

30th International Lab Meeting of the
European/International Joint Ph.D. in Social Representations and Communication
17th - 20th April 2016 Spring Session

"The "Structural" paradigmatic approach to Social Representations"



European / International Joint Ph.D. in
Social Representation and Communication



The structural approach

Classical developments: main definitions and some critical issues

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Outline

A structural approach to social thinking

Central core theory

Structural centrality

Element relationships

Representations and practices

Outline

Social representation dynamics

Context effects

Additional comments

In Brazil

A structural approach to social thinking

Structuralism in the social sciences

- Piaget (1968): three characteristics, (1) a whole, (2) it can be transformed, (3) self-regulation mechanisms
- Lévi-Strauss (1958): a model applied to reality
- Rouquette (2008): not independent from the researcher

A structural approach to social thinking

Structural units (Codol, 1969)

- Cognems
- Representations
- Social representations

A structural approach to social thinking

Content is secondary

- Rouquette (1973): identification and formalization of relationships
- General processes and laws

A structural approach to social thinking

Social thinking

- Thinking about the social
- The social interfering with/determining thinking
- A logic of its own

Central core theory

Classic formulation: central core, peripheral system

- Core (Abric, 1994)
 - Few elements
 - Global meaning
 - Organization of the structure
 - Consensus
 - Strong ideological and historical roots
 - Resistant

Central core theory

Classic formulation: central core, peripheral system

- Peripheral system (Abric, 1994; Flament, 1994a)
 - “The rest”
 - Practical scripts
 - Adaptation to specific situations
 - Particular
 - Flexibility
 - Bumper

Structural centrality

Element properties (Moliner, 1994)

- symbolic value
- associative power
- salience
- connectivity

MEC (Moliner, 1988) and TIC (Lo Monaco et al., 2008)

Prioritary and adjunct (Rateau, 1995a); semantic and normative (Lheureux et al, 2008)

Element relationships

Basic Cognitive Schemes (SCB) (Guimelli and Rouquette, 1992)

28 connectors, 5 schemes

3 meta-schemes (Rateau, 1995b): description, praxis, evaluations

Valences and centrality (Rouquette and Rateau, 1998)

Representations and practices

What are social practices?

When do representations “predict” practices?

Environment → practices → representations (Flament, 1994b, 2001)

Social representations dynamics

Change in activation

Transformation: structural change

Transformation induced by practices, caused by environment

Social representations dynamics

Two conditions (Flament, 1994b)

- Compatibility with the representation
- Reversibility of the situation

Is it possible to transform social representations in the lab?

The historic evolution of representations (Moliner, 2001)

Interaction context effects

Global vs. situational (Abric and Guimelli, 1998)

Social implication (Flament and Rouquette, 2003)

- personal identification
- social valuation
- perceived possibility of action

Masking effect (Flament et al., 2006)

Social identity

Additional issues

Individual vs. Group construct

Cognitive structure vs. Social structure

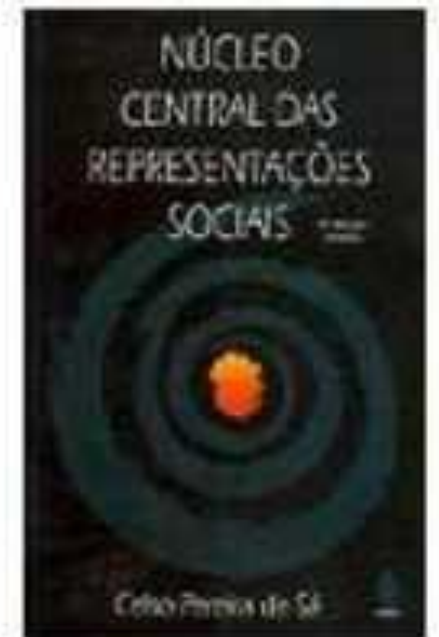
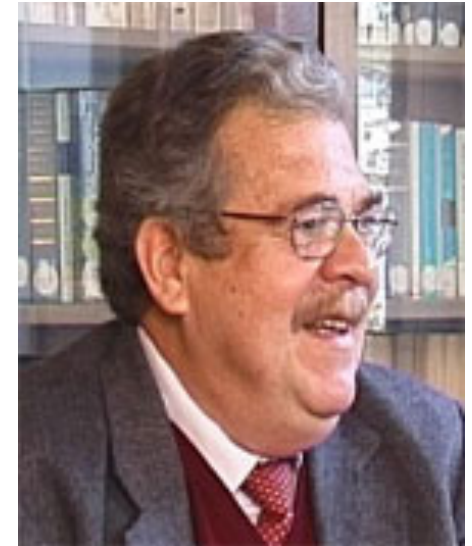
Communication processes

Social thinking vs. social cognition

In Brazil

Celso Pereira de Sá

- Central core theory
- Social memory



In Brazil

Rafael Pecly Wolter

- Affect and social thinking
- Methods
- Basic cognitive schemes



In Brazil

Pedro Humberto Faria Campos

- Social representations and practices
- Affective dimension of representations
- Relationships involving social representations and Bourdieu's perspective



Thank you!

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