

A quasi-experimental research to assess the effectiveness of a Social Marketing intervention
to fight the prejudice towards boys who dance

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Abstract

Using a quasi-experimental method, this study assesses the effects of a social marketing intervention designed to reach a target audience of children and adolescents aged between 10 and 16 years old, to reduce the prejudice towards boys who dance. This study took a step forward in responding to the calls to the use of theory and experiments in the social marketing field. The potentialities of social marketing in reducing prejudice are confirmed in the results, contributing to advance knowledge about the effectiveness of the social marketing interventions.

Keywords: *social marketing intervention; social marketing effectiveness; prejudice in dance*