

How might advertising campaigns rehumanise cyclists?

Cyclist Dehumanisation

Many people hold dehumanising views of cyclists, seeing them as less human, which can lead to aggression.

Design Effects

Material with photos humanise cyclists more effectively than graphics, but are perceived as less clear and memorable

Front vs. Rear View

Cyclists shown from the front did not significantly change dehumanisation levels but had minor positive effects on attitudes.



Cyclist Attitudes

Non-cyclists generally held more negative views toward cyclists, with limited influence from poster design.

Campaign Implications

Humanising poster designs, like clear, face-visible photos, could improve public support for cycling safety and infrastructure

More information

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