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| **项目名称** | How to alter part of teenagers’ stereotype toward introverted personality  如何改变部分青少年对自身内向性格的消极观念 |
| **宣传的目标** | Succeed in altering the negative impressions of part of introverted teenagers towards their introverted personality |
| **宣传的受众** | Introverted teenagers and those who hold a stereotype toward introverted individuals.  部分内向青少年以及对内向性格怀有偏见的个体 |
| **宣传的开始时间**  **宣传的截止时间** | October.20th ,2018  December.31st,2019 |
| **宣传的平台和渠道** | TED-Ed  Khan Academy  Youtube |
| **宣传的CTA目标** | 1. Alter or eliminate the negative ideas of introverted teenagers toward their introverted personalities, thus helping them accept and embrace the introverted themselves; 2. Reduce the stereotype of those individuals who are not introverts themselves. |
| **宣传所需素材**  **（包括文字、图片、视频等，用语言简单描述）** | 1. Video Clips:   Including   1. 3-5 Adolescents’ experience 2. Presentation 1(according to the research project and the essay) + Presentation 2(according to the recordings of the speeches) 3. Encouraging words for introverts 4. Comics or Cartoon Characters   (to make the presentation more vivid and easier to come across)   1. Essay& Reference   (requires researches) |
| **你定义的宣传效果指标** | 1. The number of individuals involved in the presentation; 2. The number of likes received on various websites; 3. The feedback of participants and the results of the introverts’ questionnaires; 4. Page views; |
| **宣传效果描述** | 1. The number of individuals participated in presentation being over 300; 2. Likes received over 1,000; 3. Stereotype toward introverts ( reflected through both feedbacks and questionnaires) significantly being altered; 4. Page Views over 1,000; |