

# *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  
“MODELLING PARADIGMATIC APPROACH”  
in More Than 50 Years of Social Representation Theory***

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***Mapping theory, methods,  
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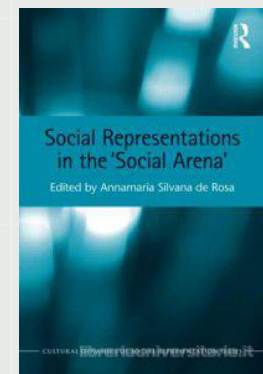
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2) How was the modelling perspective **applied** and **developed** within the several research programs directed by de Rosa? Which **relevant results** were obtained through its application?

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2) How was the modelling perspective **applied** and **developed** within the several research programs directed by de Rosa? Which **relevant results** were obtained through its application?

3) How did the modelling approach impact the **development of social representation theory**? What contribution did this paradigm give to the development of the studies on social representations in the **communication era**?

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- meta-theoretical analysis of the works published between 1986 and 1997

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"Théorie de la méthode" (de Rosa, 2002)

«Il s'agit d'abandonner le sens unique de la collecte de données, centrée surtout sur le langage verbal et textuel, à l'avantage d'une perspective à plusieurs canaux (linguistique, iconique et basée sur l'action comme les rituels, les pratiques sociales,...), afin de créer un virage passant de l'intérêt pour l'information à l'intérêt pour la dimension symbolique des représentations et son signifiant.» (de Rosa, 2002)



# *Genesis of the Modelling Approach*

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In her **first field studies on mental illness and madness**

de Rosa combined

**different research methods**

(verbal/non-verbal, direct/indirect, structured/projective)

in order to examine

**multiple levels of investigation**

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*The adoption of a multi-method modelling perspective  
allowed to observe  
the coexistence of archaic and scientific representations  
of common sense and expert knowledge*

# *Development of the Modelling Approach*

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## **- Research projects**

carried on in more than 20 years at the EuroPhD on Social Representations and Communication Research Centre and Multimedia Lab

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- **Multi-method**

(combination of different methods)

and **modelling paradigm**

(design of specific methodological tools)

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- the **body map**

created for the surveys on aesthetic surgery and the image of beauty

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## **Examples:**

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- the comparative longitudinal analysis of **institutional websites of European historical capitals** and the comparison of communicative strategies of city-marketing
- the exploration of **representational systems of cities and their urban places** in a field study on the social psychology of tourism

# *La Psychanalyse, son image et son public, 50 Years Later*

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de Rosa develops specific methodological tools for the study of **social representations on social networks (de Rosa, 2012b)**

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The research, through the analysis of spontaneous contents in online communication (dialogues, conversational exchanges, posts, etc.), introduces an **«ecological and non-intrusive perspective»** for investigating social relations in “natural” contexts (de Rosa 2009, 2011, 2013a).

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THANK YOU!



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