

COMMENT L'INTENTION D'IMPLEMENTATION FACILITE-T-ELLE LE CHANGEMENT COMPORTEMENTAL ?

Des habitudes instantanées à la cognition incarnée

Journal Article - 2022, L'Année psychologique, № 2, p. 367-392

Publisher - CAIRN

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RESUME

Se former une intention d'implémentation (« si je rencontre la situation X, alors je réaliserai la réponse Y dirigée vers le but Z ») favorise le passage d'une intention de but (« je veux Z ») à des actions concrètes. Cet article dresse une revue des processus de contrôle de l'action générés par cette technique. Nous analysons les processus impliqués dans l'initiation des actions puis ceux responsables de leur maintien. Nous verrons en particulier 1) comment l'intention d'implémentation peut modifier les habitudes passées, qui sont résistantes au changement ; 2) le caractère flexible et tenace de la poursuite effective d'un but lorsque cette technique a été formée ; 3) à la lumière du concept de simulations sensori-motrices, comment le simple fait de créer un lien verbal « si-alors » entre situation et réponse peut conduire à la production réelle de cette réponse.

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