Genesis, development and actuality of the Social Representation theory in more than fifty years (1961-2011 and beyond): the main paradigms and the "modeling approach"

20th International Summer School on Social Representations and Communication

25th International Lab Meeting – Summer Session 2014

July 14-18, 2014

European/International Joint PhD In Social Representations and Communication Research Centre and Multimedia Lab

Piazza Cavalieri di Malta, 2
00153 Rome, Italy

www.europhd.eu
Ongoing research lines

- Household waste recycling (HWR)
- Sustainable mobility (SM) and the use of bike in big cities
- Sustainable tourism (ST)
- Environmental education (EE)
Household Wastes Recycling (HWR)

Practical Goals

- Development of measurement instruments to monitor structural and psychological factors hampering citizens’ commitment and effectiveness
- Questionnaire

Theoretical Goals

- Study of normative influence, knowledge and skills


Household Wastes Recycling (HWR)

Investigations carried out in Rome and nearby areas (es. Albano, Civitavecchia, Cerveteri), in Campania (es. Salerno, ) in Umbria (es. Terni)

Analysis of citizens recurrent errors and failure in recognizing materials and disposals procedures

Identification of common problems

Planning communication, formation, information, education strategies
Sustainable mobility (SM) and Use of bikes in big cities

Practical goals

Developing a measurement instrument to assess individual opinions and expectations (desiderata)

Theoretical goals

Testing social psychological models with a focus on the role of habits, emotions and social norms
Sustainable mobility (SM) and Use of bikes in big cities

Pubblications


Practical goals

Sustainable mobility (SM) and Use of bikes in big cities

Developing a measurement instrument to assess individual opinions and expectations (desiderata)

Analysing the possibility to increase the use of bikes in big urban areas

Factors to deepen:
- Public policies: sustainable mobility
- Structural endowment: cycling trails, bike parking, traffic management
- Territorial conditions: distance, hilliness, climate
- Psychological: Attitudes and opinions
- Physical condition: training levels, health conditions

Known factors:
- Public policies: sustainable mobility
- Structural endowment: cycling trails, bike parking, traffic management
- Territorial conditions: distance, hilliness, climate
- Psychological: Attitudes and opinions
- Physical condition: training levels, health conditions

2 studies accomplished – 1 ongoing
Sustainable tourism

**Practical goals**

- Developing an instrument to assess general attitudes towards sustainable tourism

**Theoretical goals**

- Studying relationship between preferences for sustainable forms of tourism and general pro-environmental attitudes
Sustainable tourism

Pubblications


Sustainable tourism

Practical goals

Developing an instrument to assess general attitudes towards sustainable tourism

Segmenting the potential market

Developing communication strategies

Developing intervention strategies

Questionnaire
Environmental Education

Practical goals

Identifying factors and developing instruments for studying children attitudes, values, knowledge toward environmental issues

Questionnaires – games ecc.

Theoretical goals

Study review

Environmental Education

- Defining children educational needs and the specific goals of the intervention in the EE field
- Monitoring the effects of educational interventions
- Analyzing strengths and weaknesses of interventions

Practical goals

- Identifying factors and developing instruments for studying children attitudes, values, knowledge toward environmental issues
- Questionnaires – games ecc.