8

Have you read through the behavioural tips on the subject of "children as pedestrians"?

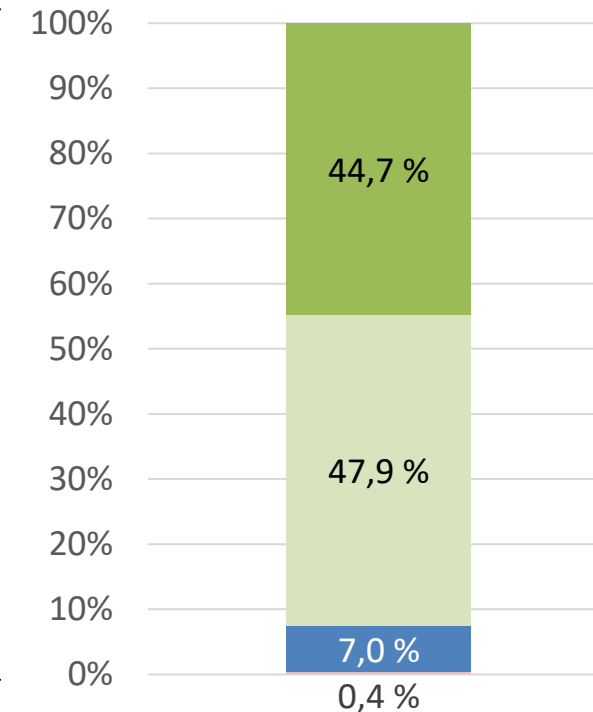
n = 590



- No
- Yes, some of the 8 tips
- Yes, all of the 8 tips

n = 459

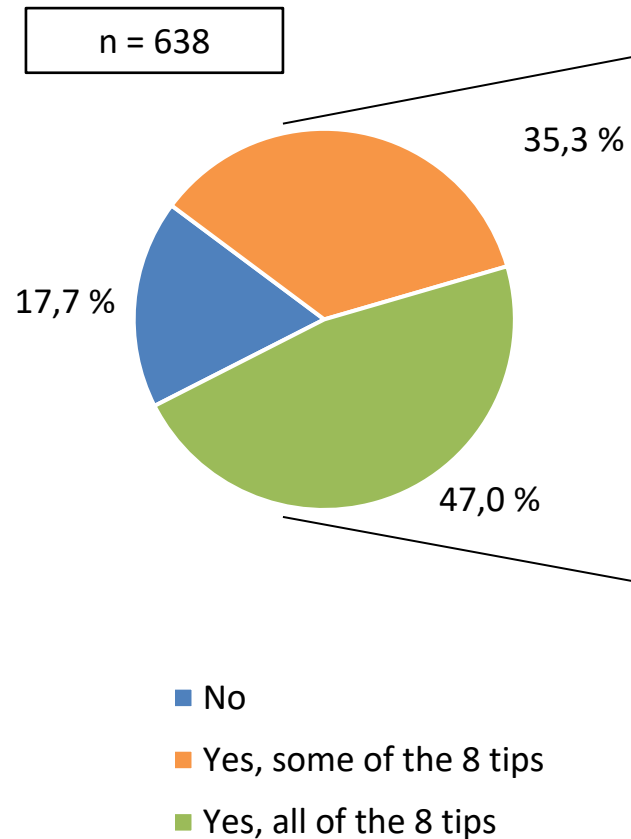
How helpful were the behavioural tips?



- Not very helpful
- Partly helpful
- Helpful
- Very helpful

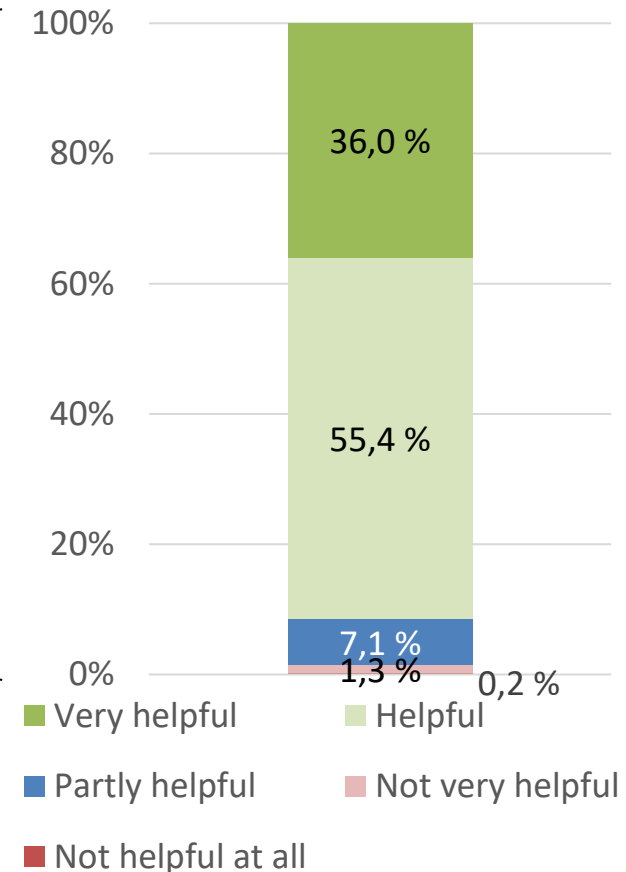
Evaluation of the contents of #wirgeben8

Have you read through the behavioural tips on the subject of “children as cyclists”?



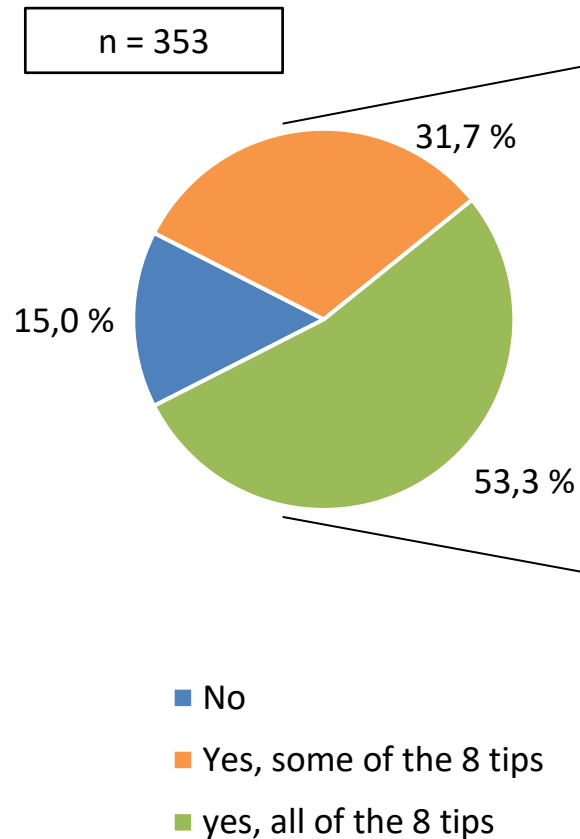
How helpful were the behavioural tips?

n = 520



Evaluation of the contents of #wirgeben8

Have you read the behavioural tips on how to behave with a child passenger in a car?



How helpful were the behavioural tips?

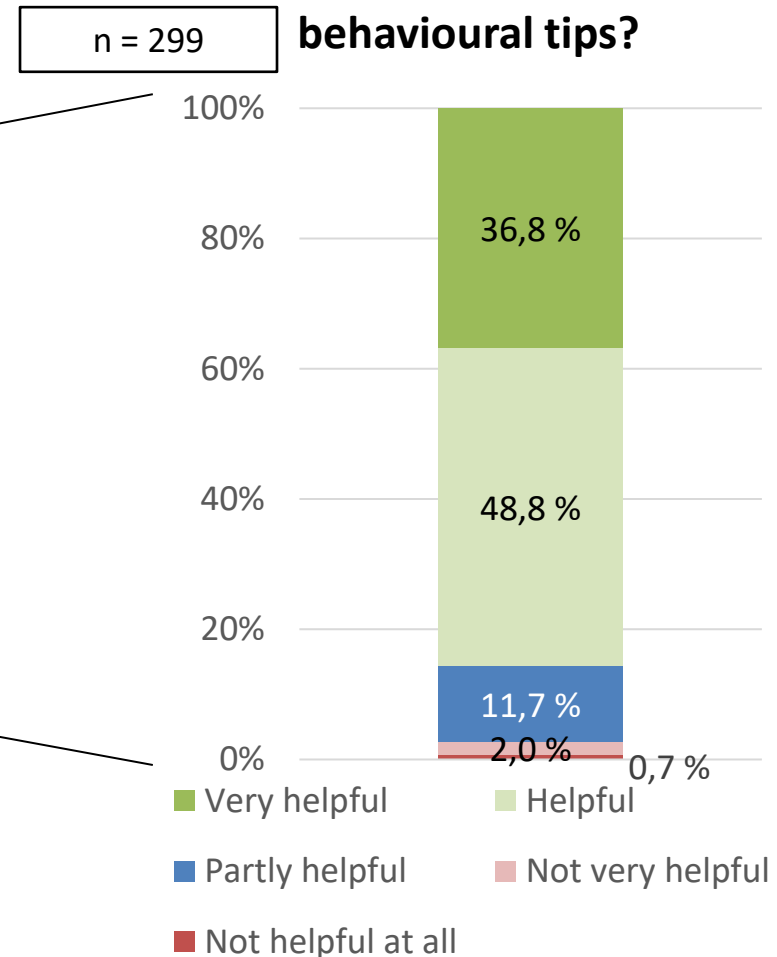
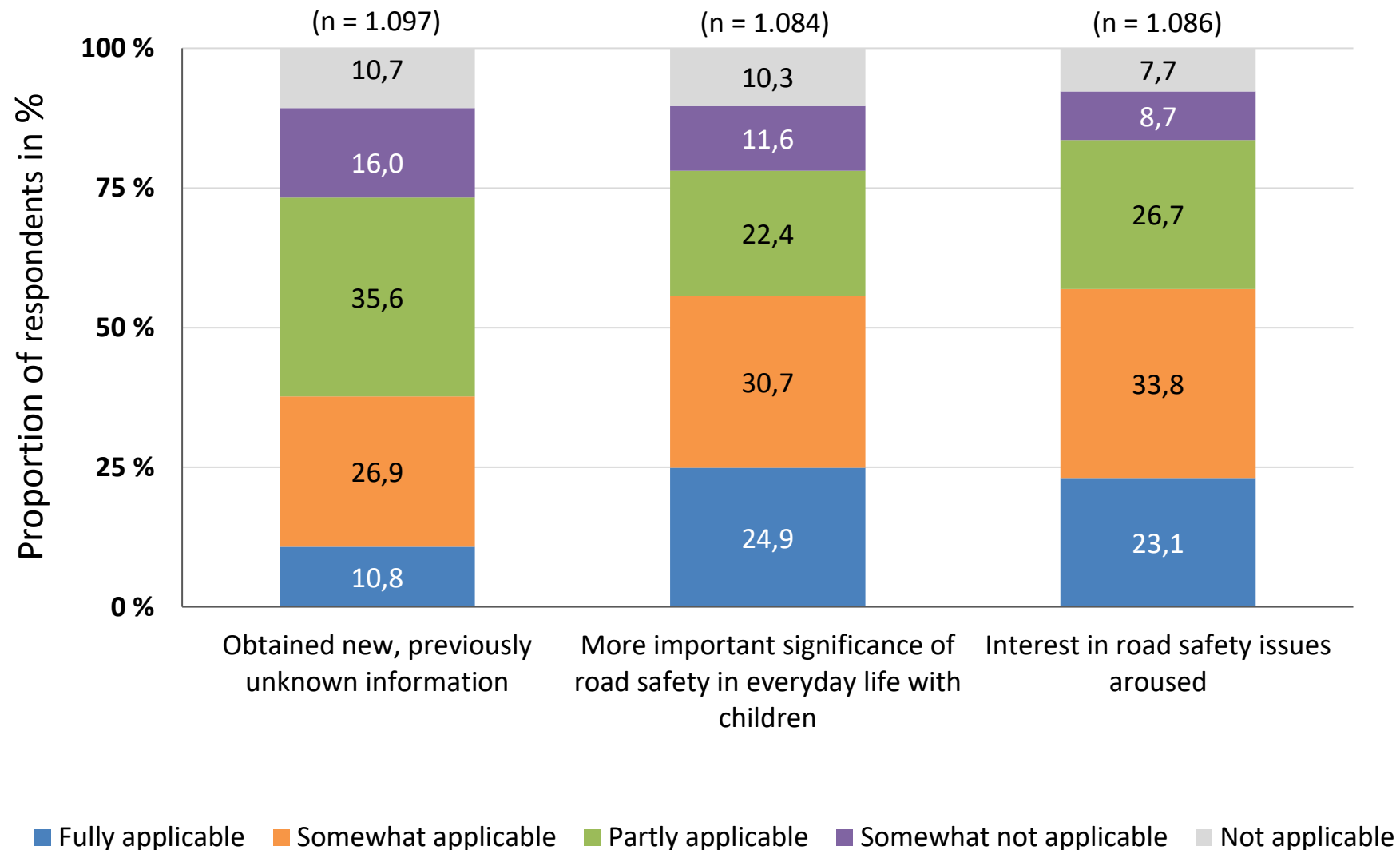
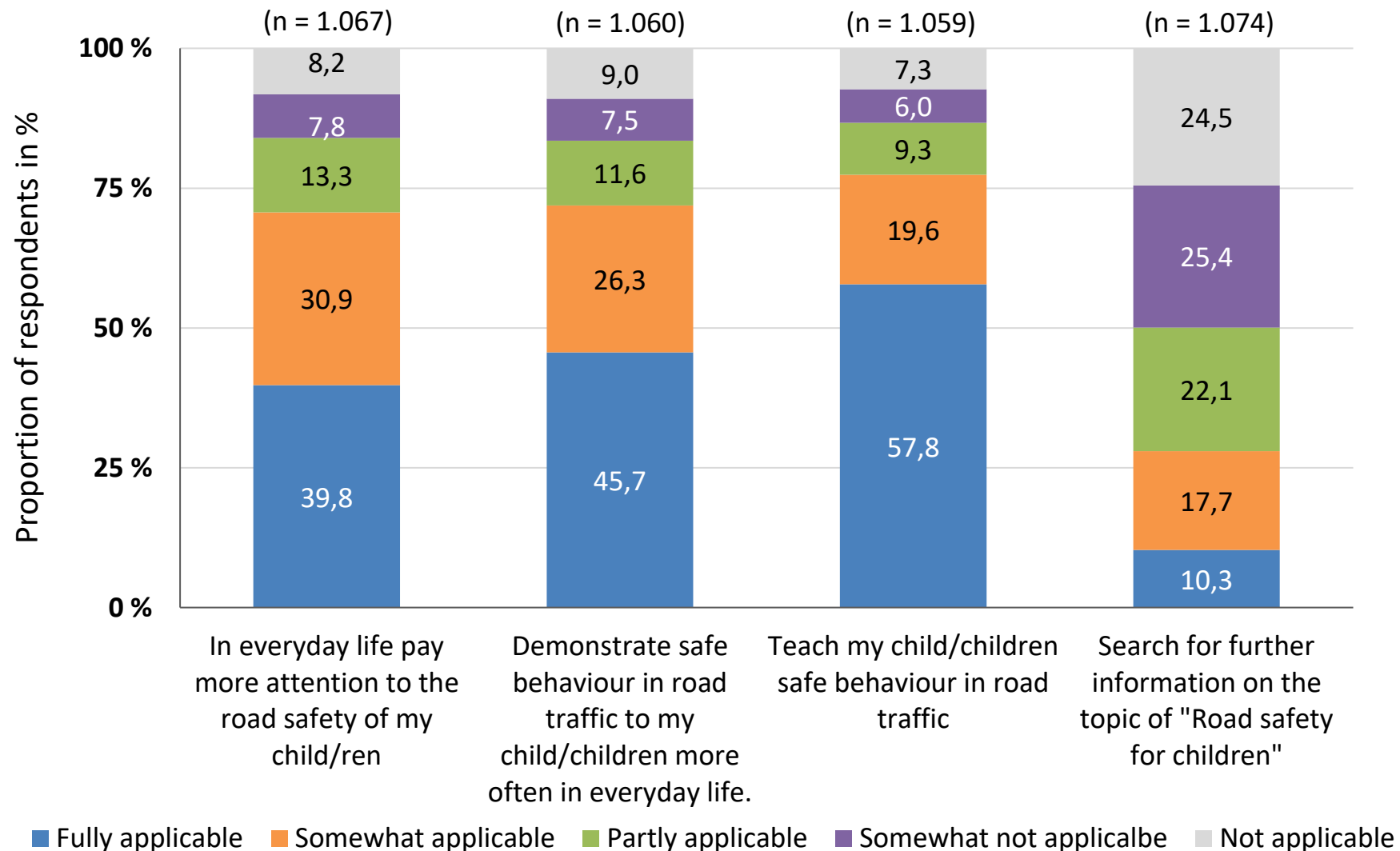


Figure 10: Assessment of the behavioural tips for children as car passengers
(data source: online follower survey BAST-FE 82.0738/2019)

Short-term effects of the behavioural tips on knowledge and attitudes



Short-term effects of the behavioural tips on behaviour



Some of the conclusion of the evaluation findings



Influencers reach the target groups of road safety communication and develop the potential attributed to them.



Clearly demonstrates the intended campaign effects in terms of knowledge (obtaining new information) and attitudes (perception of the importance of the topic of road safety among children and arousing interest in road safety topics) in the short term.



Behavioural relevance of the influencer contributions immediately following the #wirgeben8 campaign: due to the influencer contributions!



Low-threshold: recipients are made aware of road safety issues during everyday social media use without actively searching for them, and in a positive environment where they like to spend time.



The credibility of the influencers among their followers has a significant positive influence on the effect. Therefore the selection of influencers is of central importance.

Thank you for your attention!

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