

Moving Is Healthy: Nudges and Identification Applied to Stair vs. Escalator Prompting

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The development of daily physical activity is a major public health issue. A number of studies on the promotion of stair use with nudges next to escalators have demonstrated their effectiveness. The aim of the present study was to test whether action identification theory could improve this incentive in a public transport environment. To this end, eighty-one French participants (M age = 34.35, SD = 12.01; 85.19% women) completed an online simulation questionnaire. The results showed that posters at the decision point and high levels of personal identification increased stair use but did not reveal an interaction effect. These elements were discussed with the idea of understanding the link between personal identification, provoked identification and the role of incentives.

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North American Journal of Psychology, 2026, Vol. 28, No. 2, 1357-1381
© NAJP <https://doi.org/10.65696/001c.162606>