

Governance | Individual communication

IC - (21088) - I, WE, AND THE PLANET: UNDERSTANDING THE PSYCHOLOGICAL LEVERS OF CITIZENS ACTIONS FOR THE ECOLOGICAL TRANSITION

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Background and objectives

The crisis caused by the acceleration of anthropogenic climate change needs systemic, social, and political transformations. Vast research has focused on how citizens can be motivated to change their individual behaviours (e.g., buying local products). However, individuals can also contribute to social and systemic changes. Other than being consumers and users, individuals are part of a community, and can act publicly and collectively, by supporting public policies, by protesting to raise environmental awareness, or by voting for pro-environmental candidates. Individual, public and collective efforts are complementary; it is thus fundamental to understand what are the psychological levers and barriers that can determine individuals' decision to engage at all levels in favour of climate change mitigation. For this purpose, we tested a socio-cognitive model aiming to understand whether the same psychological levers can predict individuals' intention to engage in individual vs public vs collective actions.

Process and methods (for empirical research)

A correlational survey is ongoing, collecting data through a questionnaire concerning the different psychological dimensions included in the model: behaviours and intentions - at an individual (e.g., buying local produce), public (e.g., donating, voting) and collective level (e.g. demonstrations and gatherings) - are expected to be determined by individuals' appraisal of the environmental threat, our collective coping skills to deal with it, and their attribution of the responsibility of the change (structural or individual). Data is collected on a random sample of French citizens (N= 800 min).

Main results (or main arguments in the case of critical reviews)

Correlations and linear models will be carried out to explore how the different psychological levers interact and influence individuals' intention to act at the three levels.

Implications for research and practice/policy | Importance and originality of the contribution

Understanding whether individuals' decision to engage at the three levels is determined by common psychological levers will have an important applied impact, advising deciders, policy-makers, and field organisations on how to motivate citizens to engage individually and collectively in the ecological transition.

Palavras-chave : individual and collective actions, collective coping, threat appraisal, attribution of responsibility, eco-emotions