

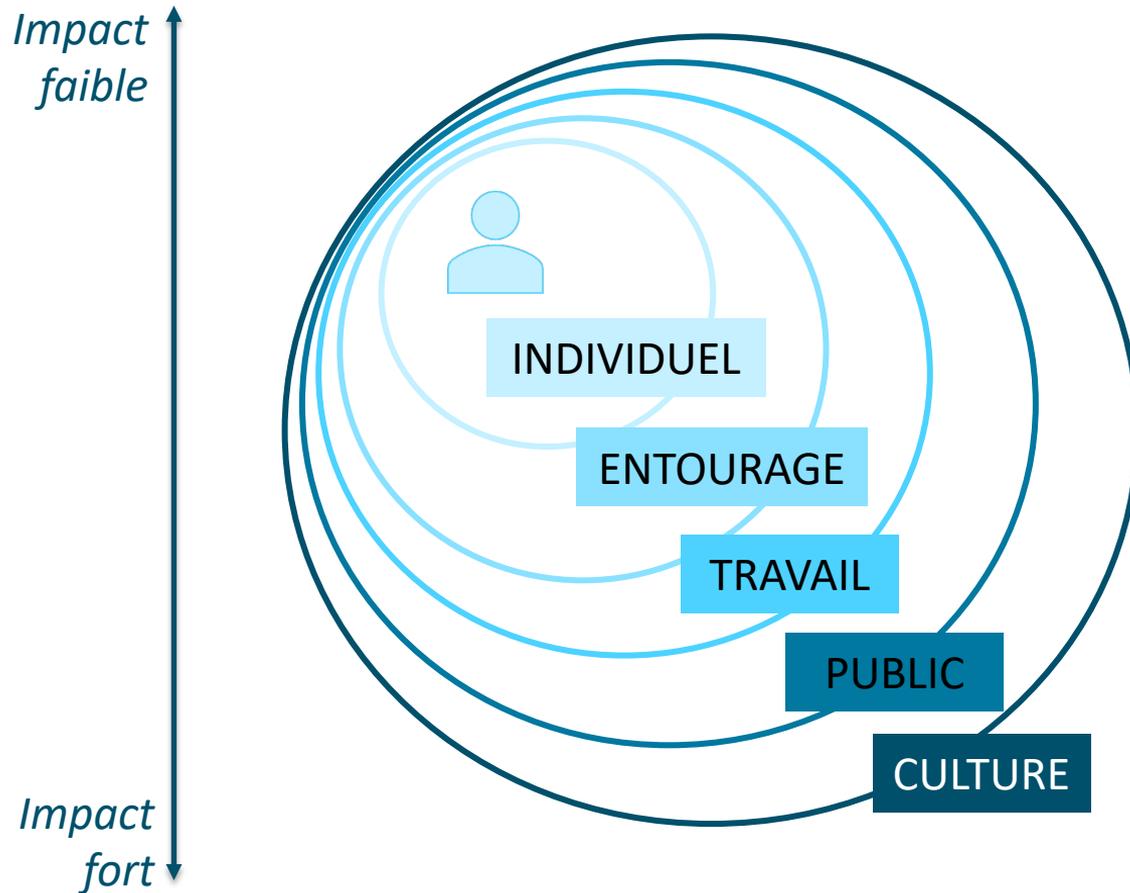
# PSYCHOLOGIE DE LA MOBILISATION ET DES CHANGEMENTS DE COMPORTEMENT

Oriane Sarrasin – [oriane.sarrasin@unil.ch](mailto:oriane.sarrasin@unil.ch)



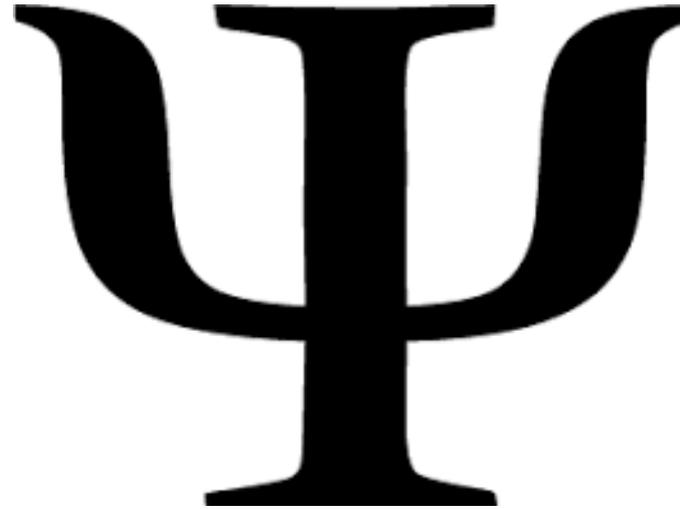


- **Maîtresse d'enseignement et de recherche en psychologie sociale UNIL**
  - **Eco-émotions** en milieu scolaire (projet à La Chaux-de-Fonds/6P, 2023; diverses interventions et formations)
  - Sensibilisation aux **changements de comportements**; évaluation de **processus participatifs** (collaborations avec des collectivités publiques; évaluation de l'Assemblée de la transition UNIL)
  - « **Jeux sérieux** »: simulations politiques en écoles professionnelles (VD et NE; 2023-2024)
- **Députée au Grand Conseil Vaudois et conseillère communale (législatif; Crissier)**



# PENSER « DURABLE » – AGIR « DURABLE » ?

- Les attitudes « écologiques » sont positivement liés à l'engagement (privé et public) des individus pour l'environnement/le climat, mais seulement **modérément** (revue & méta-analyse; ElHaffar et al., 2020; Lou & Li, 2023)
- Notion de « **green gap** »



# SE BASER SUR UNE APPROCHE DITE DE SEGMENTATION







**"L'action ne suit pas  
les attitudes"**



- **De multiples « dragons » (structurels, sociaux, personnels, etc.) nous empêchent d'agir comme on le souhaiterait vraiment**



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- **Se donner bonne conscience et/ou désirabilité**

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- Se donner bonne conscience et/ou désirabilité
- **Surévaluer l'impact de ce qu'on fait, sous-évaluer ce que l'on ne fait pas (encore)**

# SUREVALUER IMPACT ?

BRUDERER ENZLER & DIECKMANN (2019)

Table 4  
OLS regression models for intent-oriented PEB and GHG emissions per capita (total and categories).

	PEB <sup>a</sup>	GHG Total (log.)	GHG Housing (log.) <sup>b</sup>	GHG Mobility (log.) <sup>b</sup>	GHG Food (log.) <sup>b</sup>
Equivalence income (log.)	-0.25*** (-3.58)	0.18*** (10.20)	0.14*** (5.10)	0.34*** (8.14)	-0.02 (-1.57)
Environmental concern (1-5)	0.67*** (13.60)	-0.09 (-2.85)	-0.05 (-2.55)	-0.11 (-3.97)	-0.10 (-13.45)
Number of persons in household	0.20*** (6.40)	-0.11*** (-1.3)	-0.26*** (-21.95)	-0.08*** (-4.24)	0.02*** (3.53)
Children in household (0/1)	-0.21* (-2.01)	0.04 (1.50)	0.04 (0.88)	0.01 (0.15)	-0.02 (-1.33)
Female	0.24*** (3.65)	-0.15*** (-9.39)	0.00 (0.00)	-0.36*** (-9.68)	-0.17*** (-18.12)
Age (divided by 10)	0.22*** (8.99)	-0.02** (-2.64)		-0.15*** (-10.47)	-0.02*** (-7.09)
Years of education	0.10*** (7.57)	0.01*** (4.82)	0.01*** (4.82)	0.05*** (6.61)	-0.01*** (-7.79)
Economically active (0/1)	0.15 (1.86)	0.03 (1.47)	-0.03 (-1.0)	0.19*** (3.98)	0.01 (0.86)
Car in household (0/1)		0.31*** (13.17)			
German-speaking area	ref.	ref.		ref.	
French-speaking area	-0.43*** (-4.89)	0.04 (1.79)			
Italian-speaking area	-0.52*** (-3.96)	0.04 (1.08)			
City	ref.	ref.			
Small or medium-sized town	0.45*** (4.12)	0.07** (2.78)			
Agglomeration	0.36*** (4.16)	0.05* (2.20)			
Rural community	0.49*** (4.78)	0.08** (3.14)			
Aggregate distance to local facilities (km, log.)	0.05 (1.03)	0.01 (0.55)			
Constant	2.13*** (6.61)	8.54*** (107.28)			
Number of observations	3369	3369			
Adjusted R <sup>2</sup>	0.116	0.267	0.316	0.459	0.229

Plus le revenu est élevé, plus l'empreinte carbone est élevée, et plus le nombre d'éco-gestes est bas

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Environmental concern (1-5)	0.67*** (13.60)	-0.09*** (-7.85)	-0.05* (-2.55)	-0.11*** (-3.97)	-0.10*** (-13.45)
Number of persons in household	0.20*** (6.40)	-0.11*** (-13.78)	-0.26*** (-21.95)	-0.08*** (-4.24)	0.02*** (3.53)
Children in household (0/1)	-0.21* (-2.01)	0.04 (1.50)	0.04 (0.88)	0.01 (0.15)	-0.02 (-1.33)
Female	0.24*** (3.65)	-0.15*** (-9.39)	0.05 (1.90)	-0.36*** (-9.68)	-0.17*** (-18.12)
Age (divided by 10)	0.22*** (8.99)	-0.02** (-2.64)	0.07*** (6.78)	-0.15*** (-10.47)	-0.02*** (-7.09)
Years of education	0.10*** (7.57)	0.01*** (4.82)	0.02** (3.45)	0.05*** (6.61)	-0.01*** (-7.79)
Economically active (0/1)	0.15 (1.86)	0.03 (1.47)	-0.05 (-1.38)	0.19 (3.98)	0.01 (0.86)
Car in household (0/1)	ref.	0.31*** (13.17)	ref.	1.65*** (26.90)	ref.
German-speaking area	ref.	ref.	ref.	ref.	ref.
French-speaking area	-0.52*** (-4.89)	0.04 (1.79)	-0.18*** (-4.90)	0.20*** (3.87)	0.03* (2.18)
Italian-speaking area	-0.52*** (-4.89)	0.04 (1.08)	-0.10 (-1.71)	0.16* (1.96)	-0.11*** (-5.68)
City	ref.	ref.	ref.	ref.	ref.
Small or medium-sized town	0.45*** (4.12)	0.18*** (2.78)	0.18*** (4.39)	-0.14* (-2.23)	0.06*** (3.59)
Agglomeration	0.36*** (4.16)	ref.	0.07* (2.04)	-0.10 (-1.81)	0.06*** (4.79)
Rural community	0.49*** (4.78)	ref.	0.05 (1.26)	-0.06 (-0.96)	0.12*** (8.13)
Aggregate distance to local facilities (km, log.)	0.0	0.0	0.0	0.0	0.0
Constant	2.1	2.1	2.1	2.1	2.1 (164.51)
Number of observations	33	33	33	33	33
Adjusted R <sup>2</sup>	0.	0.	0.	0.	0.

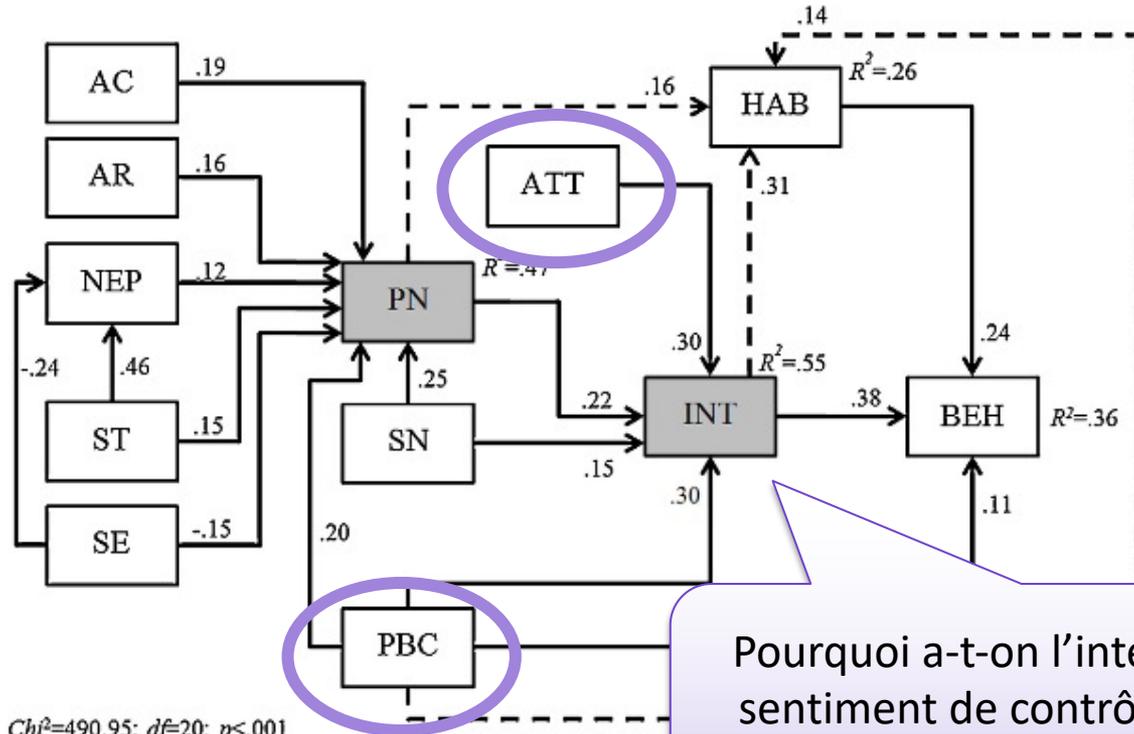
Pattern ambiguë dans le cas du niveau de formation: surestimation des éco-gestes effectués ?

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- Surévaluer l'impact de ce qu'on fait, sous-évaluer ce que l'on ne fait pas (encore)
- **Avoir l'impression que ce que l'on fait ou pourrait faire n'a pas d'impact**
- La peur paralyse (peut-être)

# PERCEPTION D'INEFFICACITÉ

C.A. Klöckner/Global Environmental Change 23 (2013) 1028–1038



$\chi^2=490.95$ ;  $df=20$ ;  $p<.001$   
 $CFI=.965$ ;  $TLI=.922$ ;  $SRMR=.023$   
 $RMSEA=.071$  [.066 .077]

Pourquoi a-t-on l'intention d'agir? Le sentiment de contrôle est tout aussi important que les attitudes



# EFFICACITÉ PERSONNELLE VS. EFFICACITÉ COLLECTIVE



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# LA PEUR PARALYSE- T-ELLE?



# When worry about climate change leads to climate action: How values, worry and personal responsibility relate to various climate actions



Thijs Bouman<sup>a,\*</sup>, Mark Verschoor<sup>a</sup>, Casper J. Albers<sup>a</sup>, Gisela Böhm<sup>b,c</sup>, Stephen D. Fisher<sup>d</sup>, Wouter Poortinga<sup>e,f</sup>, Lorraine Whitmarsh<sup>e</sup>, Linda Steg<sup>a</sup>

Plus les personnes sont inquiètes pour le climat, plus elles agissent et soutiennent des politiques publiques écologistes – car elles se sentent responsables

23 pays (Europe)  
> 40'000 personnes

## ABSTRACT

The IPCC's report on Global Warming of 1.5°C positioned climate change as one of the most worrying issues mankind has ever faced. Although many people worry about climate change, there is still much unknown about the origins and outcomes of worry about climate change; particularly, whether and how it can motivate *specific* and *personal* climate actions. The current paper investigates this critical relationship with data from the European Social Survey Round 8 (44,387 respondents from 23 countries). As expected, the more individuals worried about climate change, the more likely they were to take and support climate action. Yet, the process through which this association occurred differed between actions. Specifically, worry was both directly and indirectly, via feelings of personal responsibility to reduce climate change, associated with climate policy support; whereas worry was mostly indirectly associated with personal climate mitigation behaviours, via personal responsibility. In addition, worry about climate change appears partly rooted in biospheric values (i.e., caring about nature and the environment), and biospheric values were also clearly, directly and positively related to personal climate mitigation behaviours. The relationships were highly consistent across countries but varied somewhat in size. The results show how generic feelings about climate change can directly and indirectly affect both climate policy support and personal climate mitigation behaviours, thereby providing critical insights for science and policy making.

# When worry about climate change leads to climate action: How values, worry and personal responsibility relate to various climate actions



Thijs Bouman<sup>a,\*</sup>, Mark Verschoor<sup>a</sup>, Casper J. Albers<sup>a</sup>, Gisela Böhm<sup>b,c</sup>, Stephen D. Fisher<sup>d</sup>, Wouter Poortinga<sup>e,f</sup>, Lorraine Whitmarsh<sup>e</sup>, Linda Steg<sup>a</sup>

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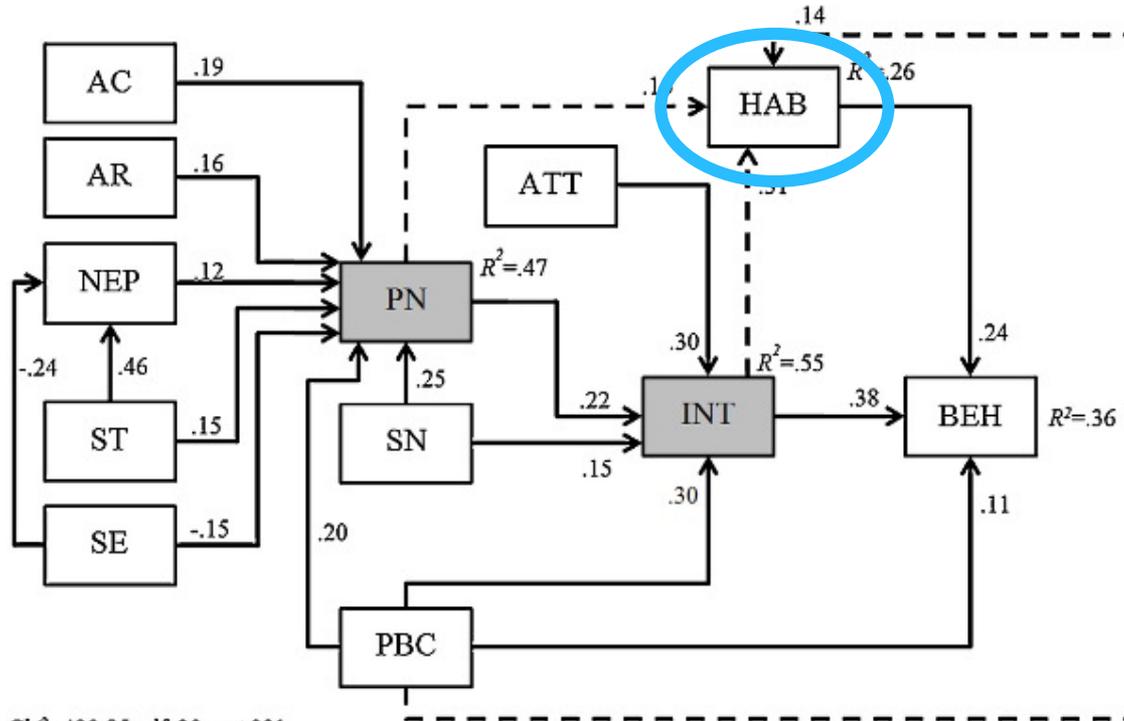
Lien avec l'action, mais également avec un moindre bien-être (32 pays, > 12'000 personnes; Ogunbode et al., 2022)

"Ecologistes sans le  
vouloir"

- Adoption de comportements peu carbonés pour des **raisons autres** que le climat et l'environnement (par ex., phobie de l'avion, végétarisme par dégoût de la viande, manque de moyens financiers)

# LES HABITUDES

C.A. Klöckner/Global Environmental Change 23 (2013) 1028–1038

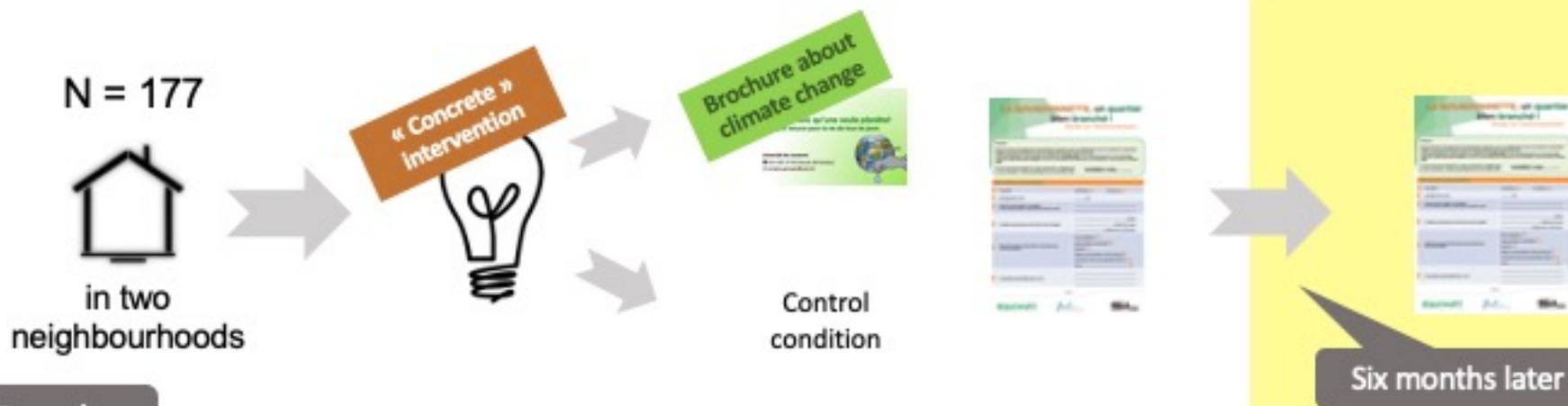


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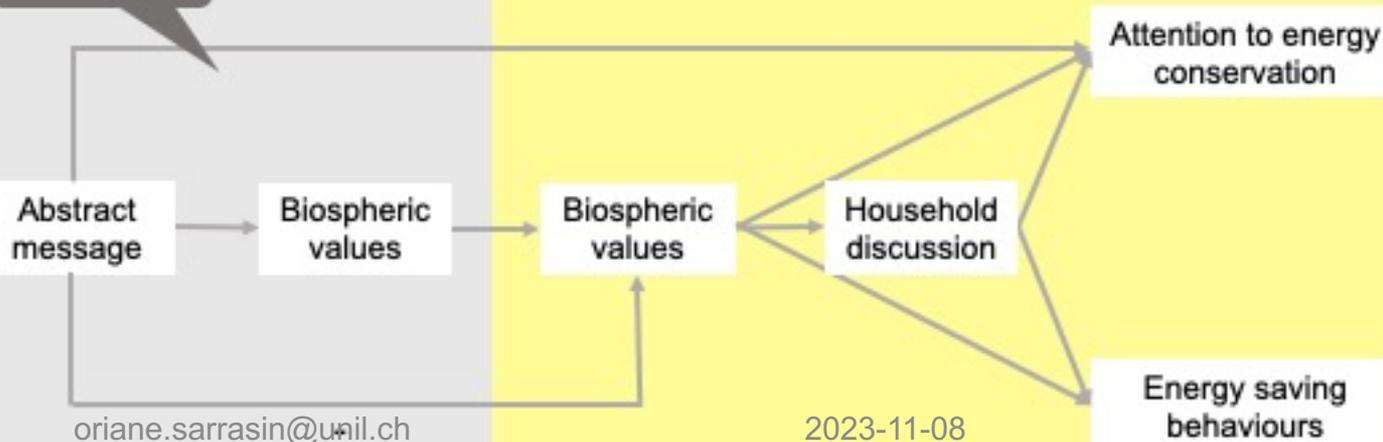




# Should we talk (more) about climate change when promoting energy conservation?



## Results



## Conclusion

Yes, we should! Adding an abstract message to an existing energy conservation intervention increased biospheric values and energy saving behaviours.

- Cohérence entre les attitudes et les comportements, qui ne sont pas durables dans tous les cas



**"Pas durables"**

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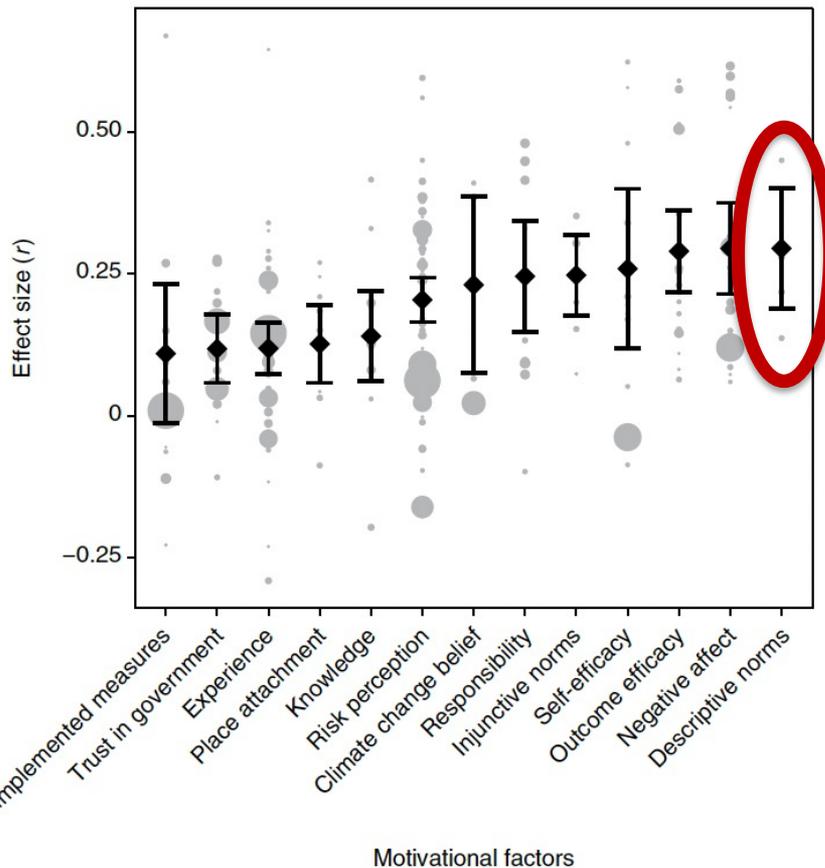
Que peut-on faire ?

"Pas durables"

# LE POUVOIR DE CE QUE FONT 'LES AUTRES'

Prédire les comportements d'adaptation  
van Valkengoed & Steg (2019)

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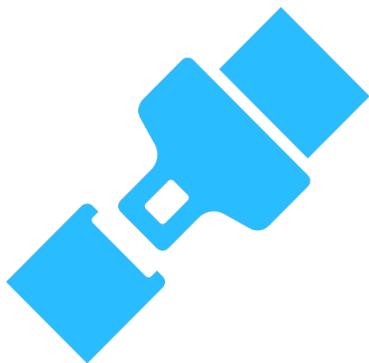


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Université de Lausanne

# LA MISE EN PLACE D'UN CADRE



# CONCLUSION

- Nous n'agissons pas toujours en **cohérence** avec nos attitudes
- Sensibiliser est certes important pour motiver les individus à changer leurs comportements, mais cela n'est pas suffisant
- Adopter une approche en **segmentation** pour comprendre quelles sont les barrières et leviers, et travailler dessus
- Parfois, le cadre doit changer (également) → en recherche, se pencher davantage sur l'acceptabilité des cadres ?

# Merci pour votre attention!

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