



Doctoral research fellowship

Subject: Acceptance of autonomous vehicles under the scope of social identity, values, and implicit associations

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Doctoral school affiliation: LLSHS (Lettres, Langues, Sciences Humaines et Sociales), Maison des Sciences de l'Homme, 4, rue Ledru, 63057 Clermont-Ferrand Cedex 1 (lshs.ed.uca.fr)

Contract beginning: 1st of september or 1st of october 2023

Salary: Gross annual salary is 40,000 euros per year for three years, with a net salary raising from 1640 (1st year) to 1850 euros (3rd year). This salary includes research allowance and fees for an international supervisor.

Context. The International Research Centre of Innovative systems and services for transport and production (CIR-ITPS) hosted by University of Clermont Auvergne (UCA) and involving various disciplines (psychology, sociology, ergonomics, engineering) invites applications for a doctoral fellowship on acceptance of autonomous vehicles (36 months of funding).

Your profile. The applicants, graduates in Psychology, are expected to hold an expertise of the extant technology acceptance models, while being able to argue the possible contributions of social psychology constructs such as social identity and human values. Mainly, the graduates with an experience in running Implicit Association Test (IAT) or similar techniques are encouraged to apply. They are expected to be thorough in setting out an experimental design and willing to share their findings with the research community.

Key deadlines and application. Please submit your application (including your current curriculum, motivation letter, master-degree grades, and a two-page research project) in a pdf format until Jun 8, 2023, by sending an email to ladislav.motak@uca.fr. If your application passes the first selection, an interview will take place between Jun 15 and 20.

Hosting lab and research environment. The "Laboratoire de Psychologie Sociale et Cognitive" (LAPSCO-UMR UCA-CNRS 6024) is one of the leading CNRS (national research organization) unit in social psychology in France. While focused on social regulation of cognitive activities in human and non-human individuals, within such domains as health and education, our lab also collaborates with industrial, engineering and robotics units (e.g., Michelin, Institut Pascal). Specific autonomous vehicles facilities are available such as PAVIN (*Plateforme Auvergnate des Véhicules INtelligents*) and it is expected that by 2024, several real-world experiences will be held in these facilities and, too, on-road. Our main goal is then to test the updated acceptance models in various real-world settings.

Selected references

Golbabaei, F., Yigitcanlar, T., Paz, A., & Bunker, J. (2020). Individual predictors of autonomous vehicle public acceptance and intention to use: A systematic review of the literature. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 1–27. <https://doi.org/10.3390/joitmc6040106>

Gopinath, K., & Narayanamurthy, G. (2022). Early bird catches the worm! Meta-analysis of autonomous vehicles adoption – Moderating role of automation level, ownership and culture. In *International Journal of Information Management* (Vol. 66). Elsevier Ltd. <https://doi.org/10.1016/j.ijinfomgt.2022.102536>

Rabinovich, A., Morton, T. A., Postmes, T., & Verplanken, B. (2012). Collective self and individual choice: The effects of inter-group comparative context on environmental values and behaviour. *British Journal of Social Psychology*, 51(4), 551–569. <https://doi.org/10.1111/j.2044-8309.2011.02022.x>

Willis, L., Lee, E., Reynolds, K. J., & Klik, K. A. (2020). The theory of planned behavior and the social identity approach: A new look at group processes and social norms in the context of student binge drinking. *Europe's Journal of Psychology*, 16(3), 357–383. <https://doi.org/10.5964/ejop.v16i3.1900>