

25th International Lab Meeting – 20th Summer School 2014 13th – 19th July 2014, Rome (Italy)

Participants Presentation

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



European/International Joint Ph.D.
in Social Representations and Communication

Environment as social representation.

**3 doubts and some questions
from the ignorance.**

**WISDOM
or
IGNORANCE**

**ENVIRONMENT
or
SOCIAL REPRESENTATIONS**

1. ONTOLOGICAL DOUBT
OBJECTIVISM vs CONSTRUCTIVISM

2. EPISTEMOLOGICAL DOUBT
POSITIVISM vs INTERPRETIVISM

3. SOCIO-POLITICAL DOUBT
GOAL vs INSTRUMENT

1. ONTOLOGICAL DOUBT

What?

Nature of (social) reality.

Objectivism.

Reality (social facts) as objects.

One, unified and fixed reality that we 'discover'.

Constructivism.

Reality is socially constructed through meanings.

Social reality does not exist apart from meanings.

1. ONTOLOGICAL DOUBT

Which is the position of the Social Representations Theory?

Social Representations of...

ENVIRONMENT
COMMUNICATION
ADVERTISING AND MARKETING
HEALTH AND COMMUNITY
INTERGROUPS RELATIONS AND SOCIAL MOVEMENTS

... as Social Representations.

2. EPISTEMOLOGICAL DOUBT

How?

Nature of knowledge.

Positivism.

We discover reality through data: observable
recordable
Deductive process measurable
verifiable

Interpretivism.

Knowledge derived from people's subjective
contextualised meanings.
(researcher cannot stand outside the process)
Inductive process

2. EPISTEMOLOGICAL DOUBT

Social representations as a dynamic: product
process
producer

Some kind of lack of adjustment between:

The concept of Social representations.

Some research conducted within
Social Representations Theory.

2. EPISTEMOLOGICAL DOUBT

Anchoring (always present)

meaning attribution

consolidation

integration in the established social system of thought

instrumentation for action

Objectification (sometimes eluded)

selection

de-contextualization

schematization

naturalization

assimilation

3. SOCIO-POLITICAL DOUBT

For?

Aims of social research:

explore/describe

predict

test/build theories

give voice to those have not

evaluate

empower/emancipate

3. SOCIO-POLITICAL DOUBT

Social representations as a:

Goal

to find the social representations of...

Instrument

to understand social interactions

to reveal processes of social control

to use it in processes of social change

why this mental mess?

Milgram, S. (1984)

‘Cities as social representations’

in Robert M. Farr and Serge Moscovici

Social Representations

Social psychology vs Sociology of knowledge

Berger, P. and Luckman, T. (1967)

The Social Construction of Reality:

A Treatise in the Sociology of Knowledge

Social representations vs Cultural Hegemony

Gramsci, A. (1929-1935)

The Prison Notebooks