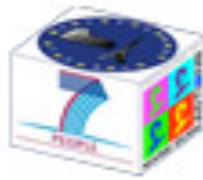




European/International Joint PhD in Social Representations and Communication International Summer School 2015



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**

18th - 25th July 2015



SAPIENZA
UNIVERSITÀ DI ROMA



21th International Summer School

18th-25th July 2015, Rome, Italy

Dissemination and Development of the Social Representation Theory in China from 2004 to 2015

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Department of Psychology



Tianjin University of Technology and Education

Tianjin, China



Overview

1. Past

A retrospect of
Chinese papers
on Social
Representation
Theory

2. Present

Advances in
Chinese
Researches

3. Future

Prospect of
Social
Representation
Theory in New
Research Field



1. PAST

—— A retrospect of Chinese papers on Social Representation Theory

Papers published

- In Chinese
- In English





Papers Published in Chinese

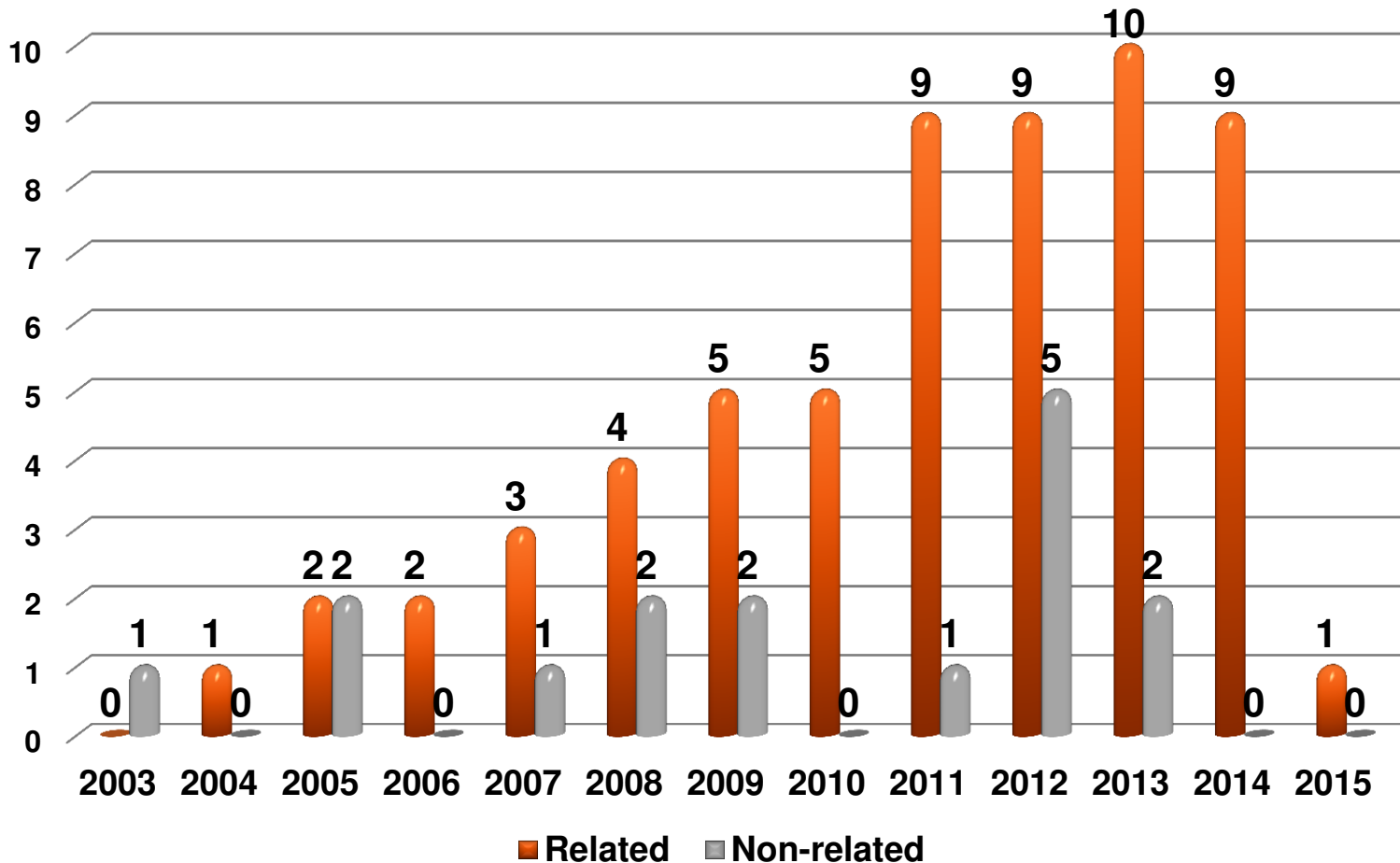
- **Source:** Database CNKI—China National Knowledge Infrastructure
- **Criterion:** Title and Key word with “Social Representations” (社会表征, 社会表象)



- **Total:** 76 publications
- **Timespan:** 2003-2015



Are they really talking about social representations?



60

16

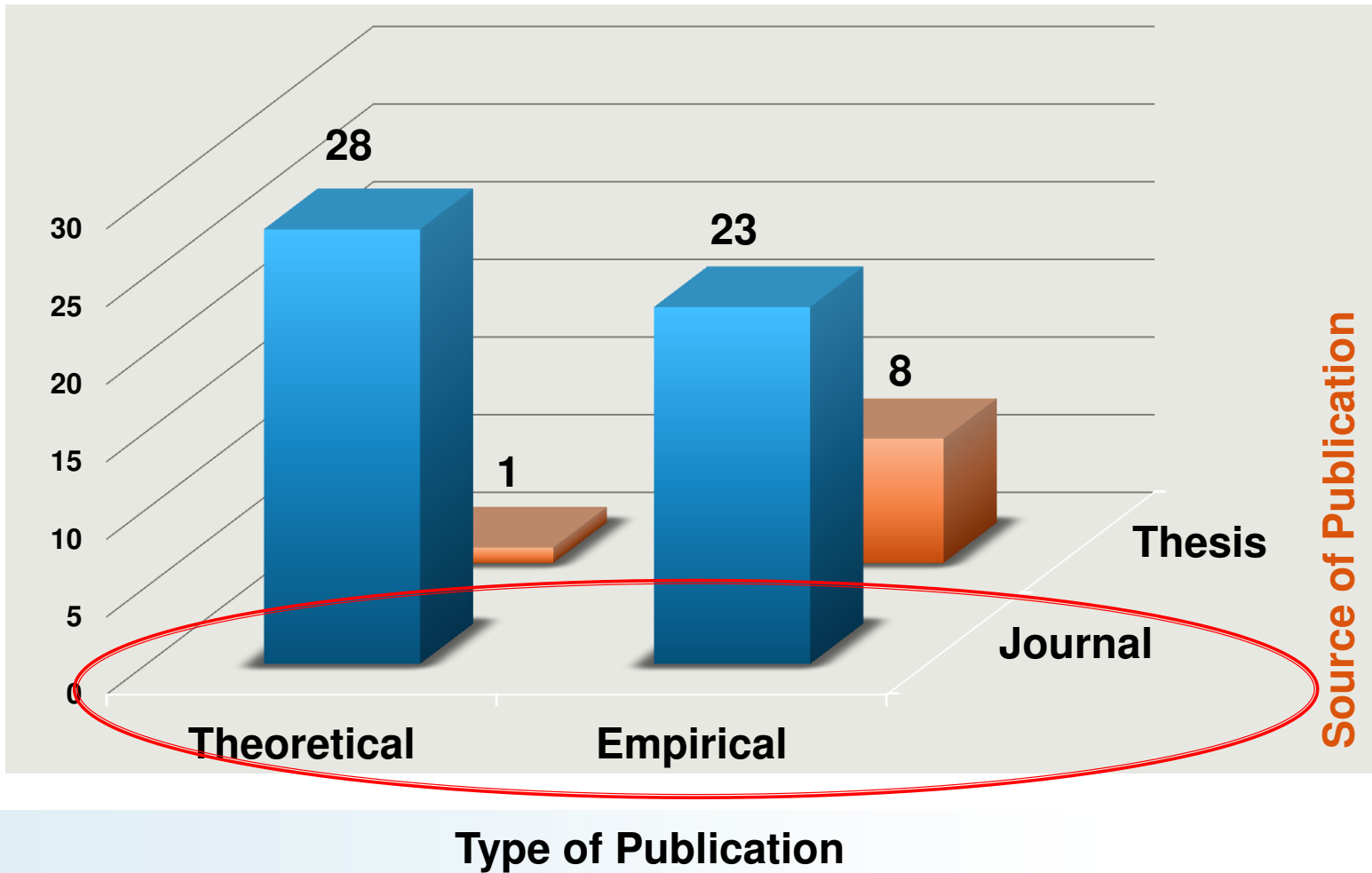


The Misuse of the Social Representation Theory

- **Social Presence Theory (Short, Williams, Christie)**
 - Communication is effective if the communication medium has the appropriate social presence required for the level of interpersonal involvement required for a task.
- **Representation or elaboration of social phenomenon, lacking fundamental theory** (Book chapters, social stigma, negative feelings..)



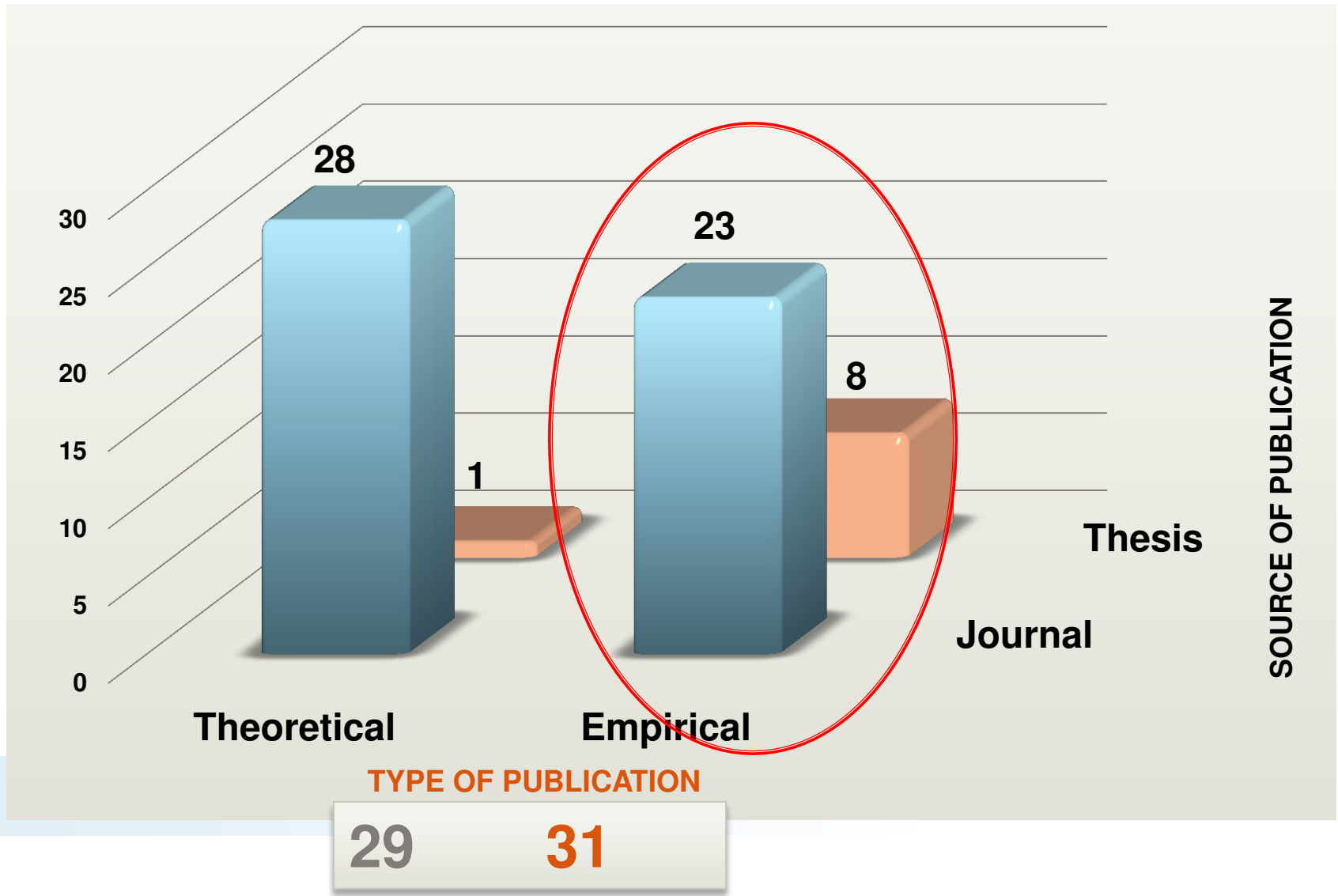
Sources Vs. Types of Publication



9
51

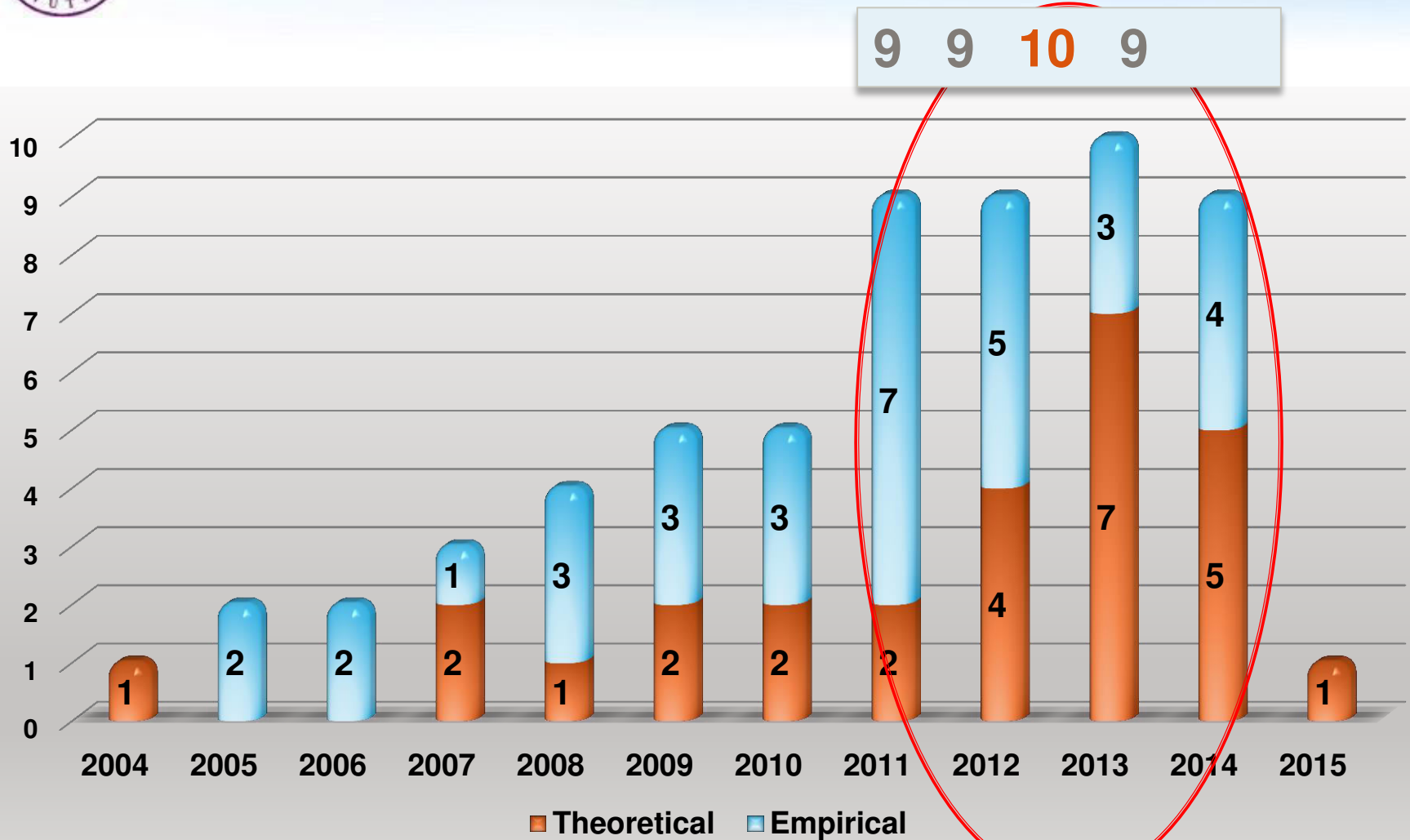


Sources Vs. Types of Publication





Type of paper by year of publication





Citation Frequency

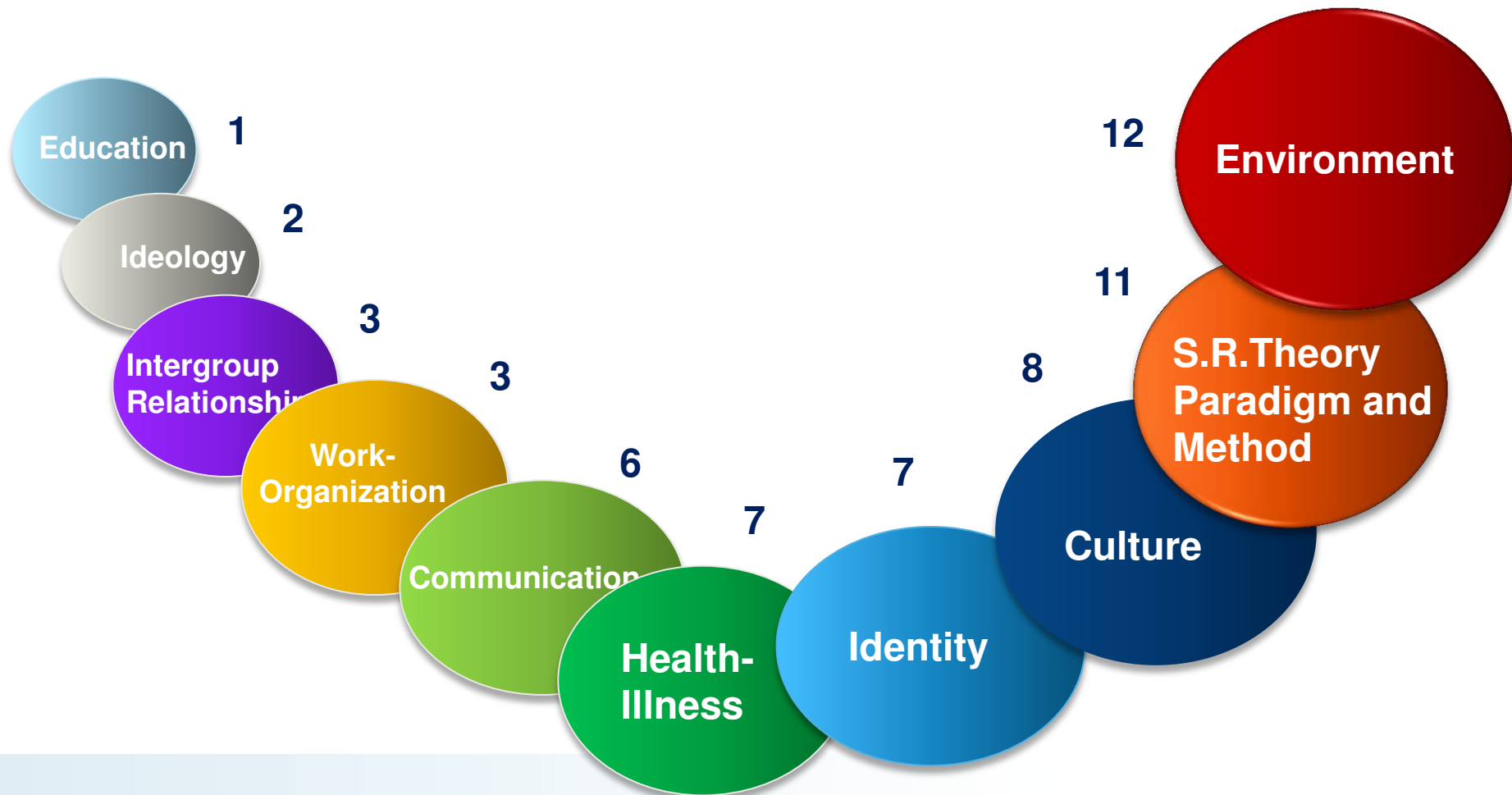
1. Fang, W. (2005). On the Symbolic Boundary of Groups: Social Psychological processes and mechanism. *Sociological Studies*, 1, 25-59. [170]
2. Ying, T.Y. (2004). Several Issues on the Application of Social Representation Theory in Tourism Research. *Tourism Tribune*, 19(1), 87-92. [110]
3. Guan, J. (2006). Construction of Identity Stigma and Social Representation: An example of Migrant Workers of Tianjin. *Youth Studies*, 3, 21-27. [80]
4. Guan, J., Yue, G.A. (2007). Social Representation Theory and Its Development. *Journal of Nanjing Normal University*, 1, 92-98. [45]
5. Shi, C.-H.(2010). Who am I?: Multiple Identities of Migrant Adolescents. *Youth Studies*, 1, 25-39. [32]



6. Zuo, B., Qin, X.-R.(2011). Psychological Elements of the Identity of the Chinese Natoina and the Mechanism of Its Formation. *Journal of Shanghai Normal University*, 40(4), 68-76. [23]
7. Guan, J. (2009). The Origin and Development of Social Representation Theory: Studying Serge Moscovici's Social Representations: Explorations in Social Psychology. *Sociological Studies*, 4, 228-242. [22]
8. Zhang, S.-G. (2008). A Review of the Theory of Social Representation: A Theoretical Perspective Integrating Psychology and Sociology. *Social Sciences Abroad*, 5, 19-24. [21]
9. Zhang, C.-Z., You, W. (2009). Applying for World Heritage and Local Residents' Cognition of Heritage Values: A Perspective of Social Representation——Based on the Case Study of Kaiping Diaolou and Villages. *Tourism Tribune*, 7, 43-47. [18]
10. Yang, Y.-Y., Zhang, S.G. (2008). Social Representations of Ideal Community: Qualitative Study on the Concept of Community by Residents in Beijing. *China Agricultural University Journal of Social Sciences Edition*, 25(1), 109-123. [13]



Distribution of Thematic Areas





Environment

- **Topics**

- ✓ Relationship between destination community and tourism
- ✓ Community attitudes and public perceptions towards tourism
- ✓ Public participation in tourism development
- ✓ Transformation and reconstruction of social representations

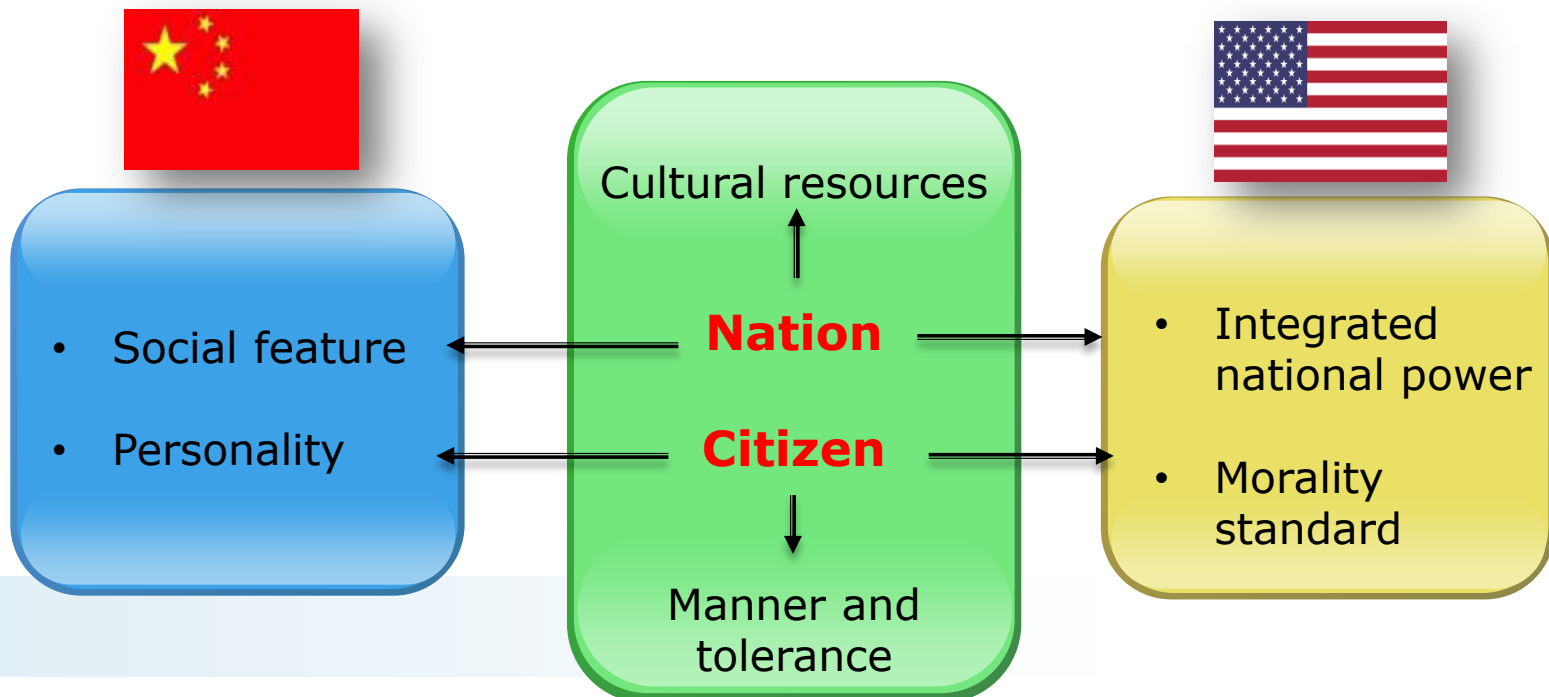
- **Method**

- ✓ Open-ended questionnaire
- ✓ Interview



• Topics

- ✓ Multi-dimensional
- ✓ Adolescents of different nationalities
- ✓ SR of Nations and citizens: Chinese and American





Identity

• Topics

- ✓ Who am I? Multiple Identities of Migrant Adolescents
- ✓ Stigmatization of the urban immigrants and intergenerational difference of social identity
- ✓ National identity of China





**Health-
Illness**

Illness

Health

Mental illness

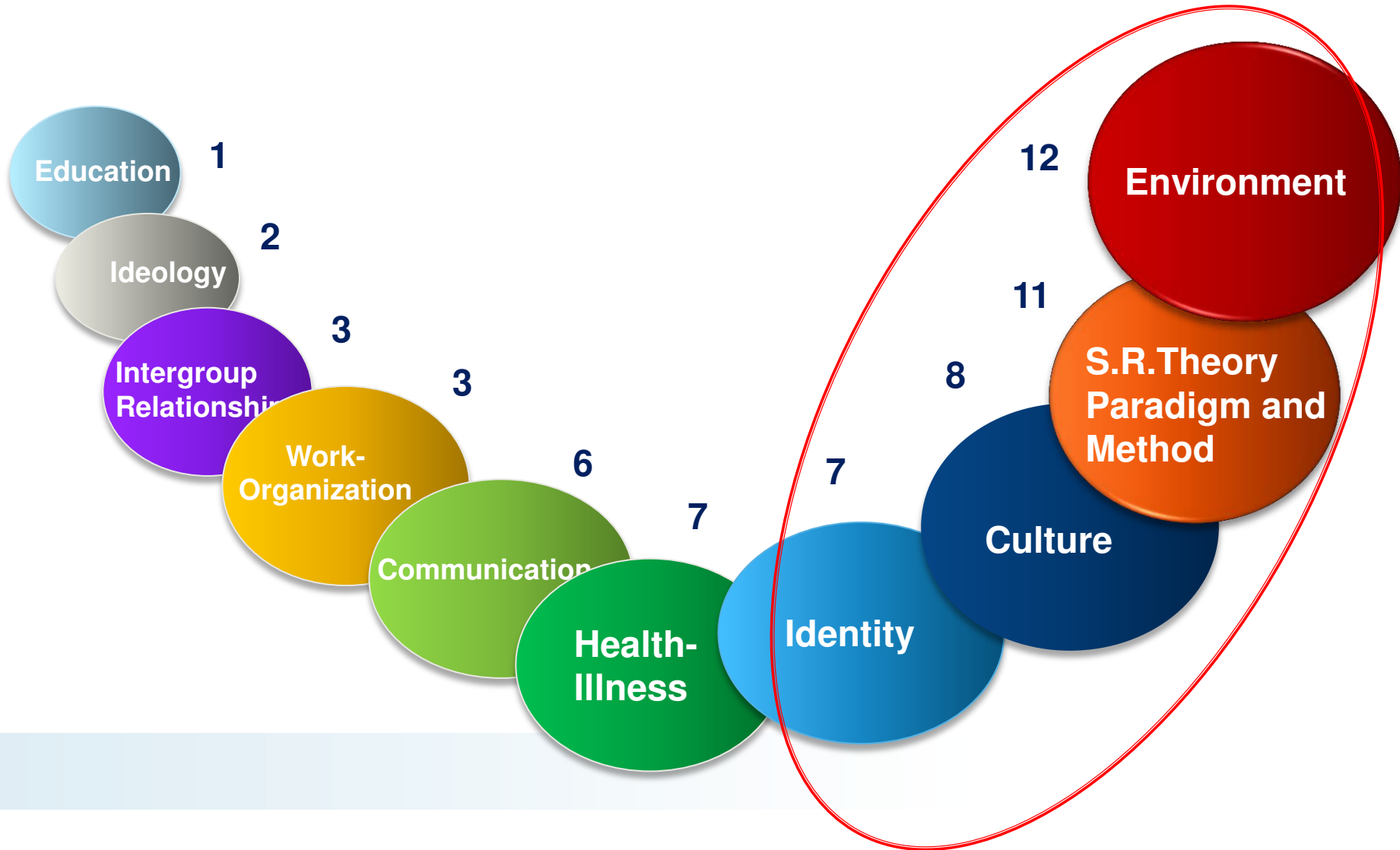
**Disability &
Rehabilitation**

**AIDS
in Microblog**

**Happiness
Viewpoints &
Well-being**

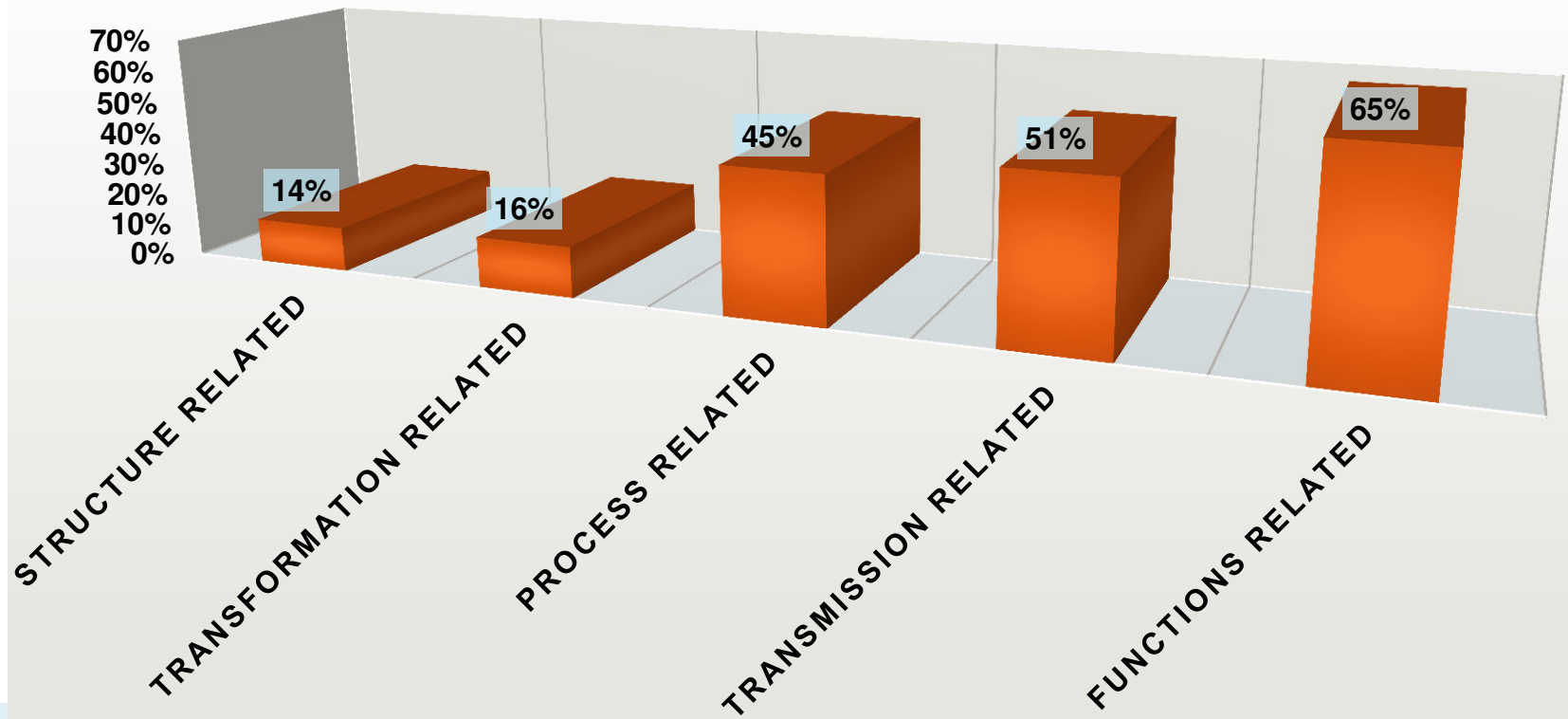


Distribution of Thematic Areas



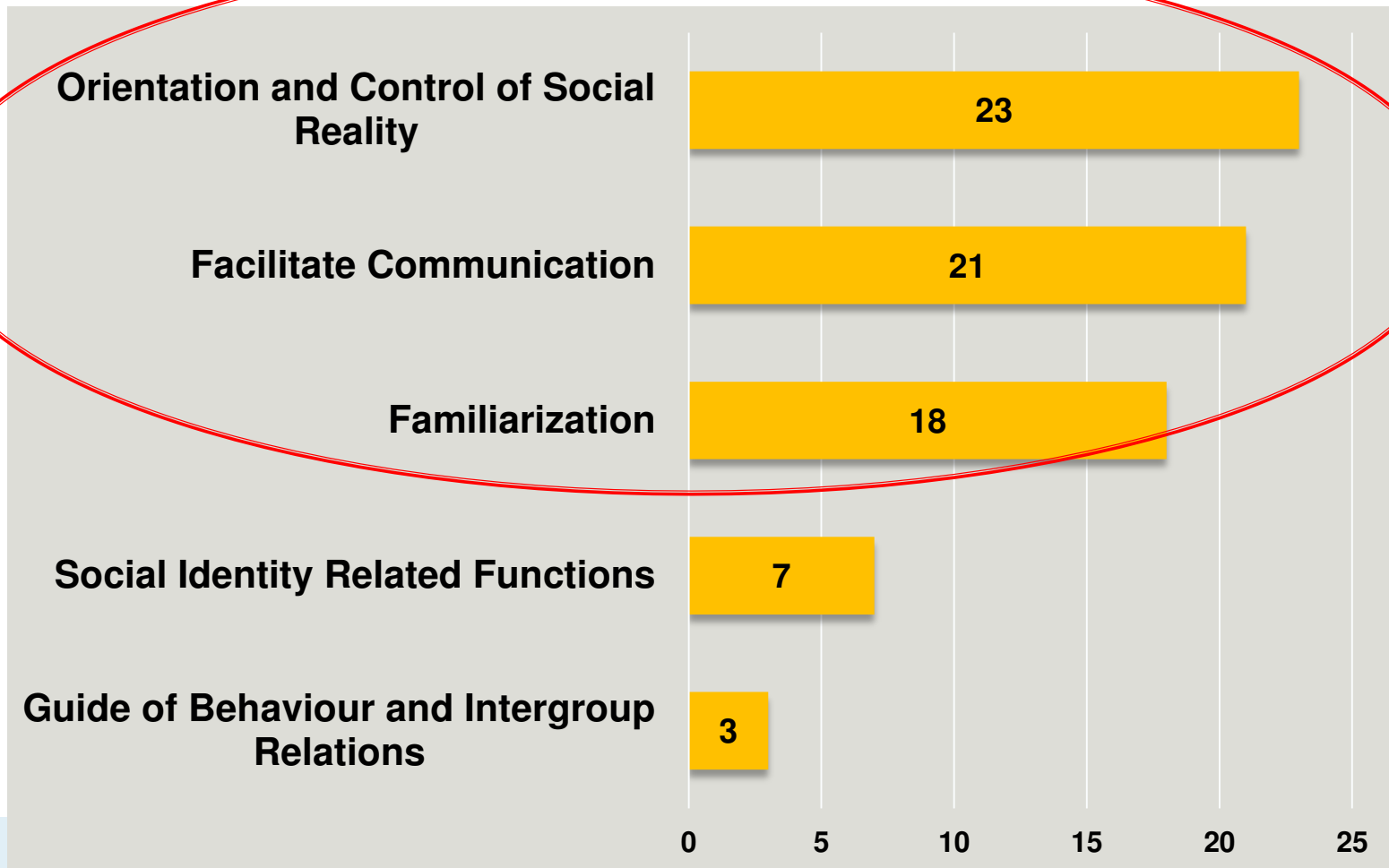


Distribution of Paradigmatic Aspects (Based on 51 articles)



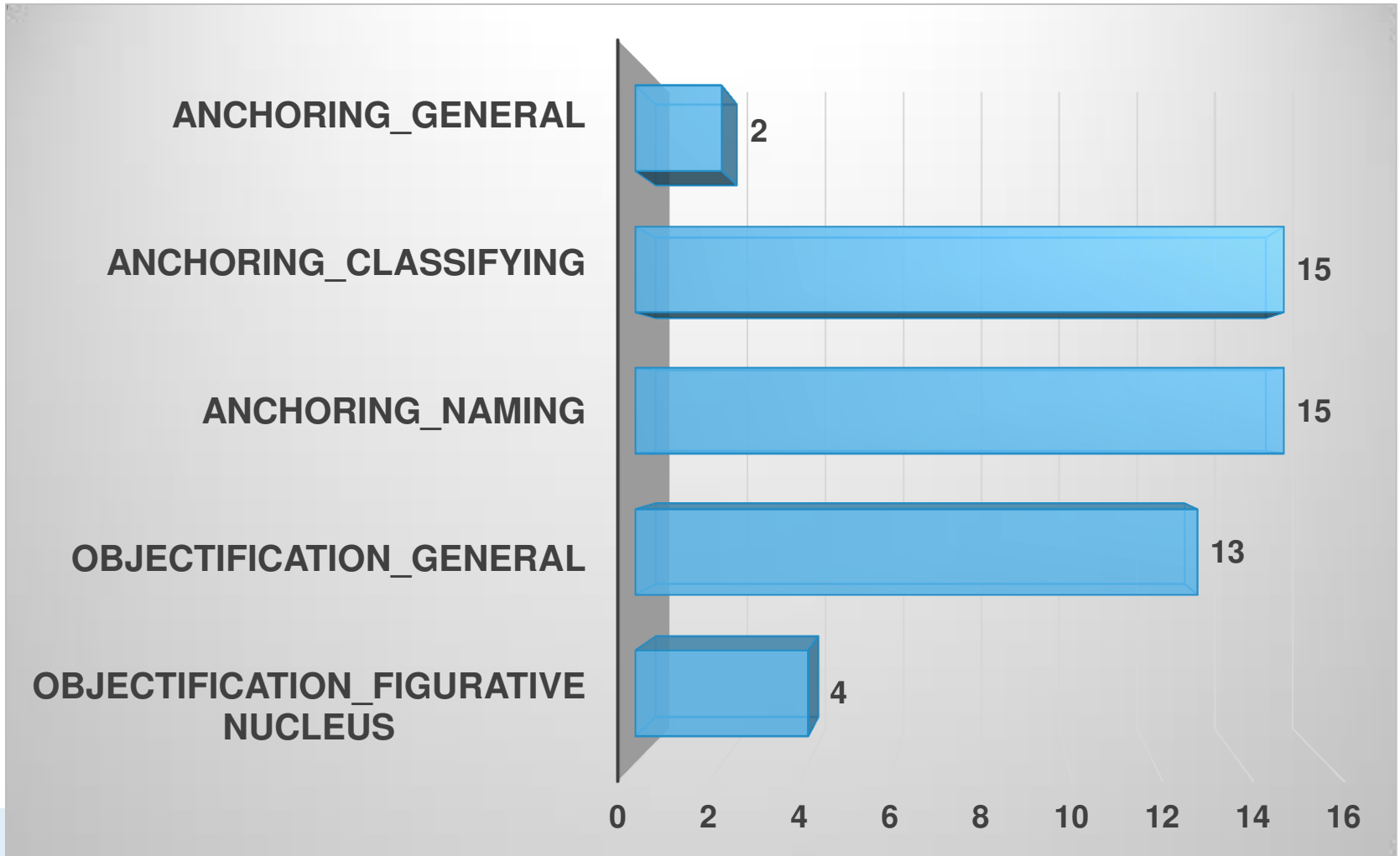


1) Functions Related



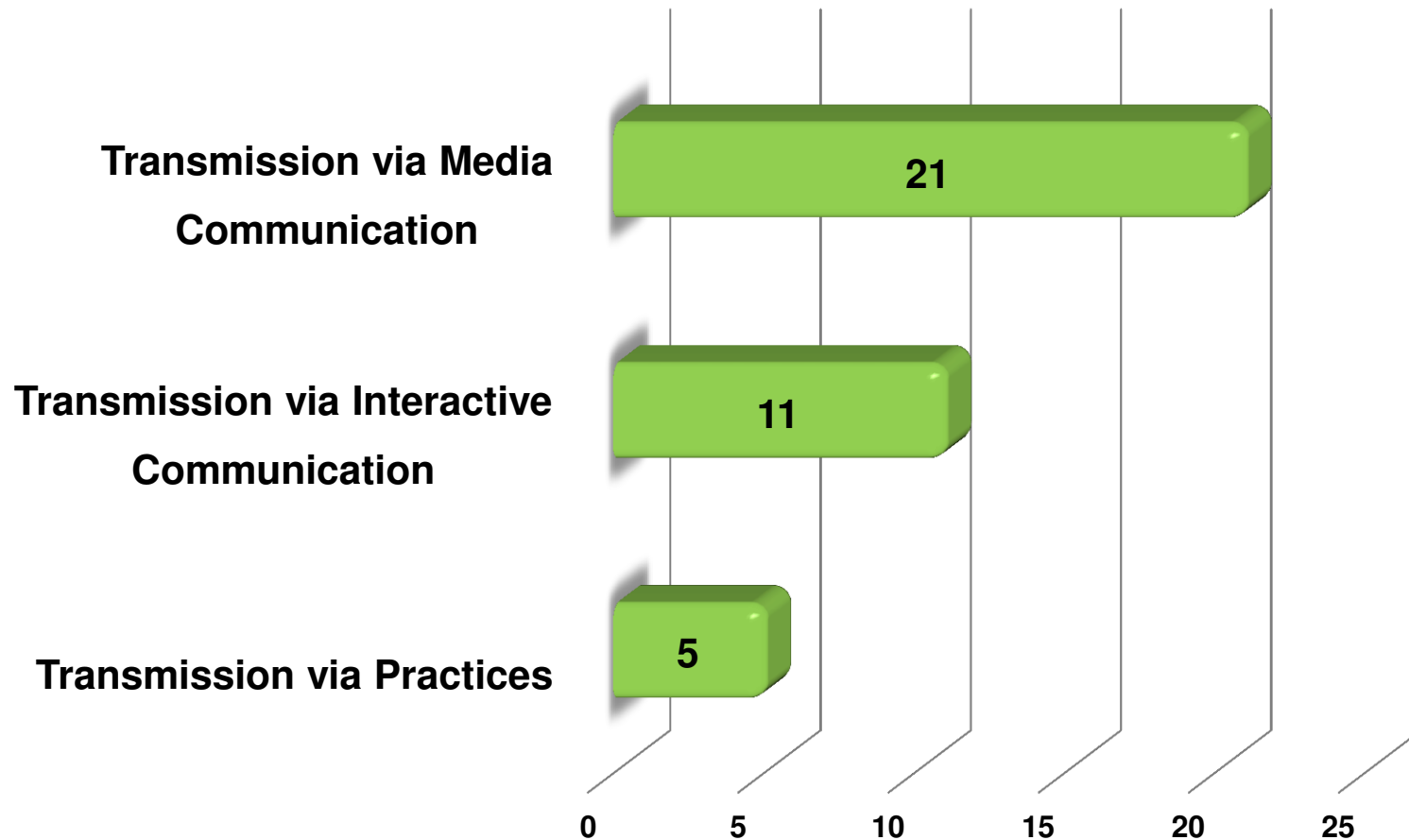


2) Process Related



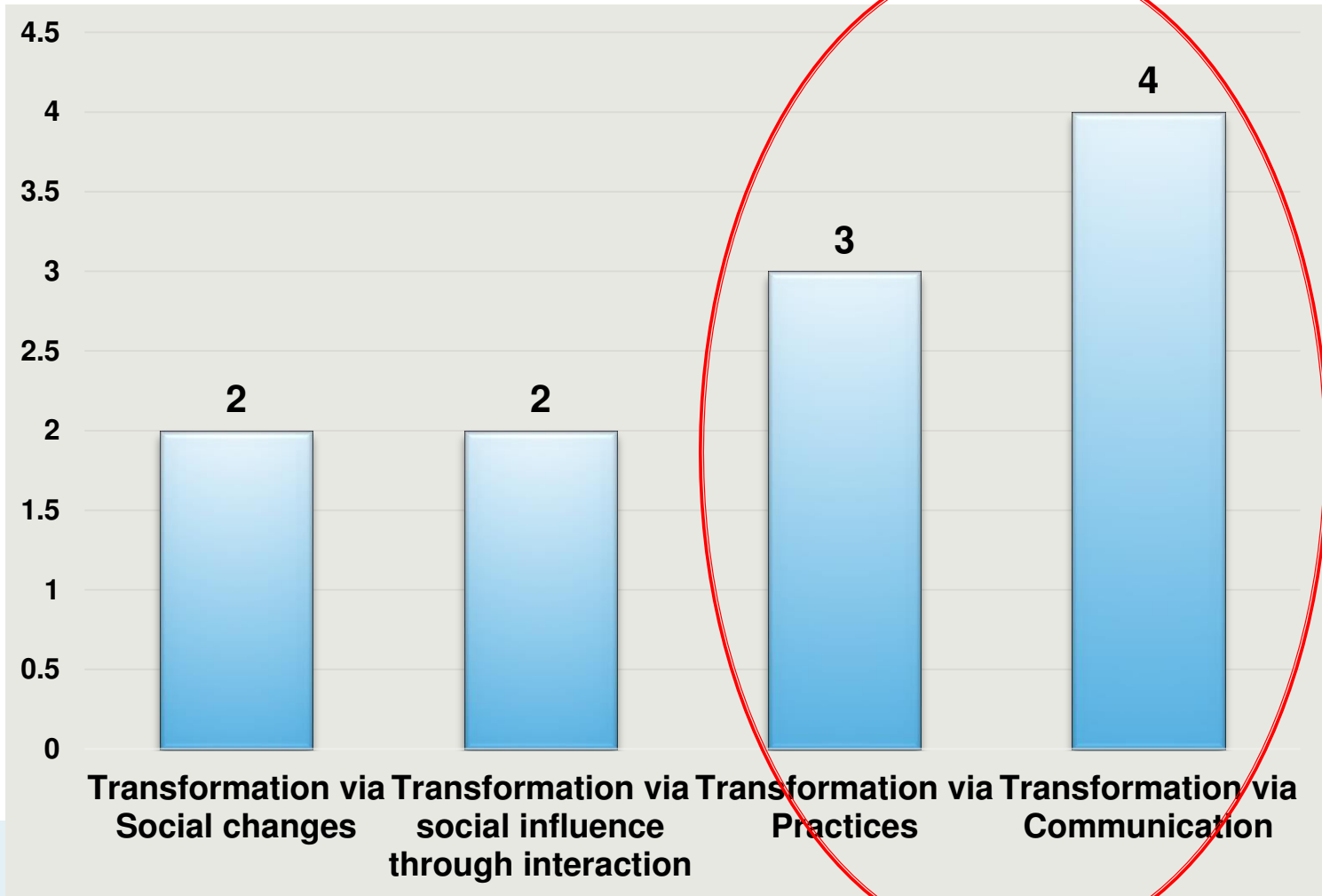


3) Transmission Related





4) Transformation Related





Theoretical Reference to Constructs and Concepts

<i>Construct</i>	<i>f</i>	<i>Integration</i>	<i>Differentiation</i>	<i>Comparison</i>	<i>Replacement</i>	<i>Unspecified</i>
Value	34	94%	0%	0%	0%	6%
Cultural knowledge	33	79%	0%	0%	0%	21%
Communication	29	100%	0%	0%	0%	0%
Common sense	25	92%	0%	0%	0%	8%
Image	25	100%	0%	0%	0%	0%
Symbol	24	96%	0%	0%	0%	4%
Collective representations	19	32%	32%	5%	26%	5%
Opinion	19	89%	11%	0%	0%	0%
Language	18	94%	0%	6%	0%	0%
Attitude	17	59%	12%	6%	0%	24%
Behavior	17	94%	0%	0%	0%	6%
Context	17	100%	0%	0%	0%	0%
Practice	17	88%	0%	0%	0%	12%
Belief system and Ideology	16	94%	0%	0%	0%	6%
Identity	15	80%	13%	0%	0%	7%
Social processes	14	79%	7%	0%	0%	14%

<i>Construct</i>	<i>f</i>	<i>Integration</i>	<i>Differentiation</i>	<i>Comparison</i>	<i>Replacement</i>	<i>Unspecified</i>
Cognitive schemas and processes	13	85%	0%	0%	8%	8%
Consensus	13	100%	0%	0%	0%	0%
Metaphor	12	100%	0%	0%	0%	0%
Norm	12	100%	0%	0%	0%	0%
Ideology	8	63%	0%	0%	0%	38%
Individual representations	8	25%	63%	0%	0%	13%
Perception	8	63%	13%	0%	0%	25%
Stigma	7	71%	14%	0%	0%	14%
Emotions and feelings	6	67%	0%	0%	0%	33%
Stereotype	6	100%	0%	0%	0%	0%
Themata	6	67%	17%	17%	0%	0%
Action	5	100%	0%	0%	0%	0%
Cognitive representations	5	40%	20%	20%	0%	20%
Coping	5	100%	0%	0%	0%	0%
Prejudice	4	50%	0%	0%	0%	50%
Social memory	4	50%	0%	0%	0%	50%
Judgment	3	100%	0%	0%	0%	0%
Categorization	2	100%	0%	0%	0%	0%
Myth	2	100%	0%	0%	0%	0%
Self	2	50%	0%	0%	0%	50%
Change	1	0%	0%	0%	0%	100%
Prototype	1	0%	0%	100%	0%	0%



Papers by Chinese

- Liu, L. (2004). Sensitising Concept, Themata, and Shareness: A Dialogical Perspective of Social Representations. *Journal for the Theory of Social Behaviour*, 34(3), 249-264.
- Liu, J.H., Hilton, D.J. (2005). How the past weighs on the present: Social representations of history and their role in identity politics. *British Journal of Social Psychology*, 44, 1-21.
- Liu, L. (2006). Quality of Life as a Social Representation in China: A Qualitative Study. *Social Indicators Research*, 75, 217-240.
- Liu, L. (2007). To Have and To Be: Towards the Social Representation of Quality of Life in China. *Journal of Community & Applied Social Psychology*, 18, 233-252.
- Lin, F., He, D.-J., Jin, Y., Tao, Y., Jiang, Z.-L. (2013). Mapping the central structure core in social representation of pain. *Journal of Applied Social Psychology*, 43, 1931-1945.
- Lu, X-W., Chauhan, A., Campell, C. (2015 upcoming). Representations of Mental Health Among Middle- Aged Urban Chinese Men. *Journal of Community & Applied Social Psychology*.
-



2. PRESENT

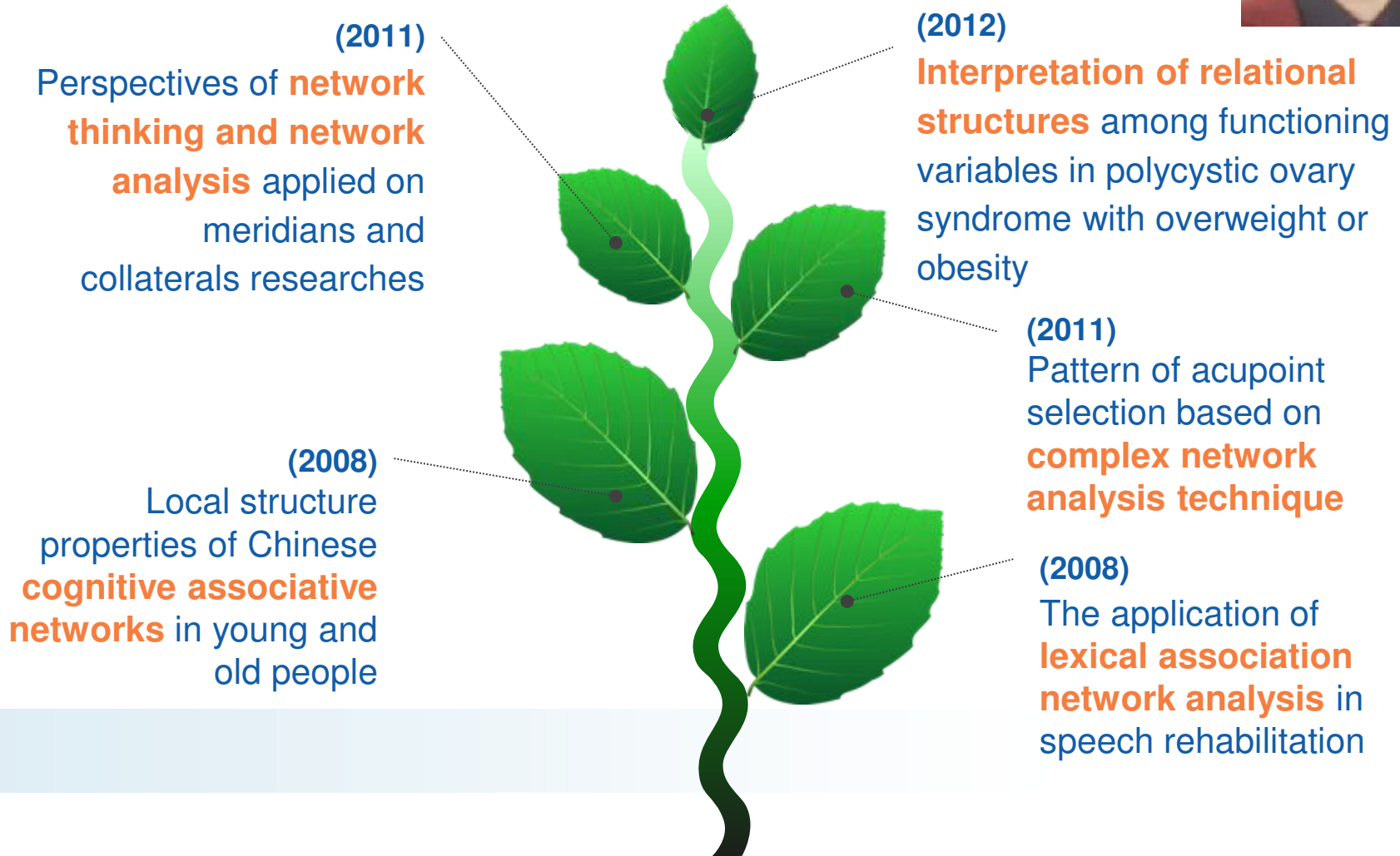
——Advances in Chinese Researches

- Old method with new techniques
- New method



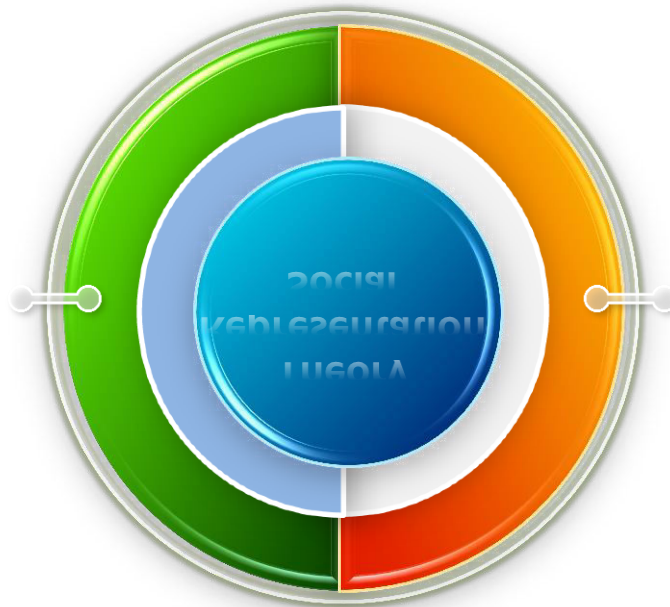


Lin Feng's papers related to the associative networks





- Lin, F., He, D.-J., Jiang, Z.-L. (2011). **Shaping Effects of Teaching on Social Representation by Using Word Network Analysis.** *Complex system and Complexity Science*, 8(3), 19-28.

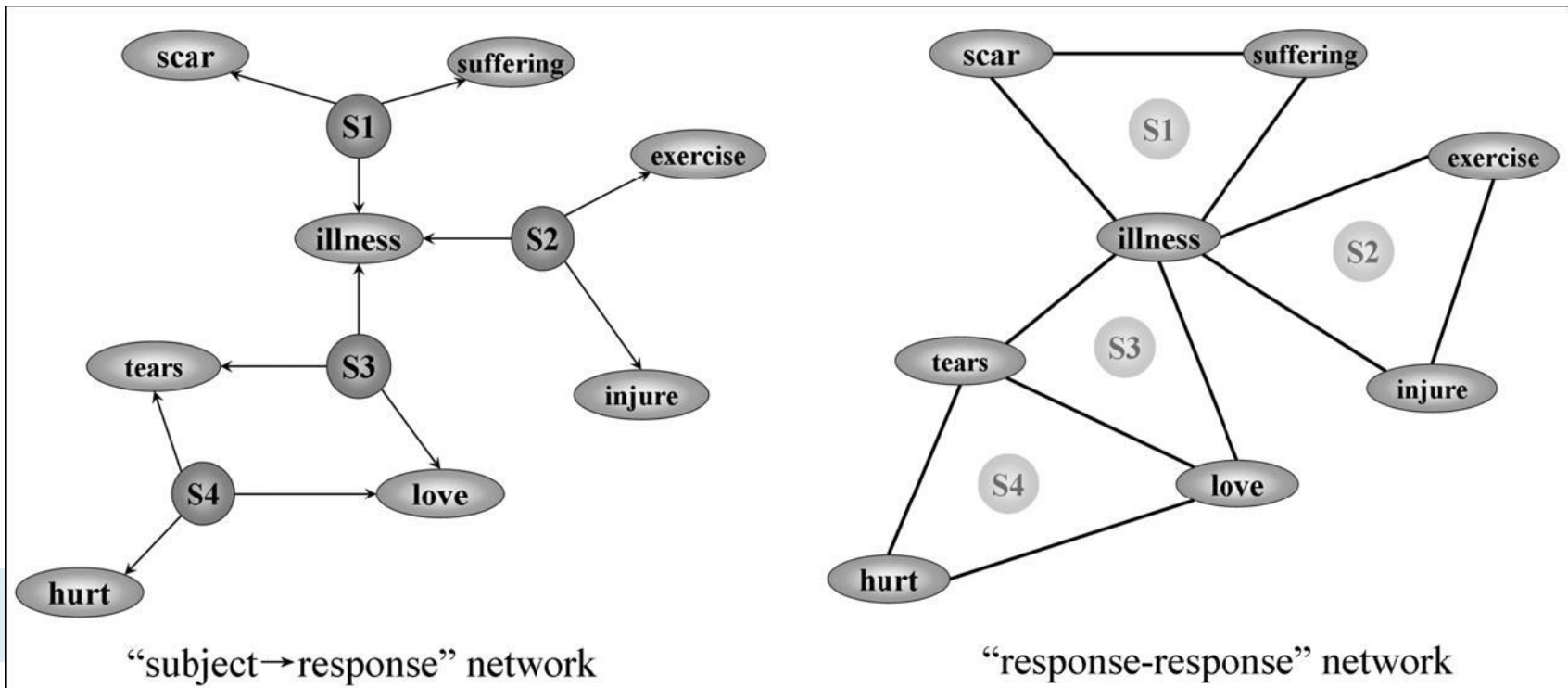


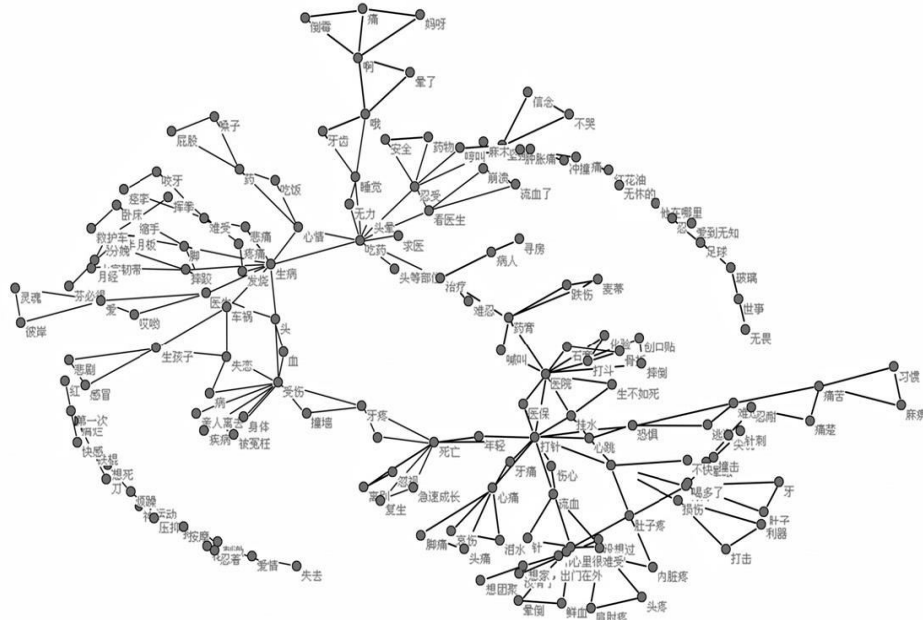
- Lin, F., He, D.-J., Jin, Y., Tao, Y., Jiang, Z.-L. (2013). **Mapping the central structure core in social representation of pain.** *Journal of Applied Social Psychology*, 43, 1931-1945.



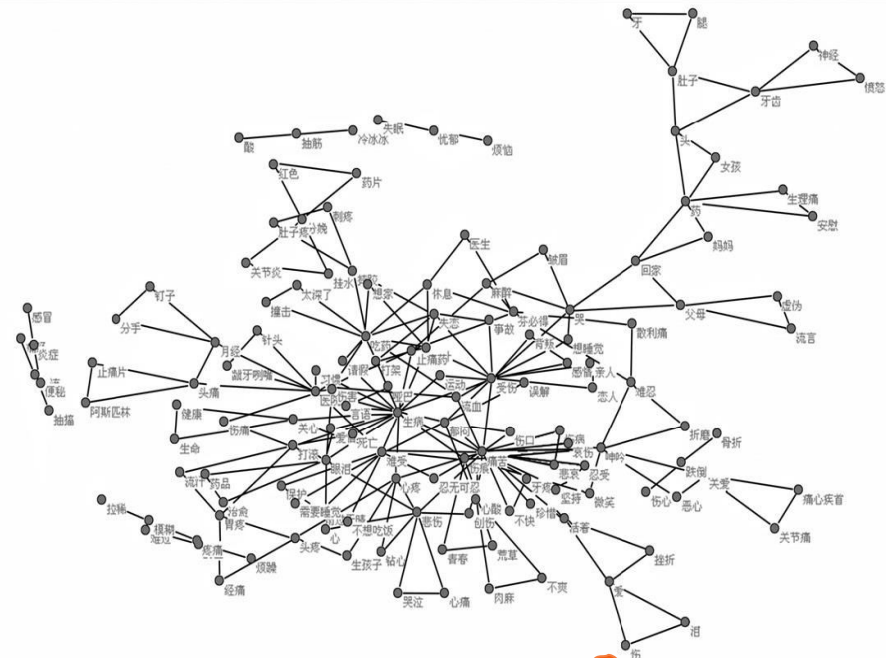
Social Representations of Pain

- Free evocations of **“Pain”**
- By defining the elements as nodes and their co-occurrences as lines, structural characteristics of social representation are analyzed by **network analysis**.
- Technique: **K-core decomposition by using Pajek 1.17**

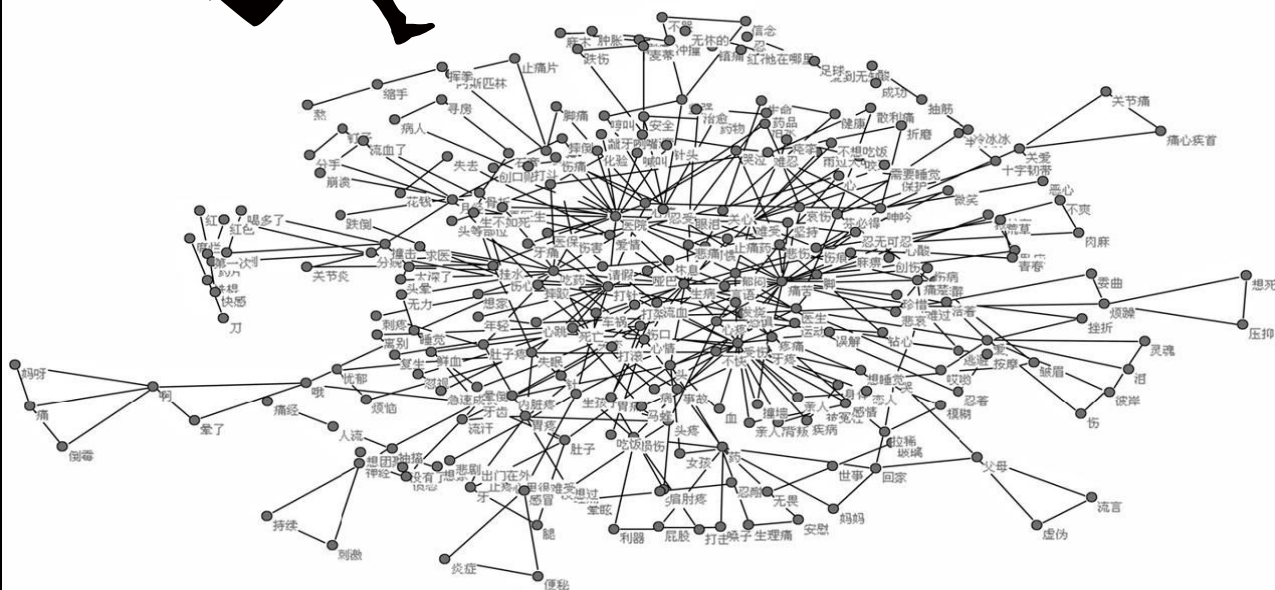




Male

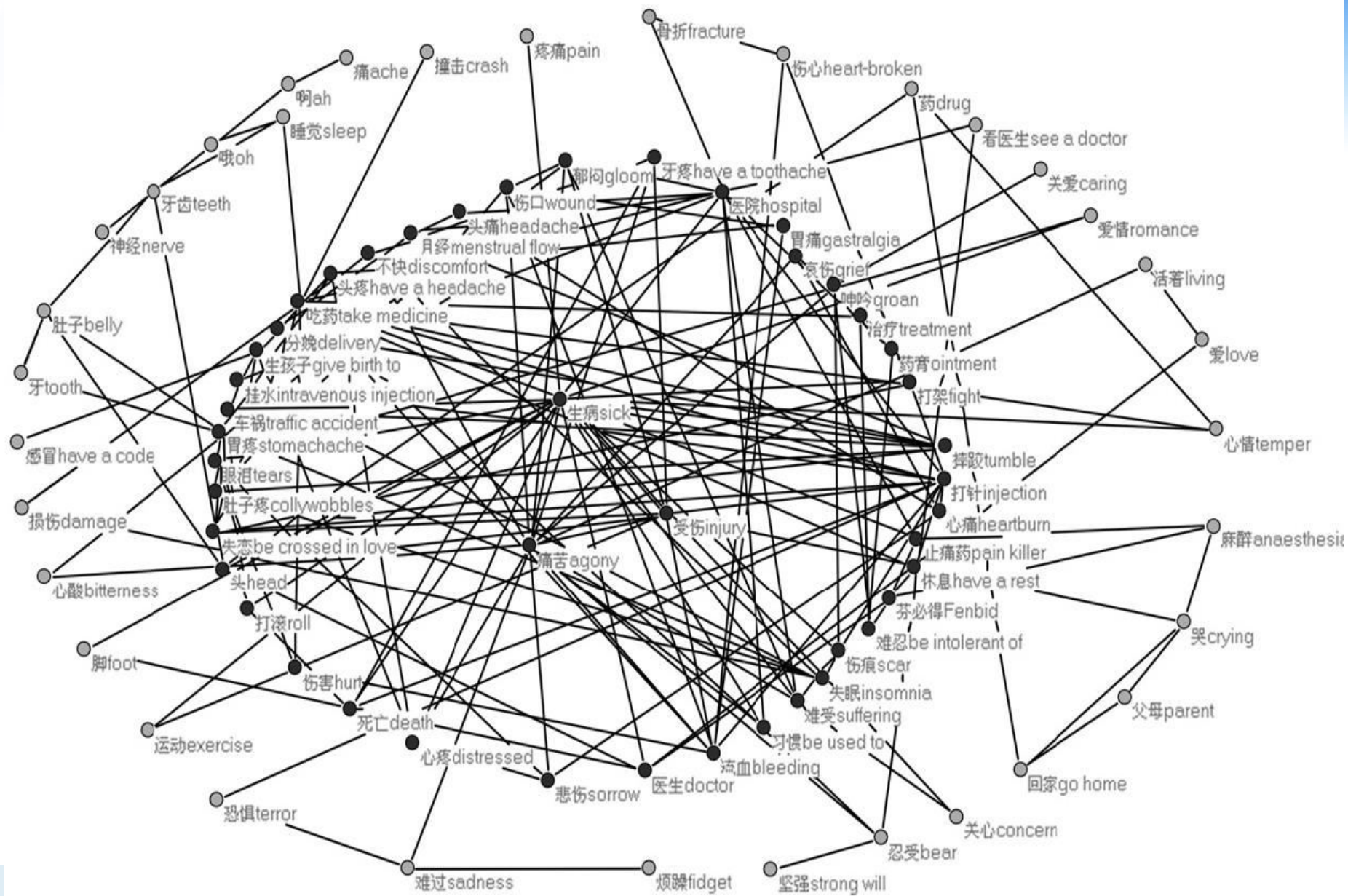


Female



All







Social Network Analysis

Software:

- NetDraw
- Pajek,
- Yed

Visualization

Measurement

Software:

- Ucinet
- Pajek
- Netminer

Data Collection: Questionnaire, Interview, Text etc.

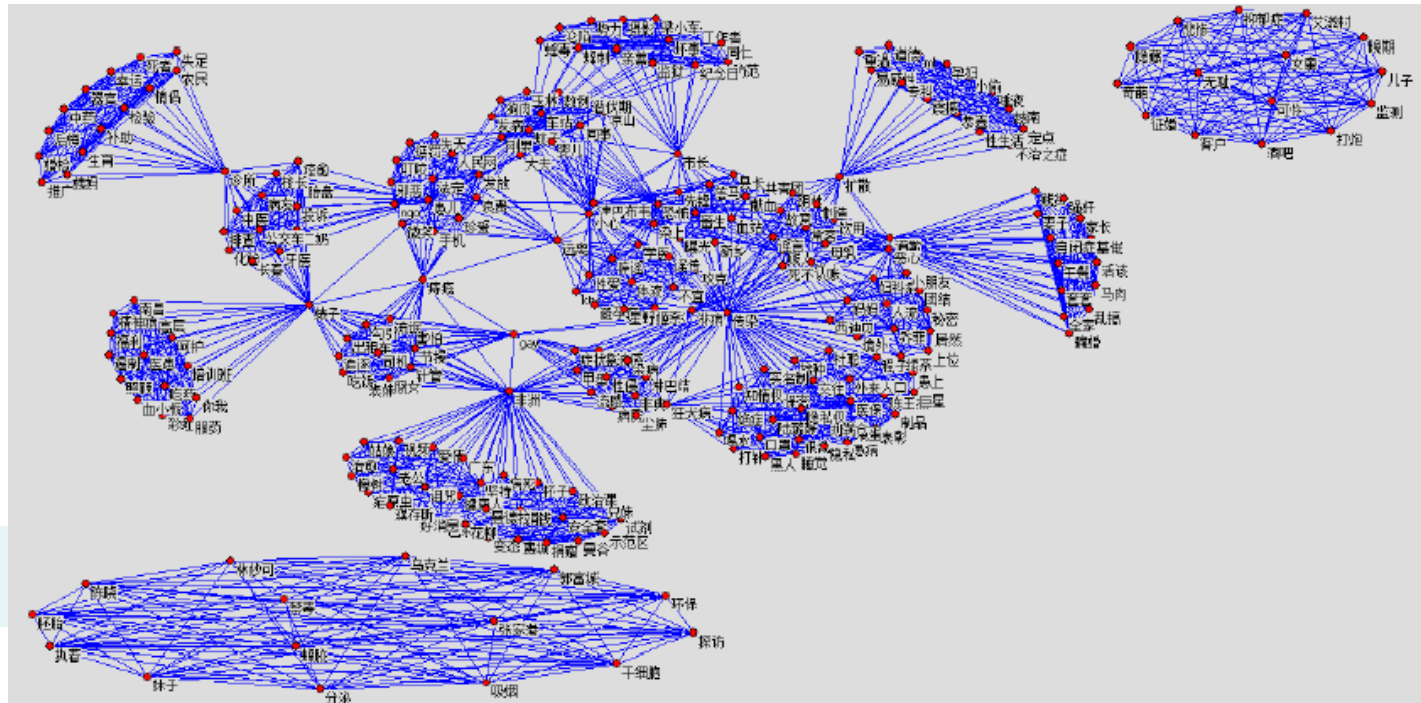


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- Texts in Microblog
- Clustering analysis
- Topic model
- Topic network



- R package



3. FUTURE

—— Prospect of Social Representation Theory in Vocational Education and Training



- Reform of National Ministry of Education
- 600 universities will transform into vocational education oriented universities
- Leader of vocational and technical university



A topic from *vocational education*:

What “Work” means to you?





Social Representations of Work Value

- **Sample:**

- 300 students from two typical higher vocational colleges, and an applied technology college

- **Method:**

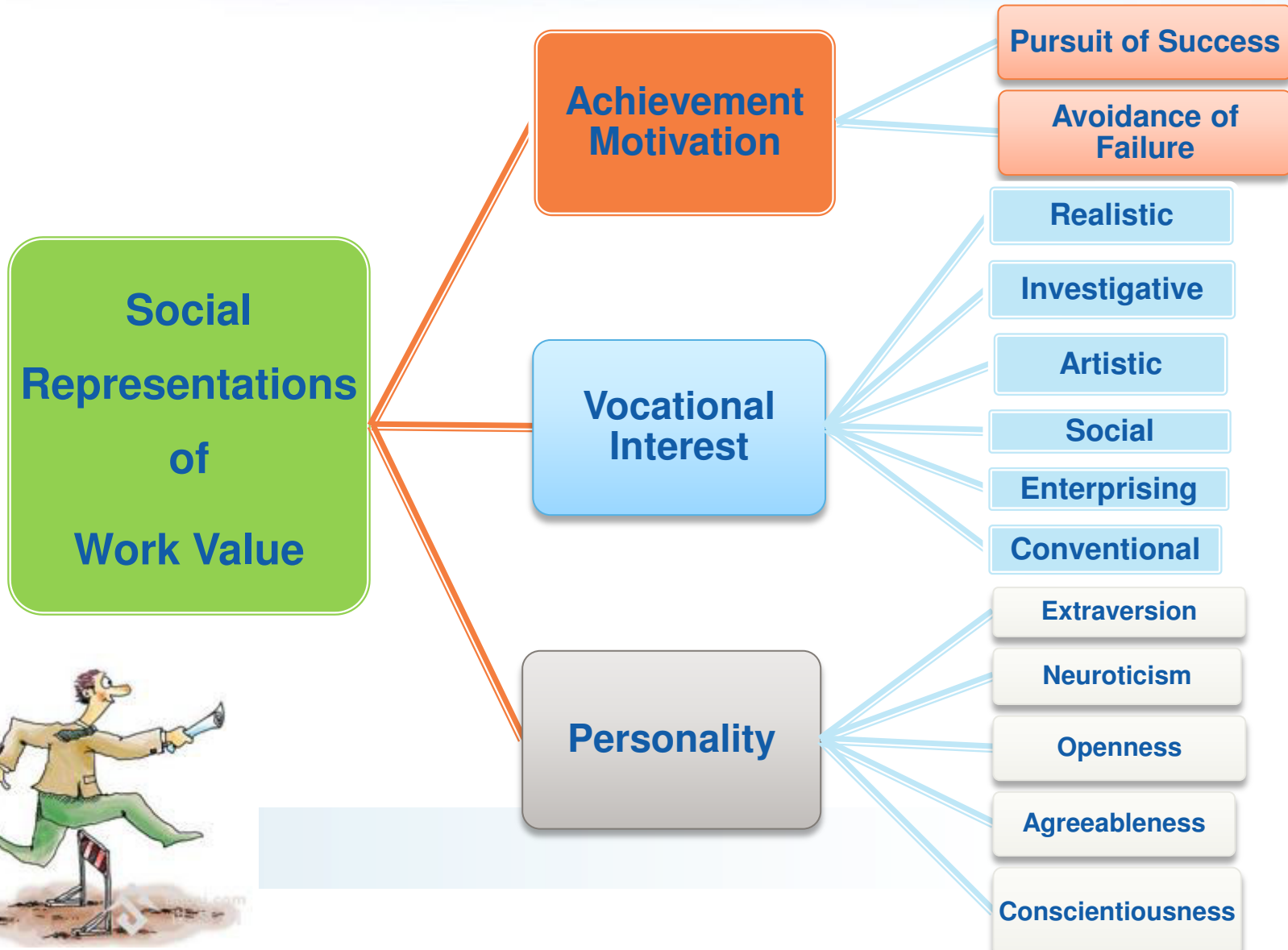
- Questionnaire and interview

- **Research Tools:**

- Associative Network of “Work Value”
- Achievement Motivation Scale
- Holland’s Vocational Interest Scale
- Big Five Personality scale



Structure of the Research





Thanks for your attention!