

Effect of psychological distance on environmental concern: the case of pollinator park, a virtual reality educational experience on the decline of pollinating Insects

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Abstract

Because, protecting our planet now represents a major challenge, this research aims to gain a better understanding of the effects of psychological distance on environmental concern in the context of a virtual reality educational experience. We conducted a qualitative study in which 15 individuals were virtually immersed in a futuristic world imagining a future without pollinating insects. Results obtained highlights two dimensions of psychological distance (spatial and temporal) and of environmental concern (affective and cognitive). This research suggests that reducing psychological distance could help improve the affective and cognitive dimensions of environmental concern. However, the conative dimension remained marginal.

Subject Areas: *Attitude; Consumer Behavior; Intention-Behavior Link; Technology, innovations, robotics*