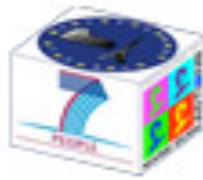




# European/International Joint PhD in Social Representations and Communication International Summer School 2015



European Commission REA-Research Executive Agency  
FP7 - PEOPLE Initial Training Networks  
So.Re.Com. Joint-IDP  
(PITN-GA-2013-607279)



Funded by the European Union

**Mapping the impact and dissemination of the social  
representation theory across different geo-cultural contexts  
around the world: from Europe towards other continents**

**at the European/International Joint PhD in Social Representations & Communication  
Research Center and Multimedia LAB**

**18<sup>th</sup> - 25<sup>th</sup> July 2015**



**SAPIENZA**  
UNIVERSITÀ DI ROMA

# **A Journey of Social Representations:**

## **Between the Biography of the Theory and the Personal Intellectual Auto-Biography**

**Jian GUAN**

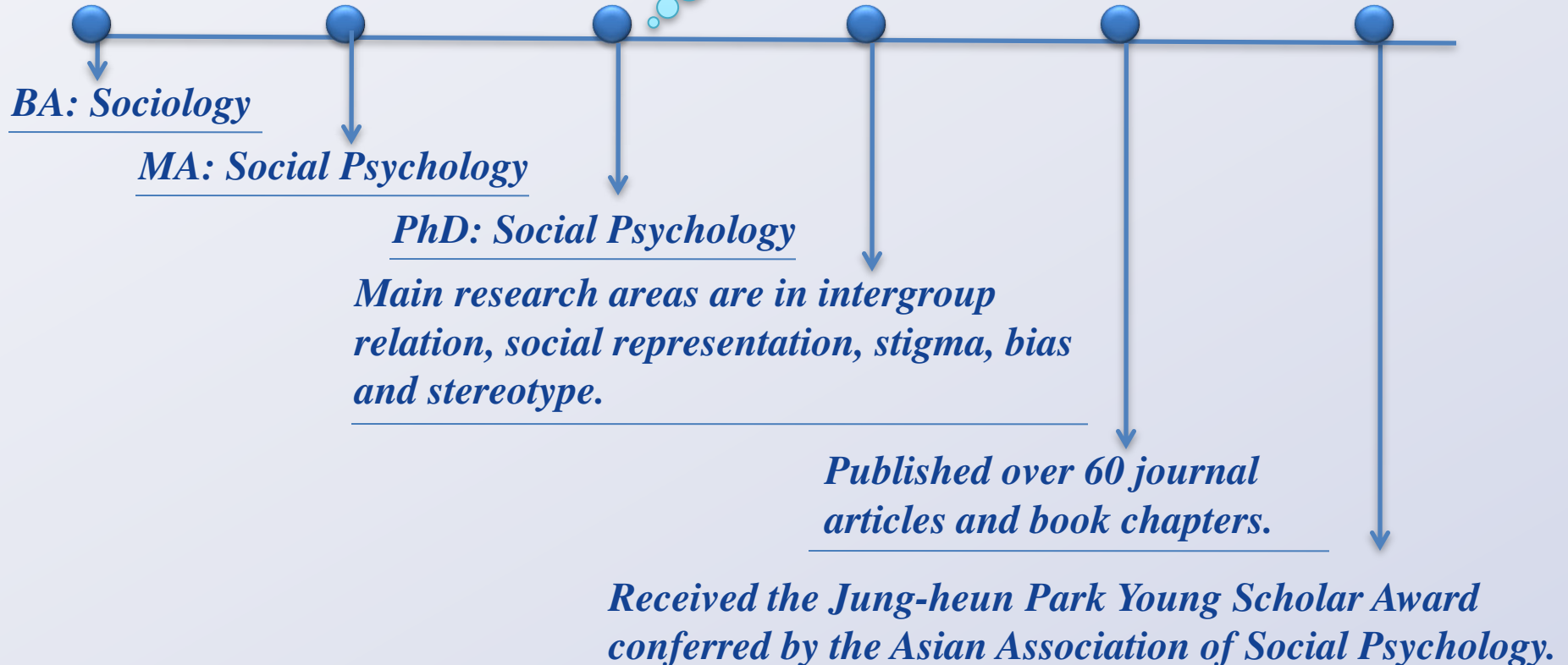
**Department of Social Psychology**

**NanKai University**

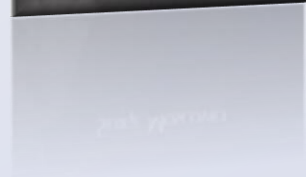
**July 15-25, Rome**

# *Background*

**Meet SRT**



2005



# 2006

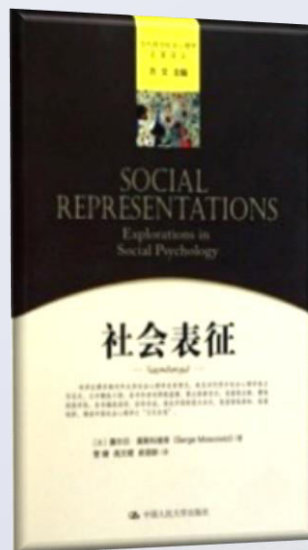
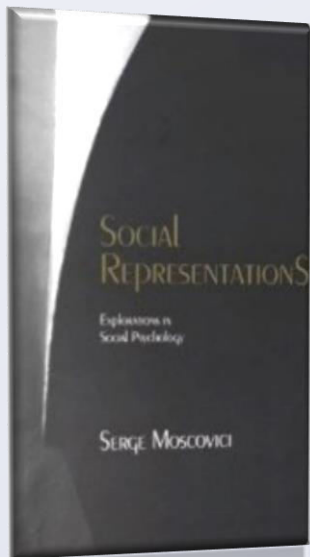
- Project of human and social foundation of the Ministry of Education
- *School Stigma's Current Research and Framework from the field of Social Representations*
- Project from National Planning Office of Philosophy and Social Science of the People's Republic of China
- *The Research of Discrimination During the Translation in the Periods of Chinese Society Transformation*

- Project from Planning Office of Philosophy and Social Science of TianJin
- *Identity Stigma and Social Representations*



# 2007

- Project from Asia Research Center
- *The research of Chinese Discrimination Phenomenon*



# 2008

- *There were only small number of researcher or scientist working on the theory of Social Representations in Asia.*
- Risa Permanadeli, from University of Indonesia, the organizer of the 9th International Conference on Social Representations invited me to participate and contribution for this conference.
- The conference theme was : "Alternative Production of Knowledges and Social Representations".
- *Moscovici provided me a financial support for participation in this conference.*



- *Social stigma and social representations of Rural-to-Urban Migrants in China.*
- Paper presented at the 9th International Conference on Social Representations, Bali, Indonesia.
- *Knowledge production and transfer: A case of Soviet Influence on Chinese Society.*
- Paper presented at the 9th International Conference on Social Representations, Bali, Indonesia.



- Prof. Risa Permanadeli, suggested us to organize a symposium focusing on contextualizing SRT in Asia academic space.
- To facilitate our communicating about this symposium, our symposium highlighted the value of the cultural-historical-political contexts of our countries for further developing SRT on the one hand; and gave prominence to the merits of SRT for understanding real problems in our societies on the other hand.
- *It was a good start for the creation of networking with Chinese scholars for developing SRT in Asia.*



*Link with  
S. R. & C.*



# 2009

- Project from the National Planning Office of Philosophy and Social Science of the People's Republic of China
- *Stigmatization of the Urban Immigrants and Intergenerational Difference of social identity*
- Fund from The Korea Foundation for Advanced Studies
- *Understanding and Challenging: Rural-to-Urban Migrants Related Stigma and Discrimination*

# 2010

- Using the Stereotype Content Model to Explain Prejudice Change and Representations Transmission
- *Paper presented at the 10<sup>th</sup> International Conference on Social Representations, Tunis*







*2010, Tunis*



# 2011

- Project from National Planning Office of Philosophy and Social Science of the People's Republic of China
- *Stereotype Threat and social identity of rural-to-urban female migrants*
- *Social Representations of Urban Places and Environment: Images, Memory and Identity*
- The 17th Edition of the European PhD on S. R. & C. International Summer School, 8-20, July, Rome





# 2012

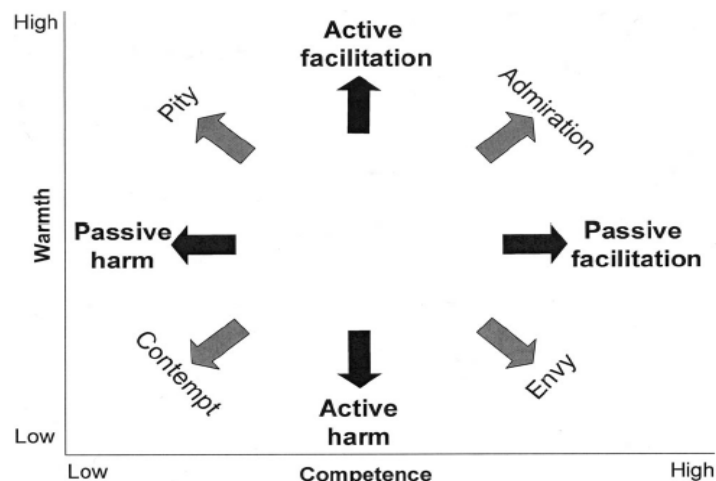
## *Social Stigma and Identity Fusion: Social Representations of Urban Intergenerational Immigrants*

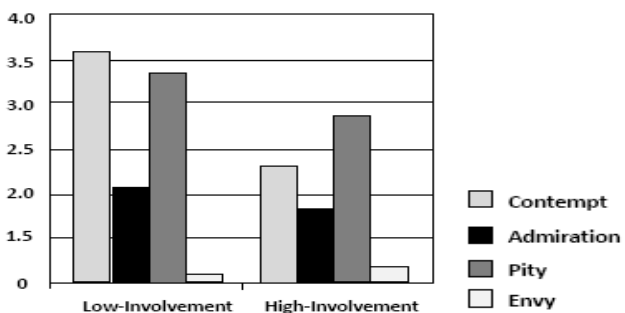
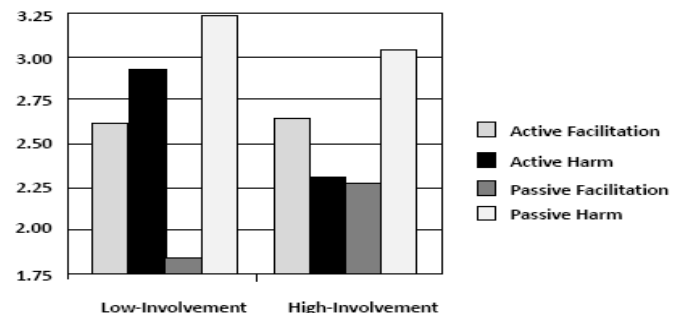
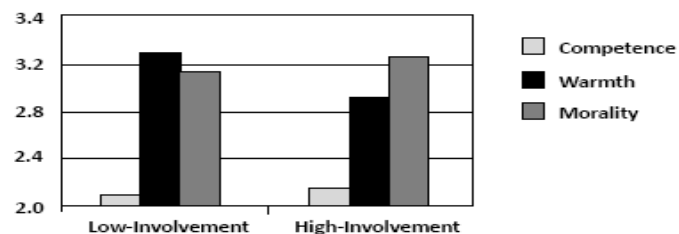
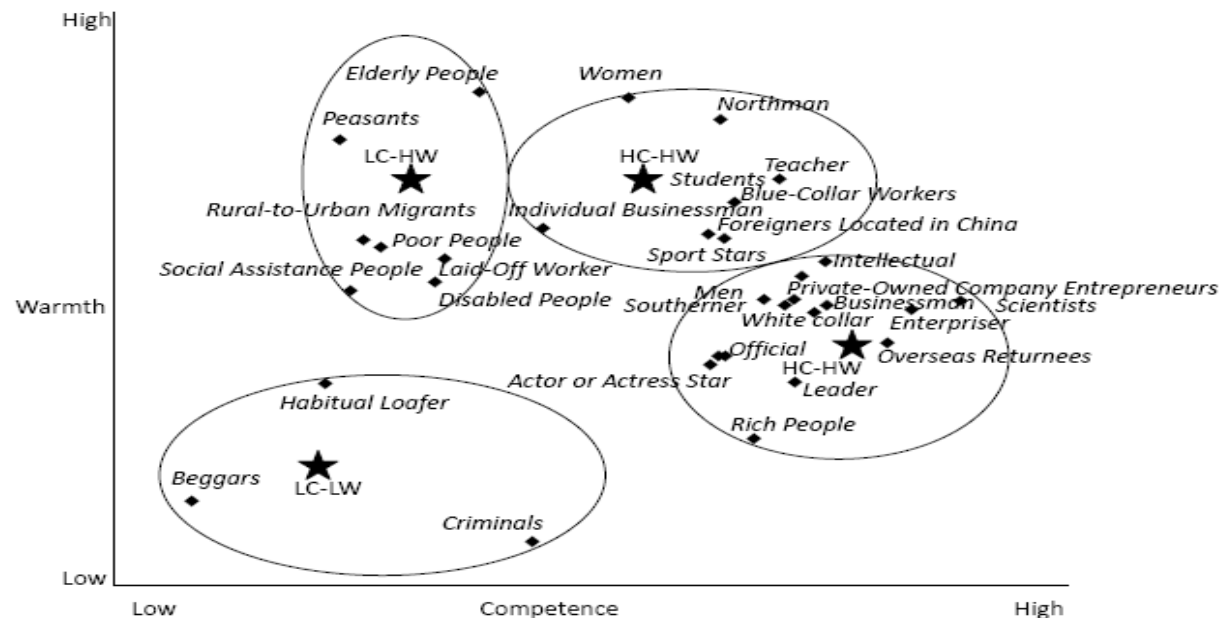
- **S**tereotype **C**ontent **M**odel-**SCM**
- **B**ehaviors from **I**ntergroup **A**ffect and **S**tereotypes **M**ap-**BIAS Map**
- *Chinese Groups' SCM and BIAS Map*
- *The effects of Priming the relationship involvement*
- *Serial Reproduction as a method for Studying Stereotype of Social Representations*



*Four Types of Out-Groups, Combinations of Status and Competition, and Corresponding Forms of Prejudice as a Function of Perceived Warmth and Competence*

Warmth	Competence	
	Low	High
High	Paternalistic prejudice Low status, not competitive Pity, sympathy (e.g., elderly people, disabled people, housewives)	Admiration High status, not competitive Pride, admiration (e.g., in-group, close allies)
Low	Contemptuous prejudice Low status, competitive Contempt, disgust, anger, resentment (e.g., welfare recipients, poor people)	Envious prejudice High status, competitive Envy, jealousy (e.g., Asians, Jews, rich people, feminists)





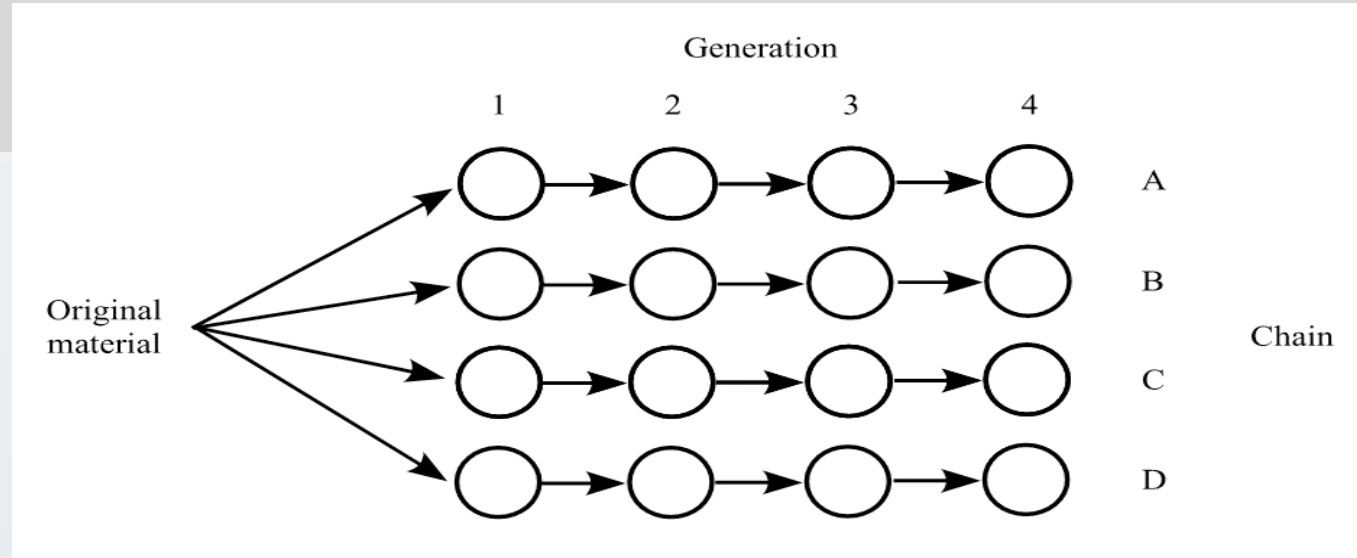


Figure 1 – Experimental design of a typical transmission chain study. The original material relevant to the hypothesis under investigation is given to the first participant in each of four parallel chains (A-D). This material is then passed along four further participants/generations (1-4) in each chain. Changes in accuracy, quantity or content of the material can be assessed in each generation, to test for specific biases in stereotype transmission.

	Communication condition		Memory condition	
	Central	Peripheral	Central	Peripheral
First-generation & SC	73.33	53.33	35.00	25.00
First-generation & SI	54.44	33.33	25.56	22.22
Second-generation & SC	82.78	62.22	52.22	46.11
Second-generation & SI	75.56	47.78	37.22	30.56

Table: Mean proportion of stereotype-consistent (SC) and stereotype-inconsistent (SI) clauses reproduced in the central and peripheral zones of the communication and memory conditions

# 2013

- Project from National Planning Office of Philosophy and Social Science of the People's Republic of China
- *Stereotype Threat and social identity of rural-to-urban female migrants*

# 2014

- *Recasting Stigma as a Dialogical Concept: A Case Study of Rural-to-Urban Migrants in China*
- Journal of Community & Applied Social Psychology
- The present study explores stigma against rural-to-urban migrants in China, drawing on a dialogical approach. It investigates the processes of stigmatization from two sides: that of the stigmatizer and that of the stigmatized. Open-ended individual interviews were conducted with 138 participants (60 urban residents and 78 rural-to-urban migrants) in Tianjin, China.



- Findings from this study indicate that migrants were stigmatized by urban residents as having an unattractive physical appearance, potential perils of disease or crime, and discredited places of origin.
- Such stigma was embedded in China's unique hukou system and generated from a social categorization of superior and inferior groups.
- This study underscores that stigma in a given society is dialogically interdependent with its socio-cultural context and that the perspectives of both the stigmatizer and the stigmatized need to be taken into consideration.

2015



**The ladder used in the “MacArthur” Scale of Subjective Social Status**

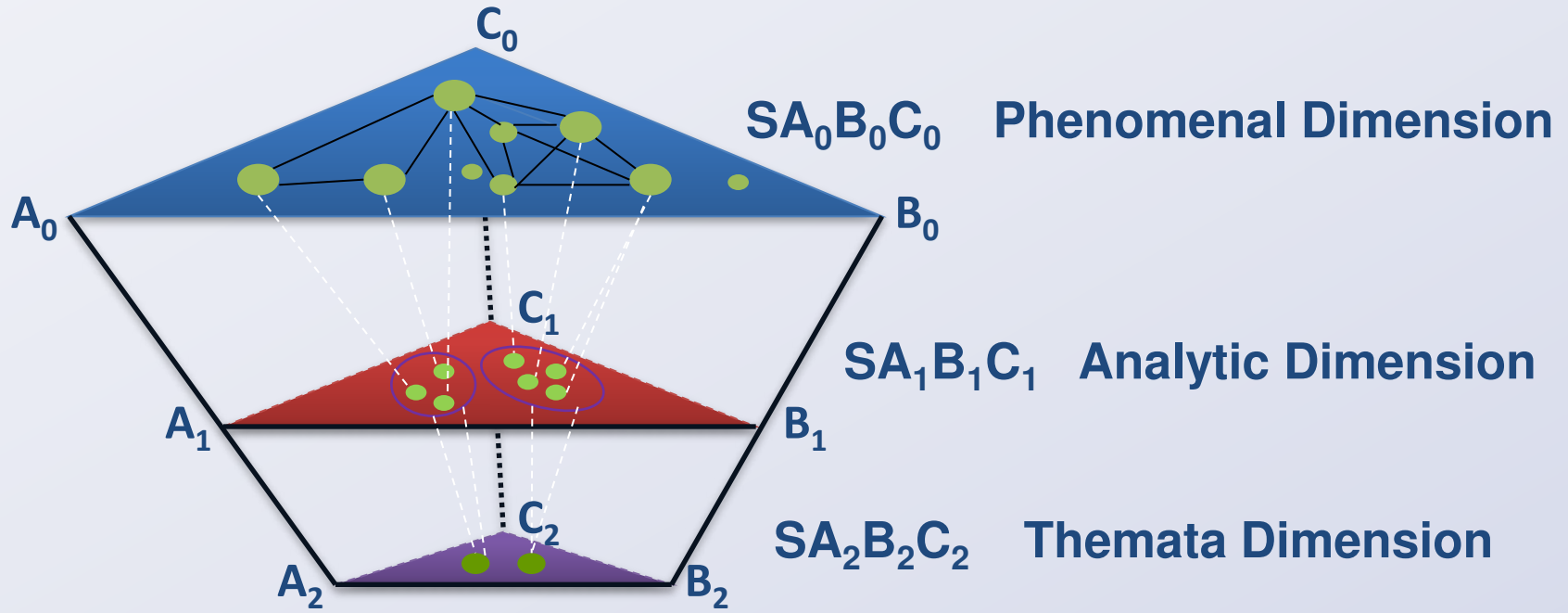
# Class Identity

**Politics**

**Sociological**

**Psychological** →

- Why should psychologists study social class?
- Social class uniquely shapes people's patterns of thoughts, feelings, and actions.
- Social Class and Self
- Social Class and Patterns of Relating to Others
- Social Class as a New Frontier for Psychology
- How can we study the class identity in SR?



**Self-being  $\rightarrow$  Self-making**



# ***In the Future***

- **Action Research: the role of action and social interaction in the construction of social representations**
- **Think Tank**
- **Focus on Social Issues: links objects, subjects and activities**
- **Toward Society's Need and Practical Applications**

THANKS