

En synthèse, il ne suffit pas d'évoquer une étude scientifique pour persuader les lecteurs de la justesse d'un propos. Encore faut-il décrire l'étude en question et les conditions dans laquelle elle a été réalisée, ainsi que citer la source exacte où chacun pourra aller vérifier les conclusions avancées. Telle est la démarche scientifique, propre à gagner l'approbation des plus sceptiques.

Cette rigueur est rarement présente dans les livres de pensées positives – dont ce n'est pas l'objectif principal –, ce qui explique la réticence de nombreuses personnes à y adhérer. De plus, l'argumentation présente souvent des faiblesses, qu'il est facile par la suite d'utiliser pour décrédibiliser l'ensemble. Ces deux objections ont été intégrées dans l'élaboration de la pensée positive 2.0: les sources scientifiques y sont clairement mentionnées (dans l'annexe 3) et l'argumentaire y est explicitement détaillé, étape par étape.

Si l'on veut prétendre à la science, ou l'invoquer pour convaincre, il ne suffit pas d'en emprunter le vocabulaire ou la terminologie. Encore faut-il se plier à ses règles et les respecter !

ANNEXE 3

Références exactes des études citées

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