

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

Participants Presentation

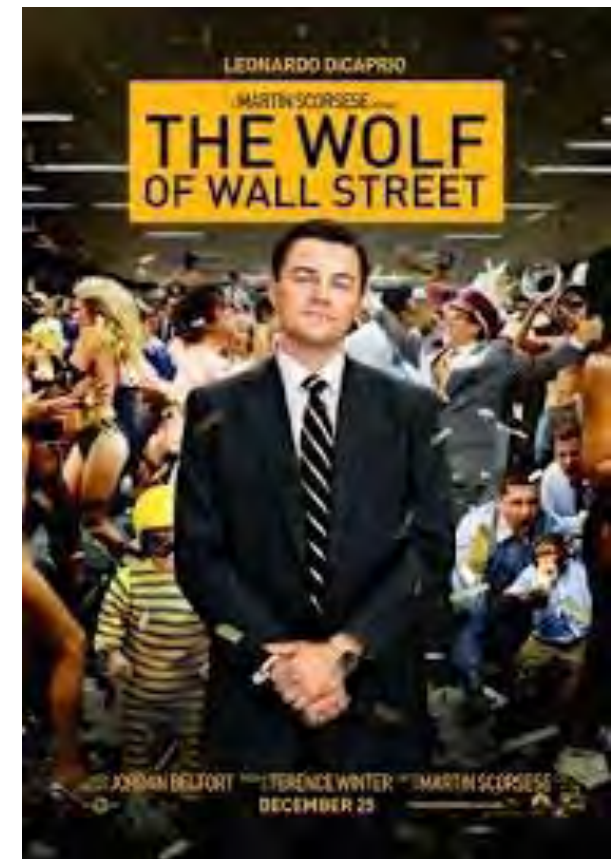
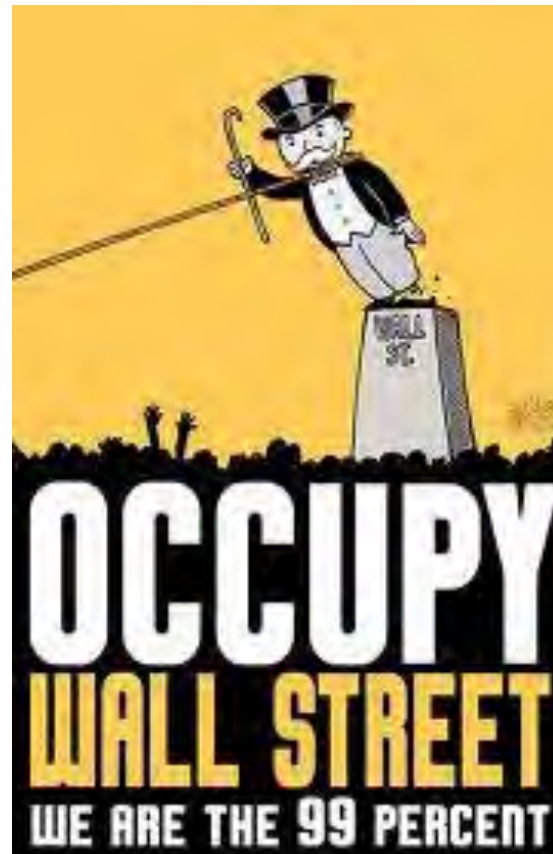
Genesis, development and actuality of the Social Representation theory in more than fifty years (1961-2011 and beyond): the main paradigms and the "modelling approach"



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

From “Virtual” Finance to Occupy Wall Street

Media analysis of Occupy Movement



“Virtual” Finance in Popular Movies

1987 Wall Street



2013 The Wolf of Wall Street



- ---- Many directors, nearly all Americans speak today of **virtual finance**, speculative economy, politicians and financiers brokers **without morals or scruples**, the desire for power and wealth, the fault of wild and **unruly** capitalism, the tragedy of unemployment (Ferruccio Pelos, 2014)

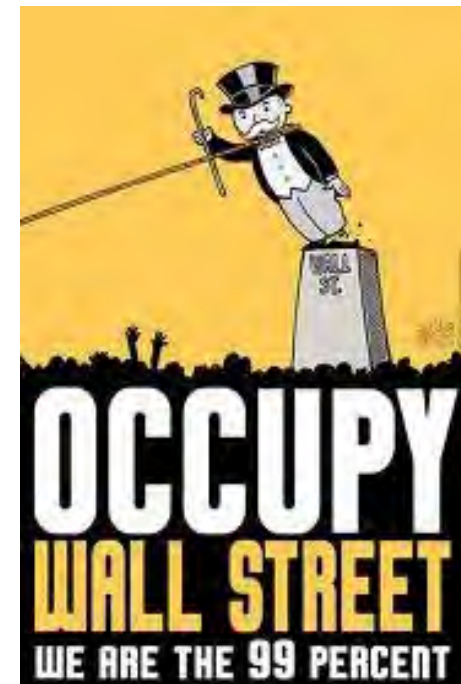
2007-2008
Global Financial Crisis



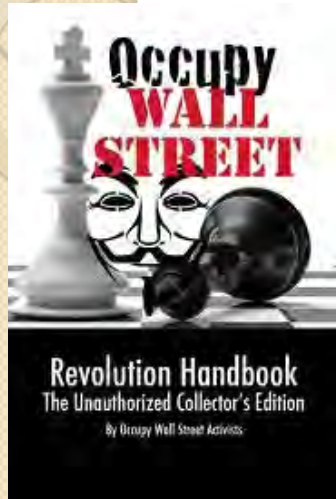
2011 September
Occupy Wall Street

Social Media

Bad “Virtual” Finance vs. Good Economy



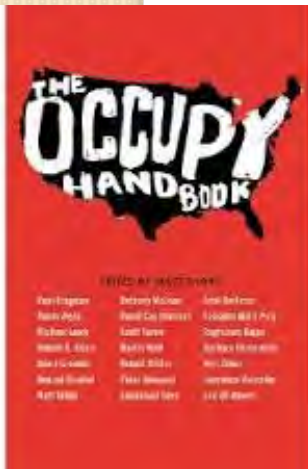
Some Statements from Occupy Wall Street Handbooks



“In summary, *the horrific and relentless* current worldwide financial woes stem from lax, *poorly regulated finance industry* rules enacted by the U.S. Congress and other national governments-primarily during the 1990s.”



We got screwed ‘*Playing by the Rules*’ of the *evil, heartless political machine of 1-Percenters*.



Ultimately, the people of the world had begun to suffer, all for the *folly of the few reckless 1-Percenters* who had once been rich enough to *play the derivatives game*.

Media analysis of Occupy Movement

Our research program concerns

- the social representations of
 - the “relations between citizens and institutions” in the political arena and
 - the “perception by social actors of their capacity in orienting actions and policies”.



-The interconnections between “the theory of social representations” and the “theory of active minorities”

-Social networks as strategic tools to organize collective actions and share representations of the reality concerning the relations among citizens, politics and community/world views.

Data Selection

- **Media Sources:** E-Journals and Social Networks
- **Temporal window:** July 13th , 2011 → March 8th , 2012
- **Selection criteria :**
 1. Main keyword: “OCCUPY WALL STREET”
 2. one or more of the following keywords organized in 5 categories, in order to contextualize the semantic space:
 - “thematic focus”: environment, economy, work...
 - “contextual scenario”: local, region, regional, nation, national, Europe, global...
 - “agents-actors of public participation”: citizens, administration, governance...
 - “relationships citizens-Institutions”: participate, politics, democracy, activism, minority...
 - “behavioral styles and influence”: autonomy, coherence, rigor, equity

GEOCULTURAL AREA

SOCIAL NETWORKS

worldwide English Speaking Users

FACEBOOK



TWITTER



CHINA

RENREN (FACEBOOK-TYPE)

www.renren.com



WEIBO (TWITTER-TYPE)

www.weibo.com



GEOCULTURAL AREA

WEB SITES

North America (US and Canada)

<http://www.OCCUPYWALLST.ORG>



<http://wwwADBUSTERS.ORG>



GEOCULTURAL AREA

GENERALIST and SPECIALISED @-press JOURNALS

U.S.

The New York Times

THE WALL STREET JOURNAL.

EUROPE

CORRIERE DELLA SERA

la Repubblica.it
il mondo in diretta 24 ore su 24

IlSole **24 ORE**

CHINA

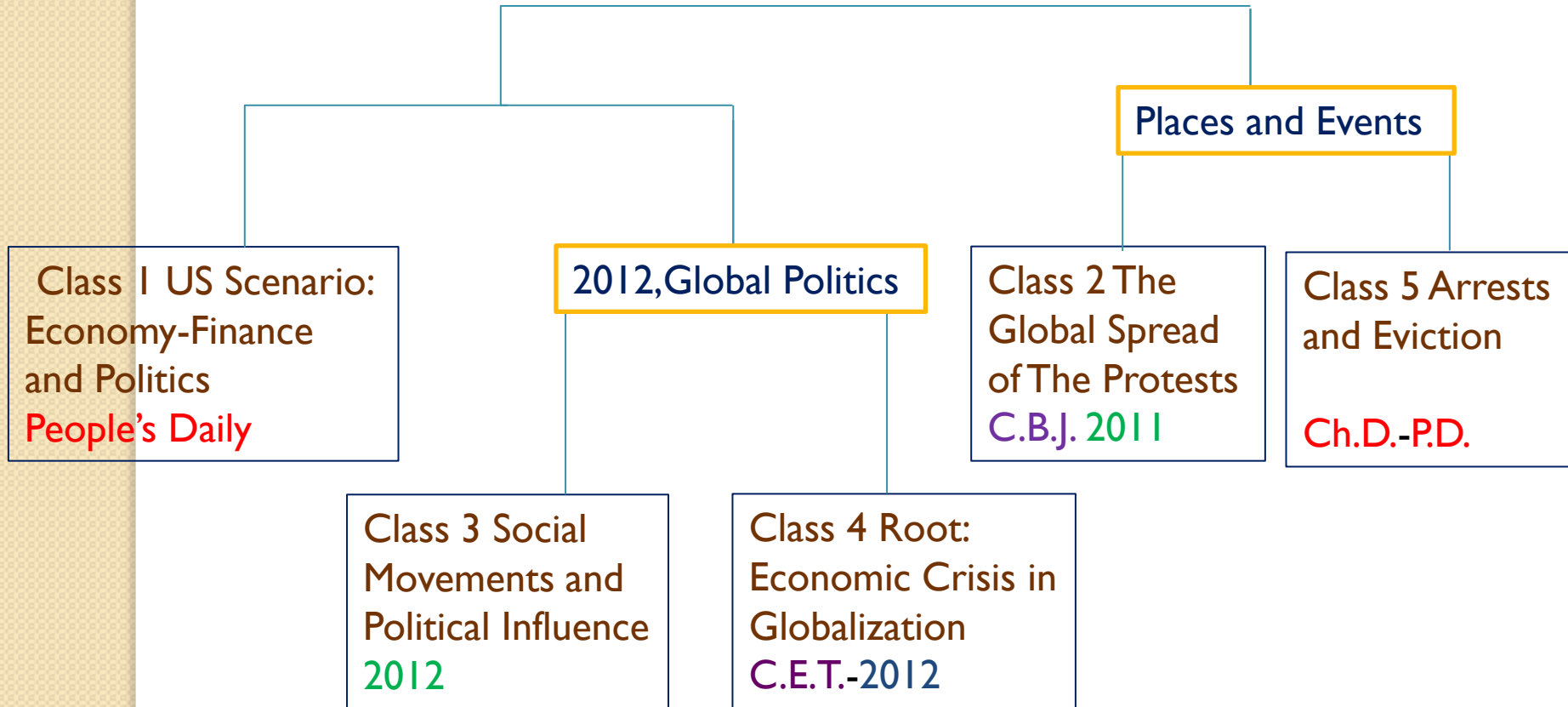
CHINA DAILY
PEOPLE'S DAILY

CHINA ECONOMIC TIMES
CHINA BUSINESS JOURNAL

GEOCULTURAL AREA	JOURNALS	
	Generalists	Specialized
CHINA	CHINA DAILY PEOPLE'S DAILY	CHINA ECONOMIC TIMES CHINA BUSINESS JOURNAL

Data Analysis: Hierarchical Descending Classification through Alceste

Descriptive variables: Journals and Year



Descriptive variable: People's Daily

**CLASS N° 1: U.S. SCENARIO: ECONOMY-
FINANCE AND POLITICS**

**LIST OF
WORDS** **CHI2**

PERCENT	119.36
OBAMA	99.81
JOB	93.78
PRESIDENT	88.45
INCOME	84.59
PAY	78.68
TAX	73.15
BILL	71.98
TAXES	62.32
JOBS	56.75
PROFIT	55.59
MILLION	52.73

“The protesters said **in the financial sector, politics and business collude**, taking profit from the previous **credit bubble burst**, causing **millions of people** lose their jobs, incomes, savings and housing, which is totally true.”(e.c.u. 115-37).



“The **top one percent** of Americans own more than 40 percent of the nation's wealth, total net worth minus the value of one's home, while the **bottom 80 percent** of the population own only seven percent of the wealth.”(e.c.u. 912-47).

“But Obama's **disapproval** rating is also at 46 percent, and his latest job creation proposals also get mixed reviews from the public as more than half of Americans say he **lacks a clear plan for creating jobs**.”(e.c.u. 1172-34).



“Actually Buffett always **appeals for higher taxes on the wealthy**, and his enthusiasm was appreciated by the US president Barack Obama.”(e.c.u. 62-61).

GEOCULTURAL AREA

JOURNALS

CHINA

CHINA DAILY

PEOPLE'S DAILY

CHINA ECONOMIC TIMES CHINA BUSINESS JOURNAL

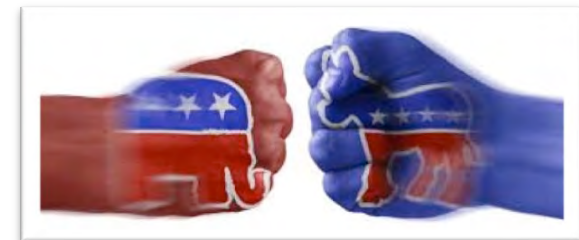
Descriptive variable: 2012

LIST OF WORDS CHI2

POLITICAL	165.75
SOCIETY	88.01
DEMOCRATIC	59.97
SOCIAL	57.78
PARTY	56.82
MOVEMENT	44.37
CHANGE	41.85
INTEREST	36.91
POLITIC	33.32
MIDDLE	30.66
THEREFORE	28.74
REPUBLIC	28.01

CLASS N° 3: SOCIAL MOVEMENTS AND POLITICAL INFLUENCE

“The demonstration has **changed the political ecology** of the United States and both the Democratic party and Republican party are making use of it to make themselves look good and censure their opponents.” (e.c.u. 1302-28).



“Tea party and this movement can be seen as the two poles of the American political spectrum.” (e.c.u. 313-36).

Therefore, some analysts believe that Occupy Wall Street movement will not become the greatest threat to the democratic party, on the contrary, would **give pressure to the Tea Party** and Republicans.” (e.c.u. 370-38).



Descriptive variable: China Economic Times

LIST OF WORDS	CHI2
ECONOMIC	143.57
CRISIS	124.80
DEBT	100.48
PRODUCT	86.14
CHINA	83.37
PROBLEM	82.31
DEVELOP	75.98
EUROPE	68.97
SOLVE	67.29
INDUSTRIAL	61.63
INDUSTRY	60.01
GOODS	58.88

**CLASS N° 4:
ROOT PROBLEM: ECONOMIC CRISIS IN
GLOBALIZATION**

“The structure of capitalism is no longer fit for globalization. This is the root of every ongoing problem. The current system of the western world, though encouraging innovation, fails to emphasize hard work.” (e.c.u. 1093-51).



“They do have a lot of innovation, but that is for financial innovation and innovation is in the virtual economy, not for industrial and commercial development ” (e.c.u. 791-46).

GEOCULTURAL AREA

JOURNALS

CHINA

CHINA DAILY

PEOPLE'S DAILY

CHINA ECONOMIC TIMES CHINA BUSINESS JOURNAL

Descriptive variables: China Business Journal - 2011

LIST OF WORDS	CHI2
YORK	200.81
PROTEST	195.81
NEW	193.41
OCCUPY	183.75
CITIES	160.52
DEMONSTRATE	140.55
STREET	133.84
THOUSAND	120.51
ANGELES	114.77
CITY	111.02
WALL	95.61
LOS	81.68
UNION	76.45
DAY	68.96
SPREAD	68.82

CLASS N° 2: THE GLOBAL SPREAD OF THE PROTESTS

Protests in major cities



“Now the protest has spread to other US cities, including Los Angeles, Boston, Chicago, Denver and Seattle.” (e.c.u. 156-36).

“The Occupy Wall Street fire also burns thousands of miles away in Asia.” (e.c.u. 82-26).



Descriptive variables: China Daily, People's Daily

CLASS N° 5: ARRESTS AND EVICTION

LIST OF WORDS	CHI2
POLICE	680.39
ARREST	504.72
PARK	331.29
BRIDGE	220.32
ZUCCOTTI	184.26
BROOKLYN	139.97
OFFICER	133.94
TRAFFIC	108.72
CLEAN	108.63
BLOCK	95.27
PROTEST	76.05
SLEEP	68.43
EVICT	67.41

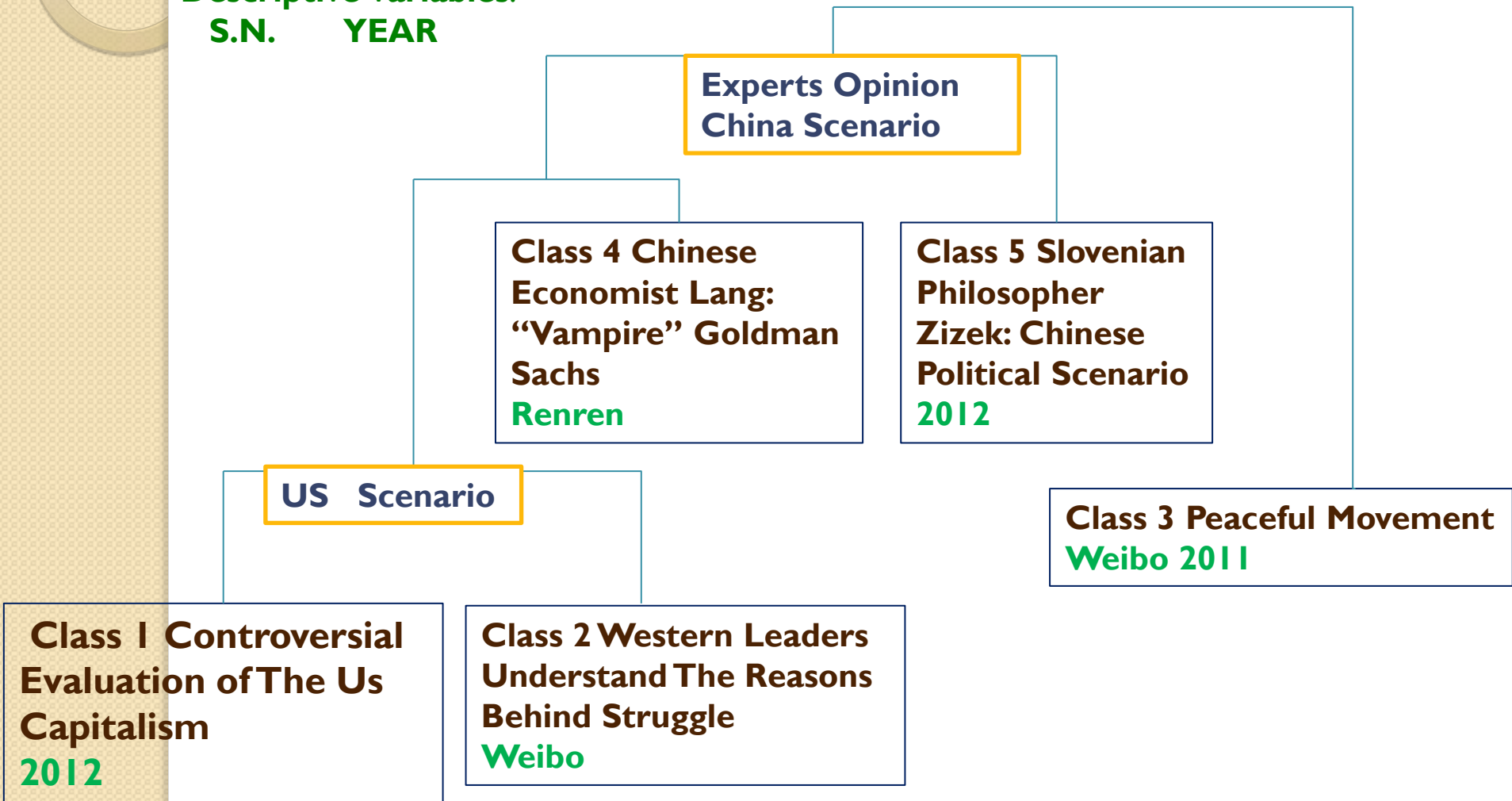
“More than 500 anti Wall Street protesters were arrested Saturday as they tried to block traffic lanes on the Brooklyn Bridge.” (e.c.u. 881-82).



“The police raided the park early Wednesday morning, in an attempt to prevent some 200 protesters from sleeping in the park.” (e.c.u. 1495-62).

GEOCULTURAL AREA	SOCIAL NETWORKS	
CHINA	RENREN (FACEBOOK-TYPE) www.renren.com 	WEIBO (TWITTER-TYPE) www.weibo.com 

Descriptive variables:
S.N. YEAR



GEOCULTURAL AREA

SOCIAL NETWORKS

CHINA

RENREN (FACEBOOK-TYPE)
www.renren.com

WEIBO (TWITTER-TYPE)
www.weibo.com

CLASS N° 1: CONTROVERSIAL EVALUATION OF US CAPITALISM

Descriptive variable: 2012

LIST OF WORDS	CHI2
UNITE	18.12
MOVEMENT	15.62
AMERICA	12.55
CAPITAL	12.03
STATE	11.97
DEMOCRACY	10.54
GIVE	9.11
CRISIS	9.11
AMERICANS	8.55
NATIONAL	8.27
PUBLIC	7.07
WORLD	6.55

Pro-OWS

from the chinese social networks users

People will win! (e.c.u. 180-4)

Maoism-Marxism

Great!



“The Americans have deepened the discussion from single dimensional debate of how to cut deficits to the core issues on social structures.” (e.c.u. 224-9).

“Socialism can save not only China, but also the world.” (e.c.u. 300-10).

+ U.S.

Doubtful

Useless!

not able to change (e.c.u. 149-6)

“Occupy Wall Street movement is now caught in a situation **more dead than alive**, for more Americans, this is more **like a high school graduation prom** noisy clamor, lively, and **does not require responsibility.**” (e.c.u. 99-10).

GEOCULTURAL AREA

CHINA

RENREN (FACEBOOK)
www.renren.com



WEIBO (TWITTER-TYPE)
www.weibo.com



SOCIAL NETWORKS

Descriptive variable:

LIST OF WORDS	CHI2
UNDERSTAND	32.15
PROFIT	23.82
HARD	19.73
MAJOR	19.73
BECOME	18.79
OBAMA	18.79
MONEY	15.73
INTEREST	15.69
STAND	11.69
ELITE	11.69
INVESTORS	11.69
STRUGGLE	11.69

CLASS N° Political and Financial WESTERN LEADERS UNDERSTAND THE REASONS BEHIND STRUGGLE



“Obama responded to Occupy Wall Street: **I understand their struggles, I stand by their side.**” (e.c.u. 39- 31).



“Soros said he understood **Wall Street protests people's rage, because taxpayers' money is spent again and again to cover the losses of banks, and even let the bank make a profit.**” (e.c.u. 119- 39).

GEOCULTURAL AREA

CHINA

SOCIAL NETWORKS

RENREN (FACEBOOK-TYPE)

www.renren.com



WEIBO (TWITTER-TYPE)

www.weibo.com



Descriptive variables: RenRen

CLASS N° 4: CHINESE ECONOMIST LANG: “VAMPIRE” GOLDMAN SACHS

LIST OF WORDS	CHI2
MONTH	69.96
LANG	59.49
INITIATED	49.53
GOLDMAN	39.18
GROUP	39.18
SACHS	39.18
START	31.67
RESPONSE	29.21
GO	26.58
YEAR	23.75
EXCHANGE	20.53
STOCK	20.53

“Lang: Goldman Sachs group is horrible. Please cherish life, be away from Goldman Sachs.” (e.c.u. 2- 101).



“Lang talks about Goldman Sachs: long term greedy, invisible vampire.” (e.c.u. 78- 28).

New capitalism also in China

Descriptive variable: 2012

LIST OF WORDS CHI2

ZIZEK	82.00
SPEECH	59.80
LEAVE	39.00
BILLION	26.01
DOLLARS	26.01
NOTHING	26.01
EAT	19.39
UNCLE	19.39
DAILY	19.32
WHOLE	14.89
POOR	14.23
CARNIVAL	13.13
EASY	13.13
KIND	13.13
CHINA	12.23

GEOCULT
URAL
AREA

SOCIAL NETWORKS

CHINA

RENREN (FACEBOOK-
TYPE)

www.renren.com



WEIBO (TWITTER-TYPE)

www.weibo.com



CLASS N° 5:SVOLENIAN ZIZEK SPEECH: CHINESE ELEMENTS

“Zizek in his speech for the Occupy Wall Street, surprisingly referred to **China's time travel drama.**”

(TV fictional genre, travelling back to ancient time)



“This uncle, holding China Daily, said to everyone that this **(Chinese) is a good system, annual GDP increasing ten percent.**”
(e.c.u. 51- 39).

GEOCULTURAL AREA

CHINA

RENREN (FACEBOOK-TYPE)

www.renren.com



SOCIAL NETWORKS

WEIBO (TWITTER-TYPE)

www.weibo.com



“In mid-April 2011, the Chinese government prohibited on TV, films, and novels all stories that contain alternate reality or time travel. This is a good sign for China. These people still dream about alternatives, so you have to **prohibit this dreaming**. Here, we don't need a prohibition because the ruling system has even oppressed our capacity to dream.”

In China today, we have Capitalism which is even more dynamic than your American Capitalism, but doesn't need democracy.

The marriage between democracy and Capitalism is over. The change is possible.

CLASS N° 5: SLOVENIAN ZIZEK SPEECH: CHINESE POLITICAL SCENARIO





Descriptive variables: Weibo-2011

LIST OF WORDS	CHI2
YORK	69.96
DEMONSTRATE	59.49
PROTEST	49.53
ENTERED	39.18
NEW	39.18
DAY	39.18
CLOSE	31.67
MOSTLY	29.21
THOUSAND	26.58
ORGANIZE	23.75
LOCAL	20.53
COLLEGE	20.53

CLASS N° 3: PEACEFUL MOVEMENT

“The organizers are launching a large-scale march demonstration. Analysts say that it is **assumed to carry out peacefully, little possibility to cause violent clashes.**” (e.c.u. 111- 54).



“The Occupy Wall Street assembly protest activity in New York downtown financial district has entered the 14th day, hundreds of demonstrators **sleeping** at the park close to Wall Street .” (e.c.u. 167- 44).

GEOCULTURAL AREA

- CHINA

SOCIAL NETWORKS

RENREN (FACEBOOK-TYPE)
www.renren.com

WEIBO (TWITTER-TYPE)
www.weibo.com

2012

CONTROVERSIAL EVALUATION OF US CAPITALISM



-People will win! OR -Not able to change

2012

SLOVENIAN
PHILOSOPHER
R ZIZEK
SPEECH



Chinese Time Travel
Drama

Chinese ECONOMIST LANG



Lang Talking about
Goldman Sachs
and FINANCE:
Long-term Greedy,
invisible **VAMPIRES**

New Capitalism
also in China

- Political and Financial WESTERN LEADERS UNDERSTAND THE REASONS BEHIND STRUGGLE



Obama: I understand their struggles, I stand by their side

2011



- PEACEFUL MOVEMENT

Analysts say that it is assumed to carry out peacefully, little possibility to cause violent clashes

Evolution of Occupy Movement in Media

