



# 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"



European/International Joint PhD  
in Social Representations and Communication  
International Summer School 2014



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

Piazza Cavalieri di Malta, 2  
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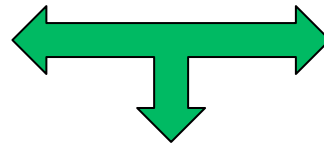
SAPIENZA  
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## Ongoing research lines



Household waste  
recycling (HWR)



Environmental  
education  
(EE)



Sustainable  
mobility (SM)  
and the use of  
bike in big cities



Sustainable  
tourism (ST)



## 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)

### Publications

- Fornara F., Carrus G., Passafaro P., Bonnes M. (2011). Distinguishing the sources of normative influence on proenvironmental behaviors: the role of local norms in household waste recycling. *GROUP PROCESSES & INTERGROUP RELATIONS*, vol. 5, p. 623-635.
- Carrus G, Passafaro P, M. Bonnes (2008). Teoria del Comportamento Pianificato e Norme Locali: uno studio sulla raccolta differenziata dei rifiuti domestici. *RASSEGNA DI PSICOLOGIA*, vol. 3, p. 27-43.
- Carrus G, Passafaro P, M. Bonnes (2008). Emotions habits and rational choices in ecological behaviours: the case of recycling and use of public transportation. *JOURNAL OF ENVIRONMENTAL PSYCHOLOGY*, vol. 28, p. 51-62.



## Household Wastes Recycling (HWR)

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

Practical goals



Development of measurement instruments to monitor structural and psychological factors hampering citizens' commitment and effectiveness

Questionnaire



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**

### **Publications**



- Passafaro, P., Rimano, A., Piccini, P., Metastasio, R., Gambardella, V., Gullace, G., Lettieri, C. (2014) Commuting by bike in a big city: desires and emotions vs attitudes, habits and norms. Journal of Environmental Psychology, 38, 76-83.
- Rimano A., Piccini P., Chiarolanza C., Metastasio R., Passafaro P. (2013) The bicycle and the dream of a sustainable city: an analysis of the image of bike in the mass media and the general public. Paper in preparation.
- Rimano A., Piccini P., Chiarolanza C., Metastasio R., Passafaro P. (2012). Determinants of the use of bike in the city: between practical motivations and social cultural values. Poster presented at the Planet Under Pressure conference. London, April 25-30<sup>th</sup>, 2012.
- Carrus, G., Passafaro, P., Bonnes, M. (2008). Emotions habits and rational choices in ecological behaviours: the case of recycling and use of public transportation. JOURNAL OF ENVIRONMENTAL PSYCHOLOGY vol. 28, p. 51-62



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

Practical goals



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



2 studies accomplished – 1  
ongoing

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



Factors to deepen:  
Personal Lifestyles  
Familstyles  
Social-cultural factors (Identity and  
image)  
Social representations

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





## Sustainable tourism

Practical goals



Developing an instrument to assess  
general attitudes towards  
sustainable tourism

Questionnaire

Theoretical goals



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



## Sustainable tourism

### Publications



Passafaro P., Cini C., Bocchi D., Pichini I. (2012). Atteggiamenti ecologici e preferenze per attività e servizi turistici nella prospettiva della Psicologia Ambientale. TURISMO E PSICOLOGIA, vol. 1, p. 27-45

Passafaro P., Giannantoni S., Ludovici S. (2011). Turismo, sostenibilità e atteggiamenti ecologici: uno studio sulle basi psicologico-sociali e ambientali delle preferenze eco-turistiche. TURISMO E PSICOLOGIA, vol. 1, p. 397-412.

Passafaro P., Cini, F., et al.(2014) Understanding preferences for nature based and sustainable tourism: the role of personal values and general and specific environmental attitudes. Paper submitted for publication to Society and Natural Resources.



## Sustainable tourism

Practical goals



Developing an instrument to assess  
general attitudes towards  
sustainable tourism



Questionnaire

Segmenting the potential market

Developing communication strategies

Developing intervention strategies



## 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

### Pubblications



Passafaro P. , Carrus G, Pirchio S (2011). Il contributo della psicologia all'educazione ambientale: modelli, metodi e risvolti applicativi. In: P.Cavallero; S.Paglialunga. La psicologia nel parco. Tutela ambientale e benessere psicosociale: intergenerazionalità e multimedialità. p. 247-261, Pisa:Edizioni ETS.

Passafaro P. , Carrus G, Pirchio S (2010). I bambini e l'ecologia: aspetti psicologici dell'educazione ambientale. Roma:Carocci.



## Environmental Education

Practical goals



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



Questionnaires – games ecc.

- 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