

Changements
De
comportement

axesslab

Yves François
Psychologue

Jeremy Grivel
Dr en Neurosciences



0,0005%



Richard Thaler
Cass Sunstein

Nudge



Émotions, habitudes, comportements :
Comment inspirer les bonnes décisions

Le best-seller du
Prix Nobel d'économie 2017

Vuibert

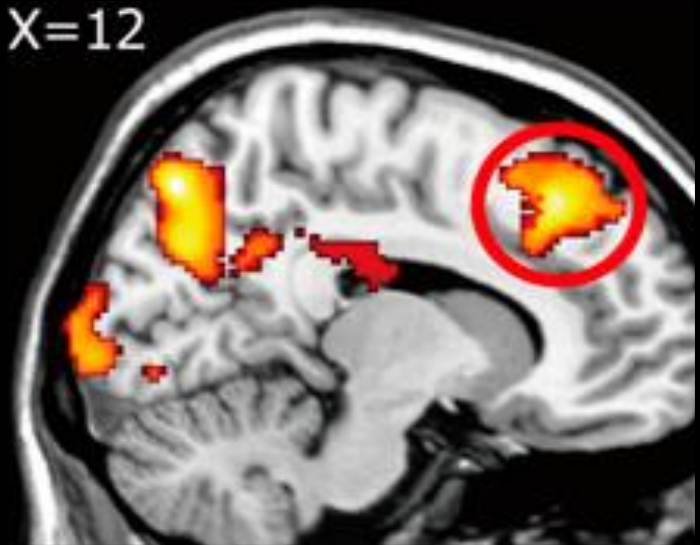


Nous ne sommes pas **rationnels**
mais **rationalisants**

Nous nous trouvons des raisons

Nous changeons nos **idées** pour
qu'elles soient en accord
avec nos **comportements** parce
que nous cherchons la
cohérence.

X=12



dACC

Leon Festinger

MERCI DE
LAVER, ESSUYER
ET RANGER
VOTRE VAISSELLE
LE PLAN DE TRAVAIL DOIT RESTER LIBRE









Miller & Rollnick, 1983









COFFEE CLUB

Prices:

Coffee (with or without milk): 50p
Tea (with or without milk): 30p
Milk only (in your own coffee or tea): 10p
Full cup of milk: 30p

Please put your money in the blue tin.

Thanks, Melissa.



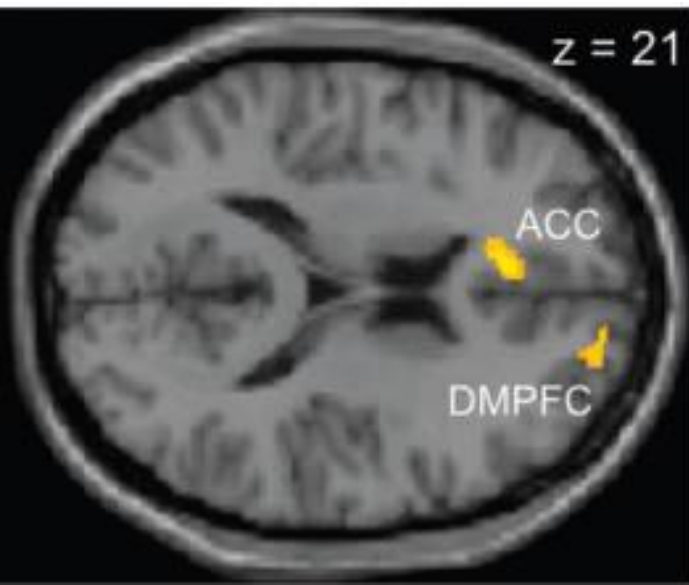
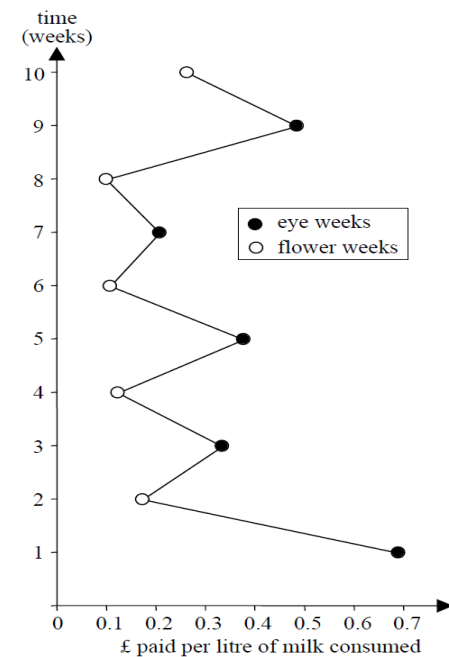
COFFEE CLUB

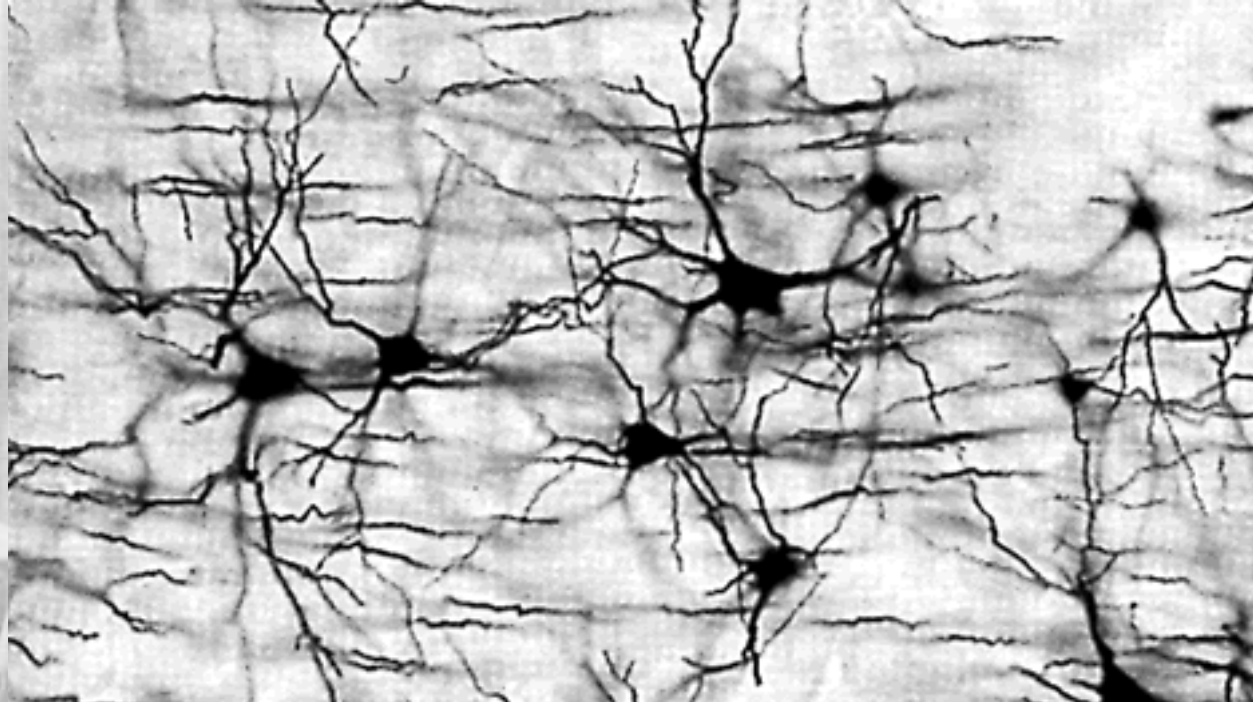
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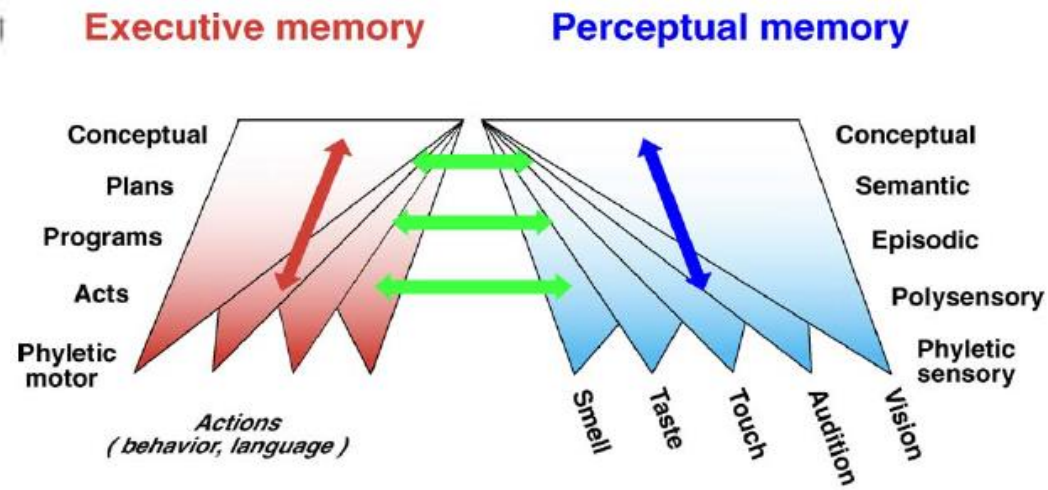
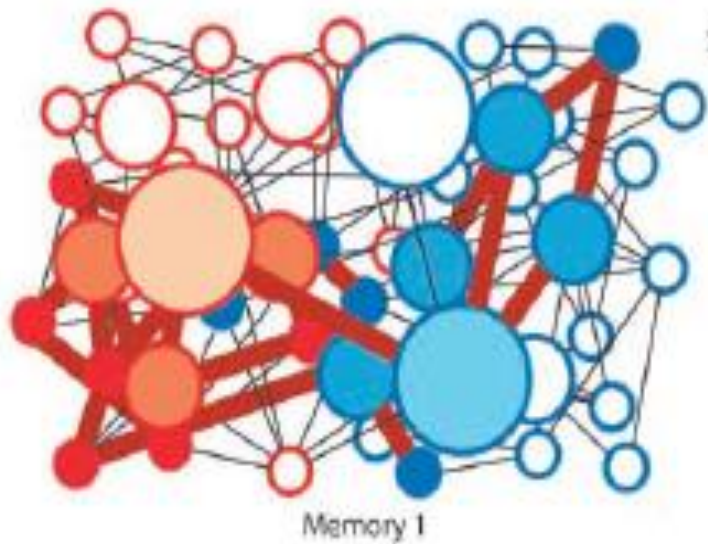
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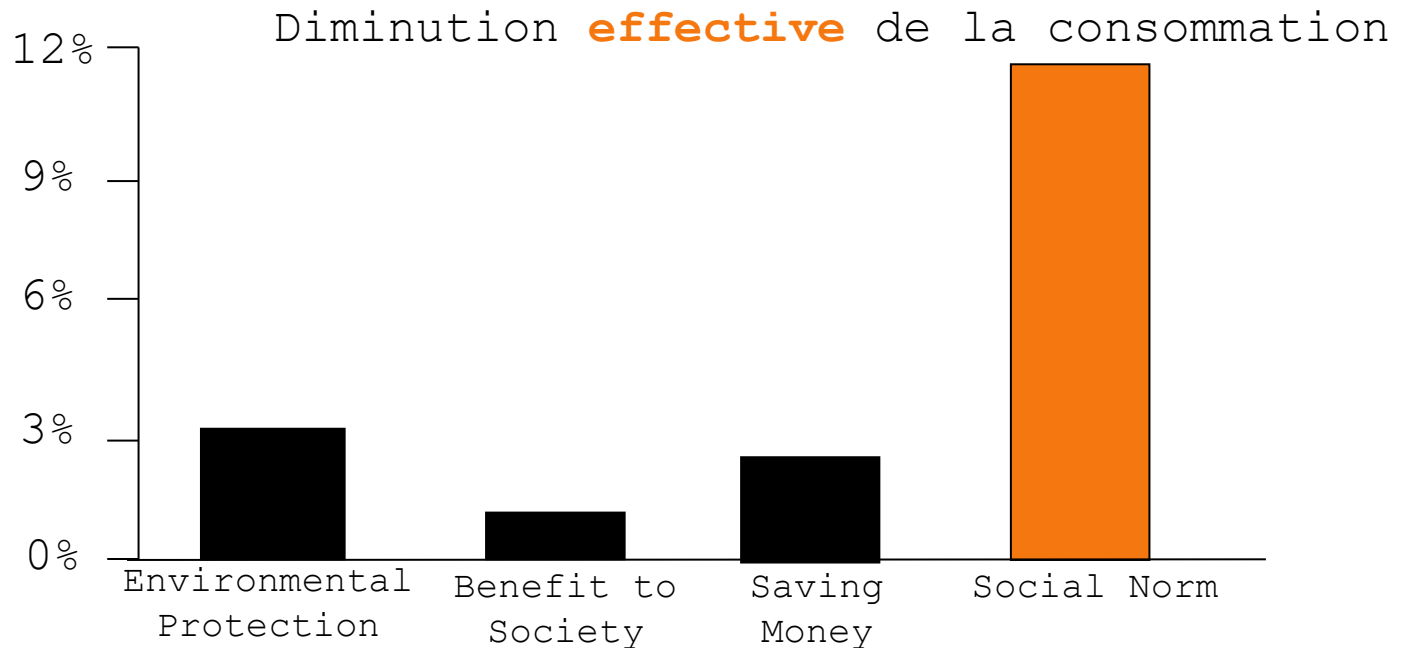
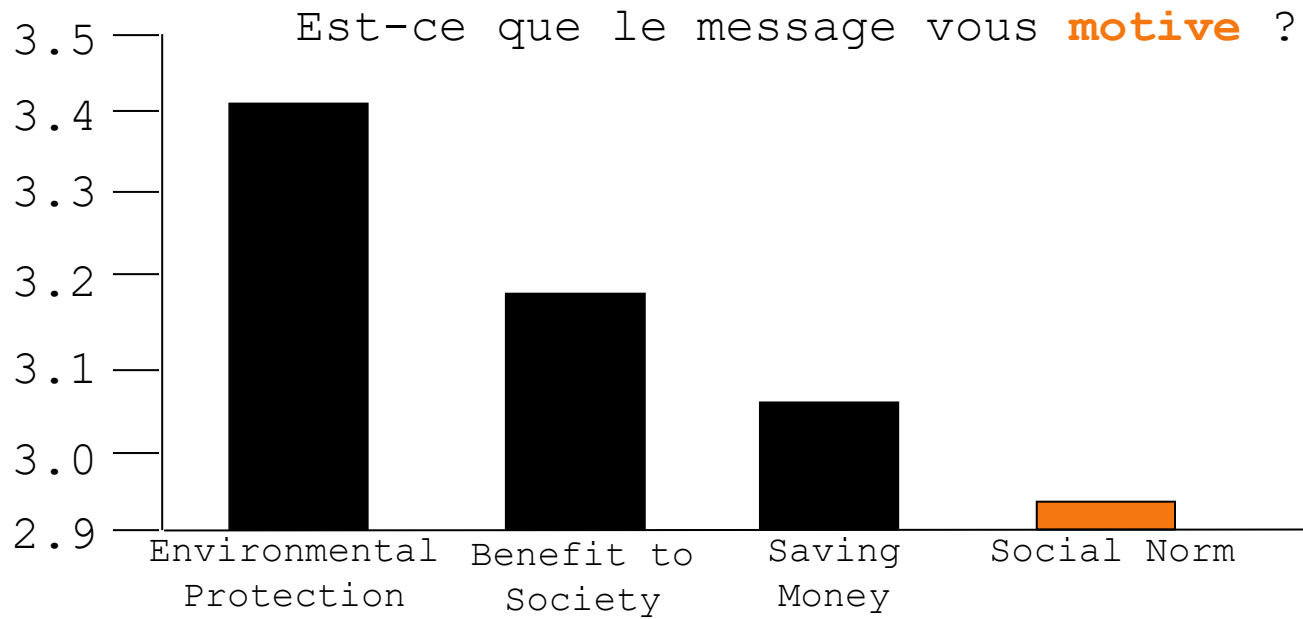


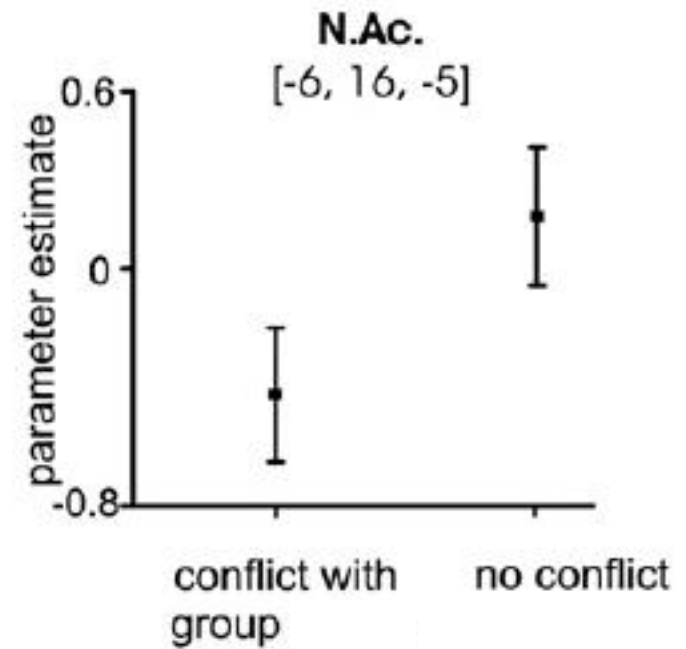
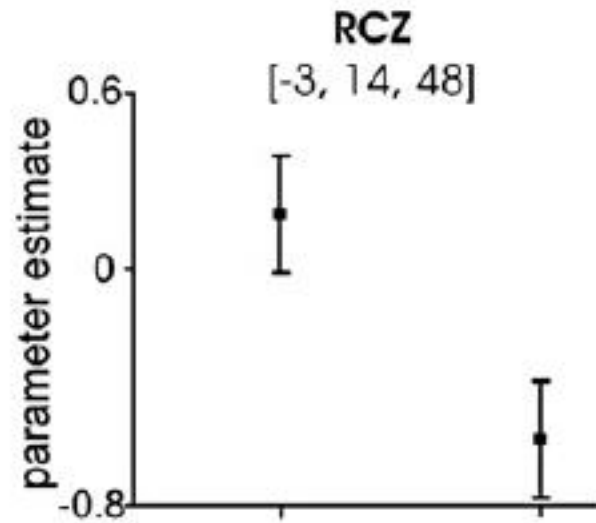
«Neurons that fire together wire together»



nature video







30 millions
de piles vont à la
poubelle chaque année.
Rapportez les vôtres.



BVD 31 200 S P I

En Suisse, 250'000 personnes
arrêtent de fumer chaque année

20%

40%

55%

70%



50%

71%



www.axesslab.ch

Richard H. Thaler
Cass R. Sunstein

Nudge



Improving Decisions
About Health, Wealth,
and Happiness

Préface de Boris Cyrulnick

PETIT TRAITÉ



de manipulation
À L'USAGE DES
HONNÊTES GENS

Robert-Vincent Joule • Jean-Léon Beauvois

300 000 EXEMPLAIRES VENDUS
NOUVELLE ÉDITION AUGMENTÉE
SÉRIE LIMITÉE

PSYCHOTHÉRAPIES **Psychiques**

Sous la direction de
Isabelle CÉLESTIN-LHOPIEAU

Changer par la thérapie

- Du chamane
au psychothérapeute
- Des médecines traditionnelles
aux neurosciences

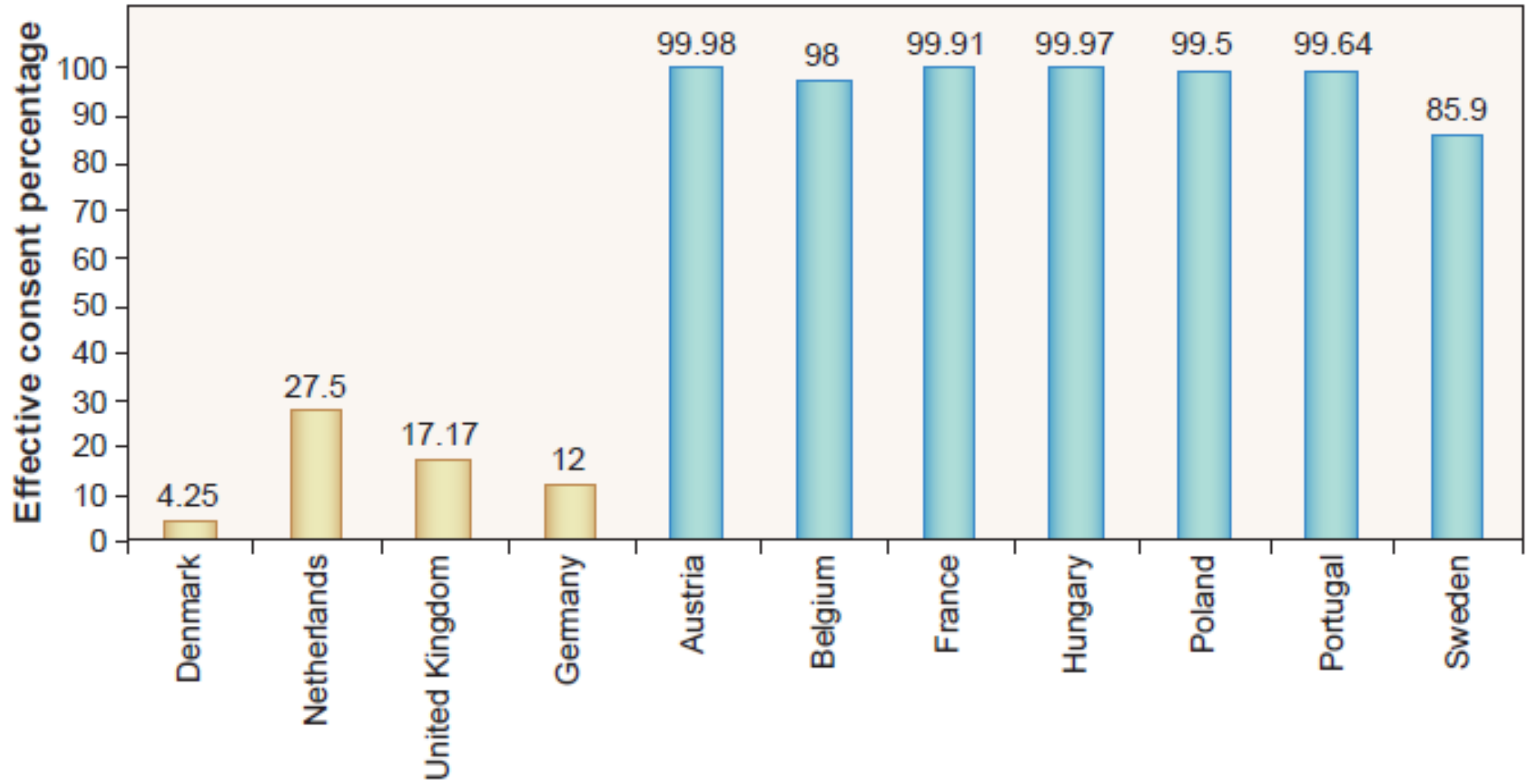


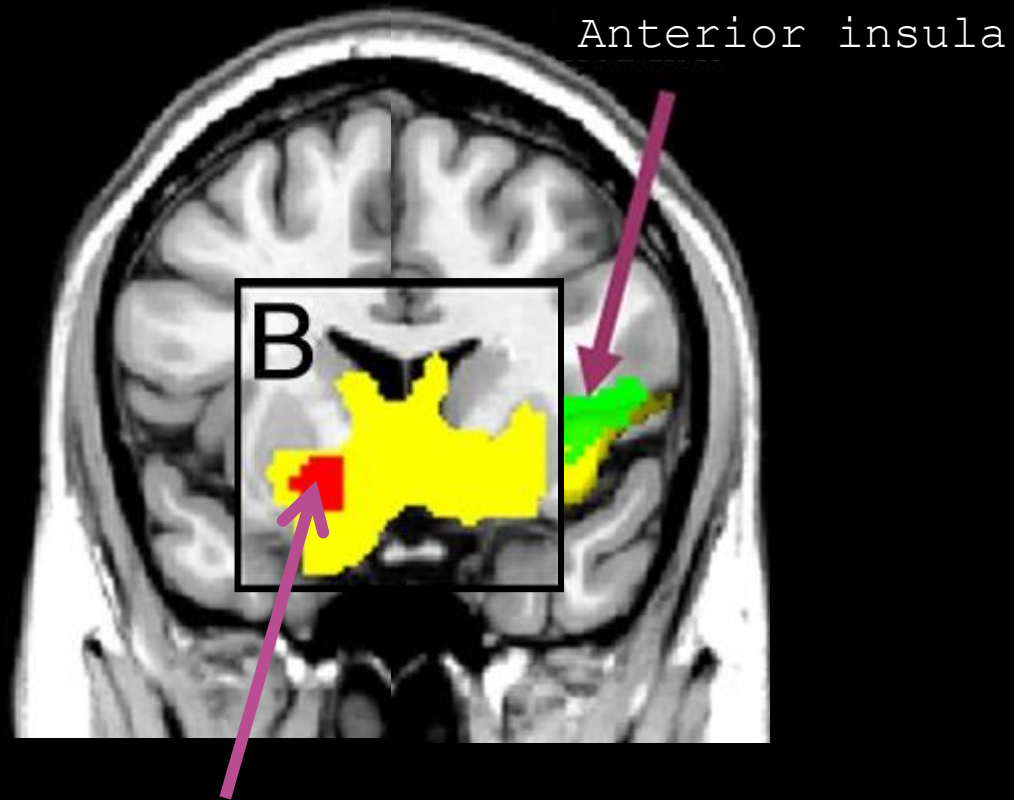
DUNOD

10%



48%





Anterior insula

Ventral striatum

50%

37%





Wallpaper*



Wallpaper*



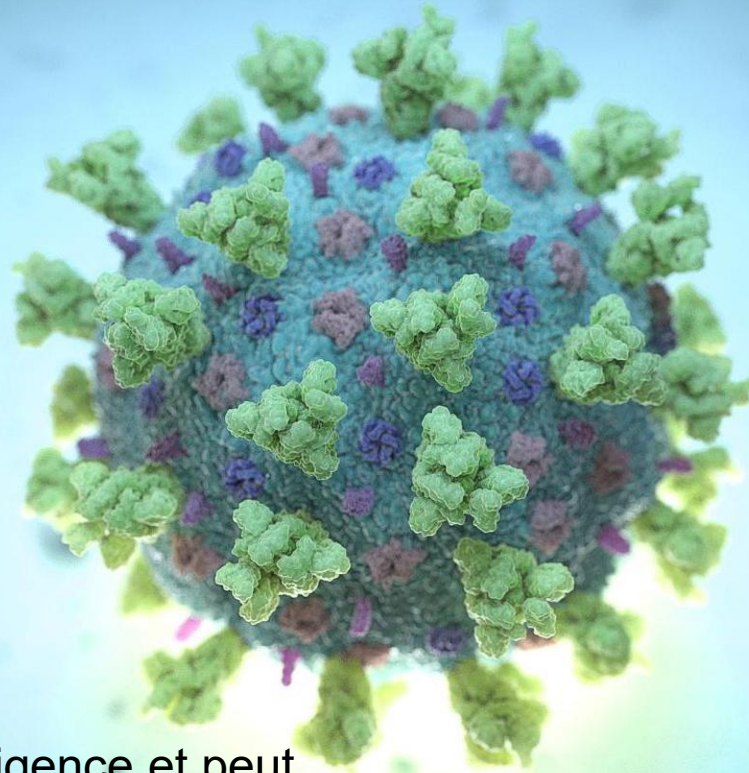








Wallpaper*



le Covid-19 affecte l'intelligence et peut provoquer une diminution du QI allant jusqu'à 7 points. «The Lancet»

Image by: NEXU Science Communication







Wallpaper*

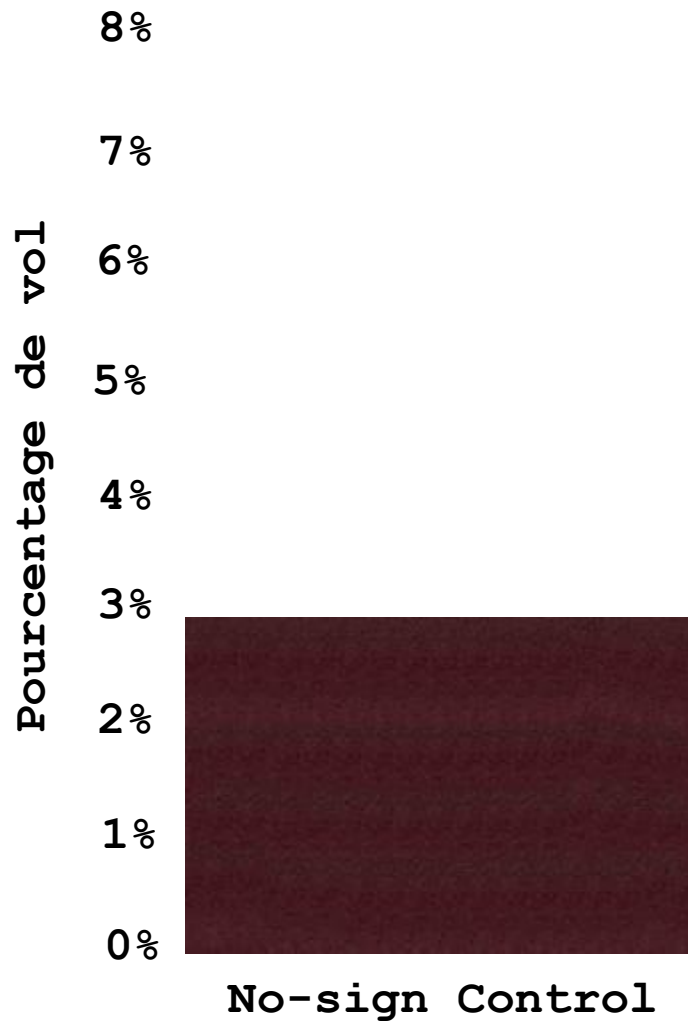




PETRIFIED FOREST
NATIONAL PARK

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE



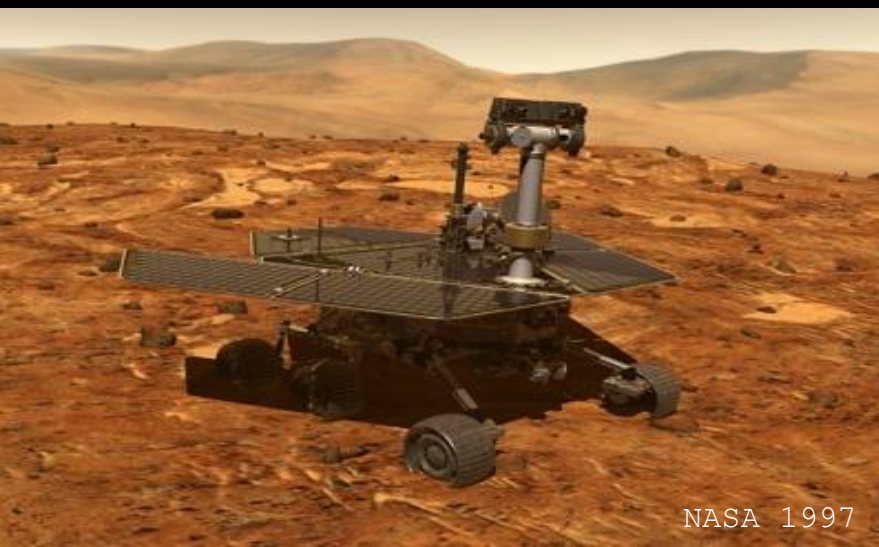


Many past visitors have removed petrified wood from the park, changing the natural state of the Petrified Forest:

Negative Social Norm



Mars[®]



NASA 1997

Berger (2008)