

The social representation of Europe among Romanian young people - PROGRESS REPORT -

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GENERAL LINES

1. **CONTINUATION** – this research project continues the work of prof. De Rosa (1996 – 2002) in a cross-national research program EUROSKY –COMPASS;
2. **THE CASE OF ROMANIA** – January, 1st 2007;
3. **SOME CONNECTIONS WITH THE PREVIOUS DATA**

GENERAL LINES – PROJECT'S STRUCTURE

STUDY I - MULTI-DIMENSIONAL IDENTITY AND SOCIAL REPRESENTATIONS OF EUROPE


Objectives:

- How are the representational fields of NATION, EUROPE, WORLD and, is it possible to conceive the three objects as a uniquely organised representational system?
- How does multi-dimensional identity (based on the concepts of SELF, own NATION and EU) intervenes in shaping a social representational system anchored to NORTH-SOUTH-EAST-WEST geo-political parameters.
- How does the social categorization process, guided by the attitudes towards the European countries, contribute to redefining the map of Europe?

GENERAL LINES – PROJECT'S STRUCTURE

STUDY II – MASS MEDIA DISCOURSE ON EUROPEAN INTEGRATION

Objectives:

1. How does the media reflect the process of European integration ? (discourse dimensions)
2. How does media discourse influence people's image of Europe and their modalities of redefining their identity (NATIONAL  EUROPEAN)

STUDY III – COMPARATIVE ANALYSIS

ACTIVITIES UNDERTAKEN

- 2007 – 2008 (1ST YEAR)-

- A) **Revisiting the literature on Romania's European integration (empirical studies undertaken before or after the integration; euro barometers, etc);**

- B) **Sketching the general structure of the theoretical part considering the main concepts integrated in this research project:**
 - *The social representation theory (Moscovici, 1961)*
 - *Social categorization and identity theory (Tajfel, 1978; Tajfel & Turner, 1979) – SOCIAL, NATIONAL, SPATIAL & SUPRA-NATIONAL IDENTITY;*
 - *Social memory (Halbwachs, 1925; Barlett, 1932)*
 - *Social attitudes versus social representations*

ACTIVITIES UNDERTAKEN

- 2007 – 2008 (1ST YEAR)-

C) Preparing the instrument (EUROSKY COMPASS) for the data collection in study I;

1. Associative networks (de Rosa, 1995, 2002)
2. European Sky Compass;
3. Silent Map of Europe;
4. Questionnaire
 - socio-demographic characters and on knowledge of European countries;
 - a set of questions on how those countries represent Europe and its different regions and
 - attitude scales referring to the different European countries.

D) Gathering the data for STUDY I – **APROX. 450 questionnaires;**

ACTIVITIES UNDERTAKEN - 2008 – 2009 (2ND YEAR)-

- A) Preparing the database for **STUDY I**
- B) Gathering the materials for **STUDY II** (all articles published in two national newspapers (JURNALUL NATIONAL & ADEVARUL) which contain information about the European integration - BEFORE (2002 - 2005) & AFTER (2007 - 2009) **THE INTEGRATION (aprox. 250 articles from before the integration);**
- C) Training activities on EVOC and SPAD –T;

ACTIVITIES UNDERTAKEN

D) META-ANALYSIS (10)

- Arruda, A.** (2003). Living is dangerous Research challenges in social representations. *Culture and Psychology*, 9(4). SAGE Publications.
- Howarth, C.** (2006). How social representations of attitudes have informed attitude theories. *Theory and Psychology*, 16(5). SAGE Publications.
- Howarth, C.** (2002). Using the theory of social representations to explore difference in the research relationship. *Qualitative Research*, 2(1). SAGE Publications.
- Joffe, H.** (2002). Social representations and health psychology. *Social Science Information*, 41(4). SAGE Publications.
- Ibanez, T.** (1994). Constructing a representation or representing a construction. *Theory and Psychology*, 4(363). SAGE Publications.
- Perez Campo, G.** (1998). Social representation and the ontology of the social world. Bringing another signification into dialogue. *Culture Psychology*, 4(331). SAGE Publications.
- Potter, J., Edwards, D.** (1990). Social representations and discursive psychology. From cognition to action. *Culture and Psychology*, 5(4). SAGE Publications.
- Raudsepp, M.** (2005). Why is it so difficult to understand the theory of social representations. *Culture and Psychology*, 11(4). SAGE Publications.
- Verheggen, T. & Baerveldt, C.** (2007). We don't share! The social representation approach, enactivism, and the ground for an intrinsically social psychology. *Culture and Psychology*, 13(1). SAGE Publications.
- Voelklein, C., Howarth, C.** (2005). A review of controversies about social representations theory. A British Debate. *Culture and Psychology*, 11(4). SAGE Publications.