



Nadège Rochat is doing her PhD in sport psychology in collaboration with the Raidlight Company, which is a brand specialized in trail running equipment. She works as community manager using the brand's online tools, such as a community website, a forum and social networks. Her research works, which are co-supervised by the universities of Lausanne (ISSUL) and Rouen (CETAPS), aim to better characterize trail runners' activity using a multisourcing approach (i.e., interviews, forum discussions, blog posts narratives and third-person descriptions). Her works analyze the activity between finishers and withdrawers and runners' interactions with their equipment, in order to provide practical recommendations for the community of trail runners and help the R&D department of the brand to co-create innovative products with the community.