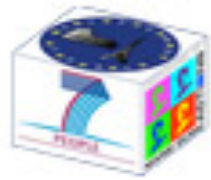




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**Mapping the impact and dissemination of the social
representation theory across different geo-cultural contexts
around the world: from Europe towards other continents**

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

18th - 25th July 2015



SAPIENZA
UNIVERSITÀ DI ROMA

Anchoring the research practice on social representations to a bilingual Canadian context

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Research practice, social representations, and context

- Disciplinary Context and Epistemological postures on SRs
- Context in the studies on SRs
- SRs in the Canadian context

MA and PhD theses in Canada using SRs as theoretical framework

- Source : Thèses Canada, Thèses et dissertations en libre accès ; et ProQuest Dissertations & Theses Global
- Period: 1962-2015
- 5 universities in Canada:
 - University of Toronto
 - McGill university
 - University of British-Columbia
 - Université Laval
 - Université de Québec (UQAM)
- In 5 disciplinary fields:
 - Psychology
 - Sociology and anthropology
 - Social work and education.

Keyword : social representation

Classification criteria

- Theoretical approach
 - Structural (Abric)
 - Organizing principles (Doise)
 - Anthropological (Jodelet)
 - Dialogical (Markova)
 - Other
 - General (no specific approach)
- Method
 - Qualitative
 - Quantitative
 - Mixed method
- Epistemological posture
 - SR as object of research
 - SR as mean to study another object of research
 - SR as tool for intervention
 - Other

Distribution of MA and PhD dissertations

by language and disciplines:

Language

French	37
English	2

Disciplines

• Sociology	10
• Social Work	10
• Education	10
• Psychology	6
• Anthropology	3

by universities and post-graduate level dissertations:

Universities

• Université de Québec	22
• Université Laval	14
• University McGill	3
• University of Toronto	0
• University of BC	0

Study level

• MA	22
• PhD	17



Approche Discipline	Theoretical approach	Method	Epistemological posture
Psychology	Organizing principles (3) Structural (2) Anthropological (1)	Mixed (3) Quantitative (2) Qualitative (1)	SR as object (4) SR as mean (2)
Sociology	Anthropological (5) General (4) Structural (1)	Qualitative (8) Mixed (2)	SR as mean (8) SR as object (2)
Anthropology	General (2) Anthropological (1)	Qualitative (3)	SR as mean (3)
Social Work	General (8) Structural (2)	Qualitative (10)	SR as tool (10)
Education	General (6) Structural (2) Organizing principles (1) Anthropological (1)	Qualitative (7) Quantitative (3)	SR as tool (7) SR as mean (3)

The SR as object of social psychology

How SRs function (content, structure, process, change, etc.)?

Most popular method: experiment and statistics

The SR – research object

Sociology and anthropology

- How SRs participate in the construction of social world?
- SRs - means of comprehension of social reality

Epistemological context of using SRT in sociological research

- Social constructivism (Berger and Luckmann)
- Symbolic interactionism (Goffman, Becker, Strauss, Mead, etc.)
- Social phenomenology (Schütz) and ethnomethodology (Garfinkel)
- Best method : ethnography and other qualitative techniques

Applied disciplines (Social Work and Education)

- How SRs may be used to improve the world?
- The SR – tool of intervention

SRs and intervention

- Genesis of SRs
- Change of individual practice
- Change of SRs

Expert knowledge vs profane knowledge

Professionals and SRs

“Expert patient”

The context in research on SRs

- I(m)mediate context at subjective scale
- Circumstantial context at inter-subjective scale
- Social context at trans-subjective scale

I(m)mediate context at subjective scale

- Natural logic (Grize, 1993) and personal experiences
- Involvement (Rouquette, 1994)
- Immediate context and peripheral system (Abric, 1994)

SR of “gypsies”



Circumstantial context at inter-subjective scale

- confrontation (Gaffié, 1992; Gaffié and Aïssani, 1992; Brandin, Choulont and Gaffié, 1998)
- Positioning in actualised social relations (Viaud, 1999; Poeschl, 1998)

Confrontation



Social relationships



Social context at trans-subjective scale

- SR are always a SR of a group and of an object (Jodelet), but also situated in a certain place and in a certain moment (Moscovici, 1974; Farr, 1993) ;

Social context in Canada and the dynamic of social representations

- French/English linguistic dynamic and access to the services : mental health services, SR of depression and bilingual context of Canada (Negura, Moreau and Boutin, 2014)
- New work realities: the SR of drug abuse and the context of new organization of work in Canada (Negura and Maranda, 2013)
- Multiculturalism: the SR of afrocentricity and the multicultural context of Canada (Laflamme-Lagoke and Negura, 2014)
- New family roles: the SR of paternity in the context of the redefinition of gender roles in Canada (Negura and Deslauriers, 2010)

SR of depression, francophone minority and access to services

(Negura, Moreau and Boutin, 2014)



New work realities: SR of work (Negura, 2009)



New work realities: SR of drug use (Negura and Maranda, 2013)



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Multiculturalism:
the SR of afrocentricity (Laflamme-
Lagoke and Negura, 2014)



New family roles: the SR of paternity (Negura and Deslauriers, 2010)



THANK YOU!

