

# TARGETED INFORMATION POLICIES

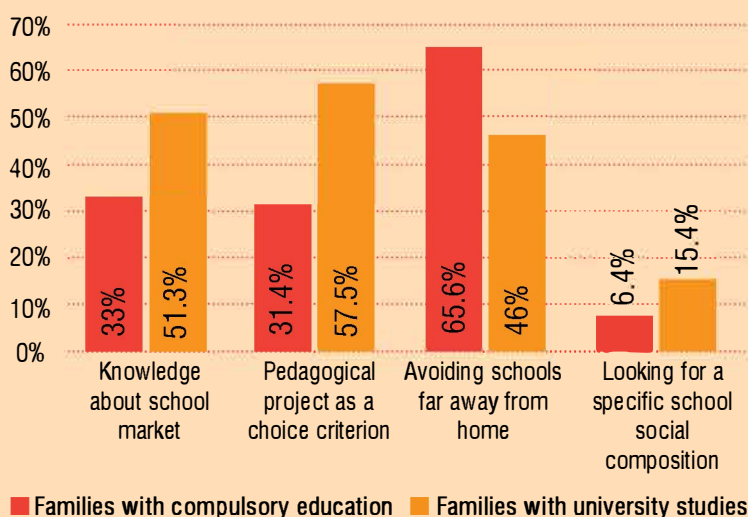
Families' school choice plays a central role in shaping school segregation. The importance of choice in explaining spatial inequalities has increased with the introduction of market-oriented reforms and the increasing competition among schools. Choice opportunities have proved to be unequal according to families' different social background, both in terms of access to information and in relation to the criteria guiding choice. These inequalities generally result in school segregation. To compensate for information inequalities it is necessary to address different messages to targeted audiences, both to respond to their specific interests and concerns during the enrolment process and to induce a different logics of choice that may reduce school segregation.

## FAQs

- How do different families choose a school?
- What type of information do different families gather?

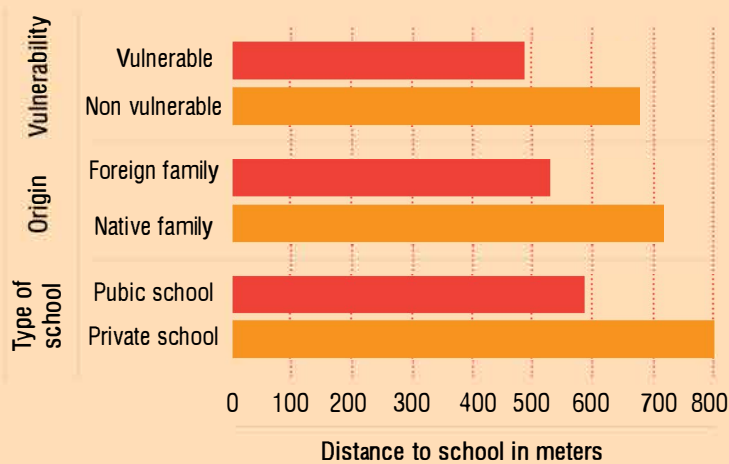
## DATA AND EVIDENCE - FROM THE CONTEXT OF CATALONIA -

### Different knowledge and choice criteria among families with different parental education attainment



Source: Data from Barcelona. Own elaboration based on Alegre, Benito i González (2010). Les famílies davant l'elecció escolar. Barcelona: Fundació Jaume Bofill

### Average distance to school for different groups of students



Source: Data from Tarragona. Own elaboration based on [https://www.academia.edu/41268608/Lescolaritzaci%C3%B3\\_a\\_Tarragona\\_diagn%C3%B2stic\\_i\\_propostes\\_deguital\\_educativa](https://www.academia.edu/41268608/Lescolaritzaci%C3%B3_a_Tarragona_diagn%C3%B2stic_i_propostes_deguital_educativa)

## EXAMPLES OF POLICIES AND PRACTICES

Barcelona uses multiple languages to ensure that information is understood by everyone

- Information video in Russian
- Information guides in Urdu
- A plug-in incorporated in the website allows to choose several languages

Barcelona adapts messages looking for a specific outcome:

- Information for families with socioeconomic difficulties
- Information for families with children with special needs

## REFERENCES TO KNOW MORE ABOUT