

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

Genesis and development of the “**dialogical; conversational and narrative approaches**” in more than 50 years of social representation theory: mapping theory, methods, thematic areas and applications”



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of the

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∞ According to narrative theory, human beings are natural story-tellers, and investigating the character of the stories people tell can help us better understand not only the particular events described but also the character of the story-teller and of the social context within which the stories are constructed



Interviews



- ❧ The narrative approach to interviews and their analysis bases itself upon the ongoing development of the respondent's viewpoint during the course of the interview.
- ❧ The interplay between the interview partnership of interviewee and interviewer is at the core of this approach.

Narrative approach



∞ Contarello and Volpato in *Social representations, narrative and literary texts*. (2002)

∞ Jovchelovitch and Bauer

(narrative interviewing as a specific technique of data collection)

∞ Purkhard in *'Stories that change the world: the role of narrative in transforming social representations* (2002)

∞ Laszlo in *Narrative Social Psychology and the Narrative Categorical Content Analysis (NarrCat) in the Study of Social Representations of History and in Narrative organisation of social representations* (2002)

(show that language, particularly narrative language is an extremely useful device so as to trace the impact of past experiences on current psychological conditions)

Dialogical Approach



- ∞ Markova in *Dialogicality and Social Representations The Dynamics of Mind* (2005) and in *A dialogical approach in psychology: An alternative to the dualism of Theory of mind*. In: Leudar, I. and Costall, A. (eds.). *Against the Theory of Mind*. London Palgrave. (2009)

(develops a theory of social knowledge based on dialogicality - the capacity of the human mind to conceive and communicate social reality in relation or opposition to otherness - and the theory of social representations)



- ☞ Sometimes the narrative approach is articulated with the the discursive/conversational or rhetorical research tradition often disregarding the distinct epistemological principles inspiring the two paradigms: Radical Discourse Analysis and the Social Representation Theory (de Rosa 1994, 2006).

Discursive/conversational research tradition



- ❧ Potter and Edwards in *Social Representations and Discursive Psychology: From Cognition to Action*. (1999)

(compare and contrast the way a set of fundamental issues are treated in social representations theory and discursive psychology. These are: action, representation, communication, cognition, construction, epistemology and method)

- ❧ Parker and Burnan (1993) in *Discourse Analytic Research: Repertoires and Readings of Texts in Action*. (1993)

(illustrate the way that discourse analysis can help us reformulate what it is that developmental and social psychologists, personality theorists and cognitive scientists think they are doing when they try to study what goes on 'inside' the individual)

Thank you!



PHD THESIS



TODAY'S PRESENTATION