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Influence of speaker involvement and own personal actions in assimilation and appropriation of climate information by the audience

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In this presentation, two main speaker involvements are investigated. Firstly : the speaker is not deeply convinced by his message or is deeply convinced but not involved into personal actions yet. In the first case, he would communicate few emotions during his speech. In the second case, the gap between what the speaker wants to do and what he will really do, will lead to a cognitive dissonance. The information will be stressfully perceived.

In any case, even if the talk is given in a way to be persuasive, the mirror neuron system, responsible among other of empathy, will capture the real involvement of the speaker in his message through his own actions. Among others, the inappropriate emotional data medium (nonexistent or stressful), involved in memorization process, lead to a possible partial or short term assimilation of the information, and so to a partial or short term changes in the audience's life.

Finally, this presentation highlights the case where speaker combine both personal involvement and actions in accordance with the message. This leads to efficient communication thanks to good assimilation and appropriation. By reconciling theory, methodology and practice, the speaker can generate sustainable behavioral changes in the audience's personal life.