Borsa di studio attivata ai sensi di quanto disposto dal D.M. n. 1061 del 10/08/2021

Titolo del progetto: Conoscere per cambiare: rappresentazioni concettuali del green nel mondo

La borsa sarà attivata sul seguente corso di dottorato accreditato per il XXXVII ciclo:
PSICOLOGIA E NEUROSCIENZE SOCIALI

Responsabile scientifico: Anna Maria Borghi
Area per la quale si presenta la richiesta: GREEN
Numero di mensilità da svolgere in azienda: 6
Numero di mensilità da svolgere all'estero: 6 presso Cork Neuroscience CNS Centre- Integrating Clinical and Basic Research
Azienda: Tiziana Cretoni Group
Il Dipartimento è disponibile a cofinanziare per un importo pari a euro: 10.000,00
Dipartimento finanziatore: DIPARTIMENTO DI PSICOLOGIA DINAMICA, CLINICA E SALUTE con delibera del 21/09/2021

Progetto di ricerca:
In recent years, the consequences of global warming and climate change due to pollution and the exploitation of earth's resources by humans are manifesting themselves with increasing force, generating considerable concerns about the future of the planet. Despite the constant alarms raised by scientists and the numerous awareness initiatives, however, the limits of the earth are repeatedly exceeded.
Faced with this evidence, the main turning point for real and lasting change seems to be the individual adoption of "sustainable mentality", which is an attitude to eco-friendly thinking in everyday life, in every sector of life, and in a perspective way. To make a contribution in this area, it is first of all necessary to understand how people represent the environment and the current ecological emergency, then understand for example what words such as nature, climate, forest, but also climate change, sustainable life, pollution, mean for them. In psychology, the representation of meanings has often been investigated by studying concepts, which are aggregates of previous experiences sedimented in our memory. The first aim of the project will therefore be to understand how different populations represent green-related issues, carrying out comparative studies between individuals of different cultures and languages (e.g., Italy / Ireland) and different micro-cultures (e.g., young vs. elderly; people of rural environments vs. cities; industry experts vs. non-experts). In addition, the impact of the natural context on the psychophysical well-being of clinical populations will also be investigated. In order to encourage the development of increasingly effective communication policies to reduce the human impact on the planet, a further objective will be to investigate how the general population represents current advertising messages aimed at encouraging pro-environmental behavior. Lastly, we will explore people's experiences of the internet as a "sustainable" way of acting and useful for reducing environmental waste (e.g., less paper consumption; reduced car use). A subset of participants of the experiments will be collected from a sample of elderly individuals which are customers of an Italian company. The missions of the company, which adopts "green" values, are to educate the elderly to autonomously use Internet, and to constitute an important information point of reference on the ecological services present in the city (e.g. means of transport, separate waste collection, municipal gardens, ecological initiatives). As a final objective, it will therefore be investigated how these individuals represent Internet and the ecological services offered by the territory. In the studies we will use psycholinguistic investigation methods (ratings, feature listing) and experimental methods aimed at extracting behavioral measures (e.g., accuracy, RTs); further techniques will involve eye-tracking, kinematics and

Transcranial Magnetic Stimulation.

Titolo del progetto (inglese): Knowing for changing: Conceptual representations of "green"

Progetto di ricerca (inglese):
In recent years, the consequences of global warming and climate change due to pollution and the exploitation of earth's resources by humans are manifesting themselves with increasing force, generating considerable concerns about the future of the planet. Despite the constant alarms raised by scientists and the numerous awareness initiatives, however, the limits of the earth are repeatedly exceeded.
Faced with this evidence, the main turning point for real and lasting change seems to be the individual adoption of "sustainable mentality", which is an attitude to eco-friendly thinking in everyday life, in every sector of life, and in a perspective way. To make a contribution in this area, it is first of all necessary to understand how people represent the environment and the current ecological emergency, then understand for example what words such as nature, climate, forest, but also climate change, sustainable life, pollution, mean for them. In psychology, the representation of meanings has often been investigated by studying concepts, which are aggregates of previous experiences sedimented in our memory. The first aim of the project will therefore be to understand how different populations represent green-related issues, carrying out comparative studies between individuals of different cultures and languages (e.g., Italy / Ireland) and different micro-cultures (e.g., young vs. elderly; people of rural environments vs. cities; industry experts vs. non-experts). In addition, the impact of the natural context on the psychophysical well-being of clinical populations will also be investigated. In order to encourage the development of increasingly effective communication policies to reduce the human impact on the planet, a further objective will be to investigate how the general population represents current advertising messages aimed at encouraging pro-environmental behavior. Lastly, we will explore people's experiences of the internet as a "sustainable" way of acting and useful for reducing environmental waste (e.g., less paper consumption; reduced car use). A subset of participants of the experiments will be collected from a sample of elderly individuals which are customers of an Italian company. The missions of the company, which adopts "green" values, are to educate the elderly to autonomously use Internet, and to constitute an important information point of reference on the ecological services present in the city (e.g. means of transport, separate waste collection, municipal gardens, ecological initiatives). As a final objective, it will therefore be investigated how these individuals represent Internet and the ecological services offered by the territory. In the studies we will use psycholinguistic investigation methods (ratings, feature listing) and experimental methods aimed at extracting behavioral measures (e.g., accuracy, RTs); further techniques will involve eye-tracking, kinematics and Transcranial Magnetic Stimulation.