

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

A pair of glasses with a dark frame and clear lenses is positioned over a newspaper. The newspaper text is partially visible, including the word "Daily," and other words like "warni's an", "ajor", "cline", "day", "ay. T", "uncer", "Alr L", "feet exp", "item". A pen is also visible on the newspaper. The background is a dark blue gradient.

Taking stock of the literature in the thematic field of "Social Representations, Economy, Advertising, Marketing and Organizational Contexts"

Early Stage Researcher: Pânzaru Gabriela
Monica



So.Re.Com. Joint-IDP Unified Research Framework and Specific Project Focuses

The main objective → the meta-theoretical analysis of the entire body of literature on Social Representations is an ambitious project and *its goal is to provide an organic, comprehensive understanding of the overall development of this theory over time and across continents* (de Rosa, 2013)





Social representations in the economic field

- Kirchler (1993) ➔ underlines the importance of SRT in studying lay theories, therefore contrasting the lay theories with expert theories of economics can contribute to a better understanding of differences between normative predictions and actual behaviour of people
- Verges (1989; 1998) ➔ argues that the SR of the economy are the result of the experience of every individual and hid place in the society
- Moscovici (1981; 1984) ➔ social representations allow a direct comparison of economic and psychological predictions on the same data level



Social Representations and Advertising

- One powerful form of marketing communication is without doubt advertising broadly used for encouraging or persuading individuals in different actions
- The process of communication has an important role in the genesis and in the functions of SR and also in their transmission and diffusion
- The case of Benetton underlined how a considerable visibility can be achieved through communication and marketing strategy



Social Representations and Advertising

- Social representations are shaped during communication, and advertising that is well known as a powerful way of communication, the two processes involved in SR, can also be observed in Benetton campaigns → de-familiarization and de-contextualization, in association with the processes of anchoring and objectification that makes the unfamiliar, familiar (de Rosa & Bocci, 2012).





Social Representations and Organizational Contexts

- Organizational culture (Schein, 1985) → a pattern of basic assumptions, created/developed by a particular group as it learns to cope with its problems related to external adaptation and internal integration
- The difference between SR and OC → the last one has integrated the behavioral dimension while social representations refers more readily to the idea of social practice as an ensemble of conducts collectively adopted and frequently repeated in time