## Levels of Impact

## 影響力發酵層級

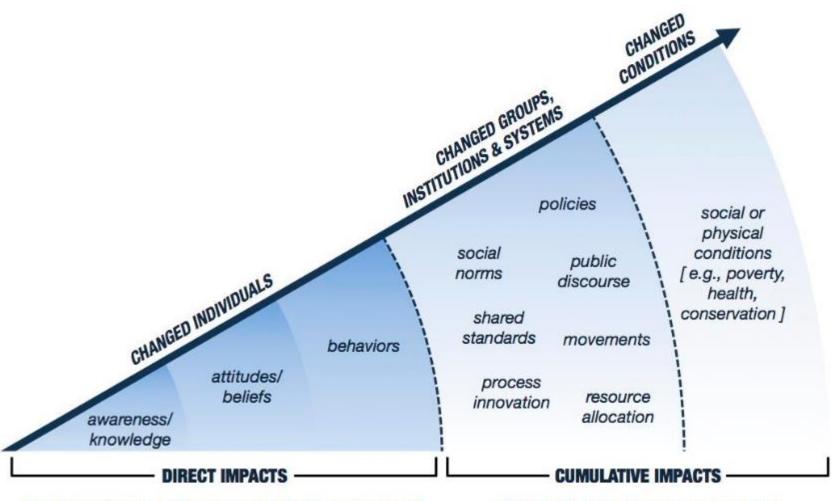
影響力的描述分為很多階段

個體 → 社群 → 社會





## **CREATING IMPACT THROUGH MEDIA**



Will engagement with your media build awareness?

Will the individuals you engage drive

## **Impact Factors**

Type of Impact	Level of Impact
Direct	Awareness
Direct  A A Content to 1  A A M (A E)	Attitude
TE STANT IT	Engagement
Cumulative	<b>Movement / Action</b>
Social change	
展览界表达。"多为人	