



Florian FIZAINÉ, Guillaume LE BORGNE (USMB, IREGE)

Do I need practical knowledge for action? An application to the carbon footprint of individuals

In this paper, we investigate the link between the knowledge held by people and their intention and behavior associated with the fight against global warming. To do so, we make an original survey asking 780 people about their beliefs, subjective and objective knowledge, intentions and measured behavior associated with the topic of global warming. In the nutshell, we show that people overestimate their practical knowledge related to the fight against global warming. The less people are competent the more they overestimate their practical knowledge. In addition, we only find a weak correlation link between actual knowledge and individual carbon footprint. A clustering performed on people's beliefs demonstrates the possibility of three groups of people with differentiated knowledge and declared intention to fight global warming. Yet, despite their engagement in the fight against global warming, the best group in terms of knowledge and intention does not differ significantly from the others in part of the subcategories of the carbon footprint. We explain this result by the importance of external constraints (income, time, space) that prevent individuals from turning best will into virtuous behavior.

Keywords: Carbon footprint, knowledge, intention, behavior gap

❖ 12h30 – Salle 103 / Comodal

❖ Participer à la réunion Zoom

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ID de réunion : 993 2844 4342

Code secret : 4RxD9R

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