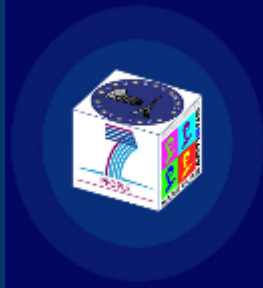


33rd International Lab Meeting of the
European/International Joint Ph.D. in Social Representations and Communication
18th – 20th April 2017 Spring Session

**"The 'Socio-Dynamic' paradigmatic approach to Social Representations:
Anchoring, Positioning and Normative Context. Complementary Methodological and
Transferable Skills Seminars"**



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



Social Representations and Social Psychology: a Theoretical and Methodological Opportunity for Social Sciences?

Prof. Dario Spini
Université de Lausanne, Switzerland

SOCIAL REPRESENTATIONS AND SOCIAL PSYCHOLOGY: A THEORETICAL AND METHODOLOGICAL OPPORTUNITY FOR THE SOCIAL SCIENCES?

-
- Old people tend to be egocentric and talk about themselves....
 - I am a «senior» social psychologist and will first talk about me! (sorry :-)
 - My transition to gerontology and life course research

TIME IN SOCIAL PSYCHOLOGY

- Discussion with other disciplines.... In the gerontological field : What do I know?
- Theories: Methods
- How does social psychology deal with societal, temporal and spatial issues?
- European social psychology and social representations perspective

Journal of Community & Applied Social Psychology
J. Community Appl. Soc. Psychol., **19**: 165–181 (2009)
Published online 19 December 2008 in Wiley InterScience
(www.interscience.wiley.com) **DOI**: 10.1002/casp.991

Is There Space for Time in Social Psychology Publications? A Content Analysis Across Five Journals

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Social psychology has been the object of many critical debates during the last decades since scholars like Gergen (1973), McGuire (1973) or Sampson (1977) have raised their voices. Criticisms of social psychology have highlighted the historical development of an individualistic mainstream experimental social psychology that relies on analyses of variables produced by 'subjects' studied in 'isolated' laboratories. Debates have notably criticized the lack of societal concerns within social psychology. Textbooks (Graumann,

«MAINSTREAM» SOCIAL PSYCHOLOGY

- Relatively blind to «space and time»
- Relatively closed to other disciplines
- Overuse of experimental method ...
- Overuse of university students as «subjects»
- BUT: need to be strong in one discipline to talk with others!

Table 1. Cross-sectional comparison, selected journals and number of articles and studies

	Time period	Impact factor	Year of creation	<i>N</i> articles	<i>N</i> studies
Journal					
<i>EJSP</i>	1.7.1999–30.6.2001	1.13	1971	80	126
<i>BJSP</i>	1.7.1999–30.6.2001	1.43	1981	58	79
<i>JPSP</i>	1.1.2000–31.12.2000	3.61	1965	143	399
<i>JCASP</i>	1.7.1999–30.6.2001	0.55	1991	51	52
<i>SPQ</i>	1.7.1999–30.6.2001	1.27	1979	36	43
Total				368	699

Note: JPSP, Journal of Personality and Social Psychology; EJSP, European Journal of Social Psychology; BJSP, British Journal of Social Psychology; JCASP, Journal of Community and Applied Social Psychology; SPQ, Social Psychology Quarterly.

	Longitudinal analyses (%)	Micro-temporal analyses (%)	Other temporal analyses (%)	No temporal analysis (%)	<i>N</i>
Journal					
<i>EJSP</i>	7.7	3.8	6.4	82.1	78
<i>JPSP</i>	14.0	4.9	12.6	68.5	143
<i>BJSP</i>	8.8	5.3	3.5	82.5	57
<i>JCASP</i>	14.0	0.0	12.0	74.0	50
<i>SPQ</i>	22.2	8.3	22.2	47.2	36
First author					
Europe	11.0	5.9	9.6	73.5	136
North America	14.6	4.3	13.5	67.6	185
Total sample	12.6	4.4	10.7	72.3	364

Note: JPSP, Journal of Personality and Social Psychology; EJSP, European Journal of Social Psychology; BJSP, British Journal of Social Psychology; JCASP, Journal of Community and Applied Social Psychology; SPQ, Social Psychology Quarterly.

CONCLUSIONS

- At the exception of the sociological journal (SPQ), time is weakly considered, more in JPSP than in EJSP or BJSP
- Less sensitivity to time perspectives in Europe than in the USA
- Most papers rely on students samples (2/3); credit systems in the US
- About 60% of papers did not even mention the age of participants!

SOCIAL REPRESENTATIONS

■ Weaknesses

- Not easy to publish, not mainstream social psychology
- Rather old texts (recently translated)
- Not clear, not defined, not a theory
- Weak empirical research

STRENGTHS

- Interdisciplinary perspective: individual AND social (Jodelet, 1989)
- processes of communication (Moscovici: diffusion, propagation, propaganda)
- Genetic perspective (Duveen & Lloyd, 1990)

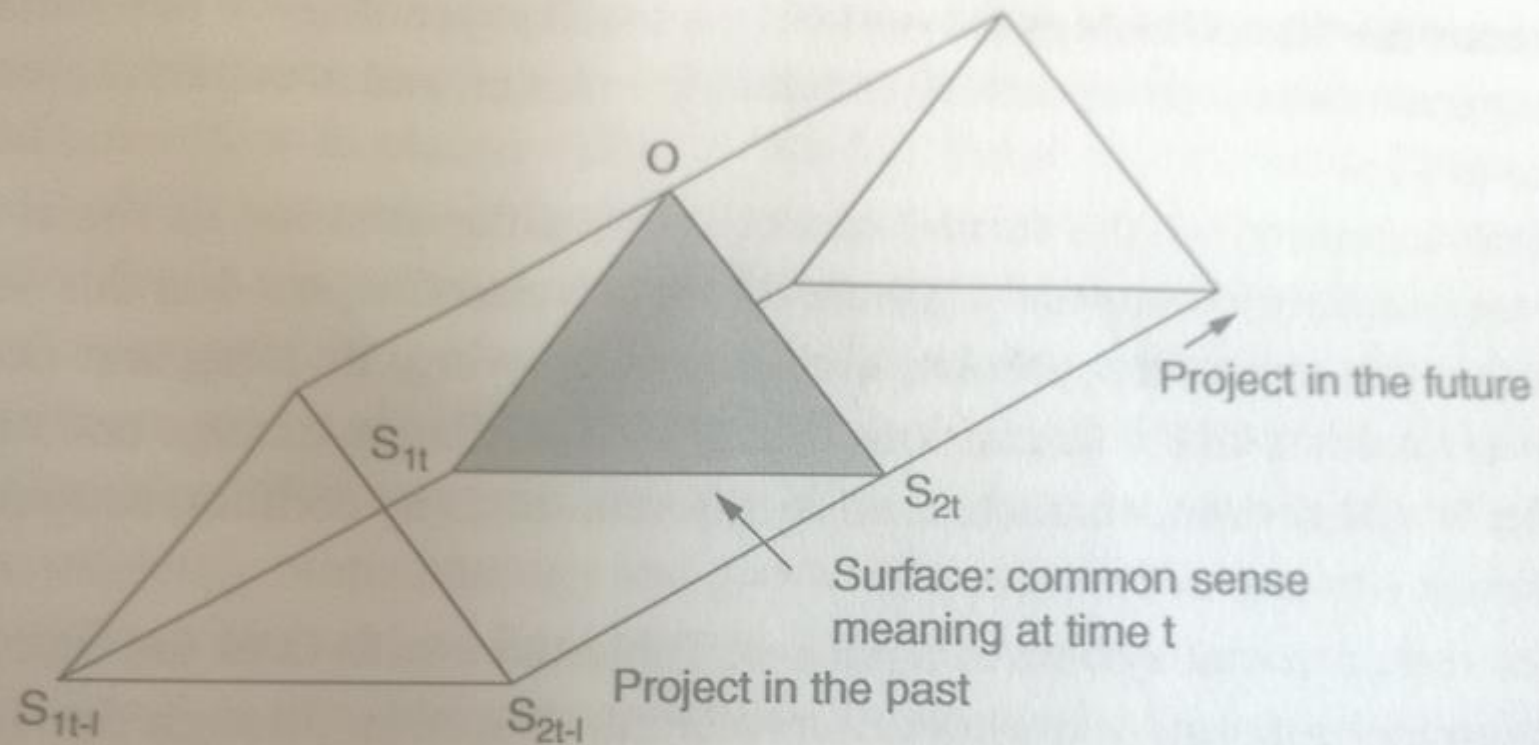


Figure 1.1 *The Toblerone model of social representations (after Bauer and Gaskell, 1999).*

DUVEEN & LLOYD (1990)

- «the perspective of social representations can be described as a genetic social psychology» = structure have a particular function (making communication and understanding possible) in a particular moment

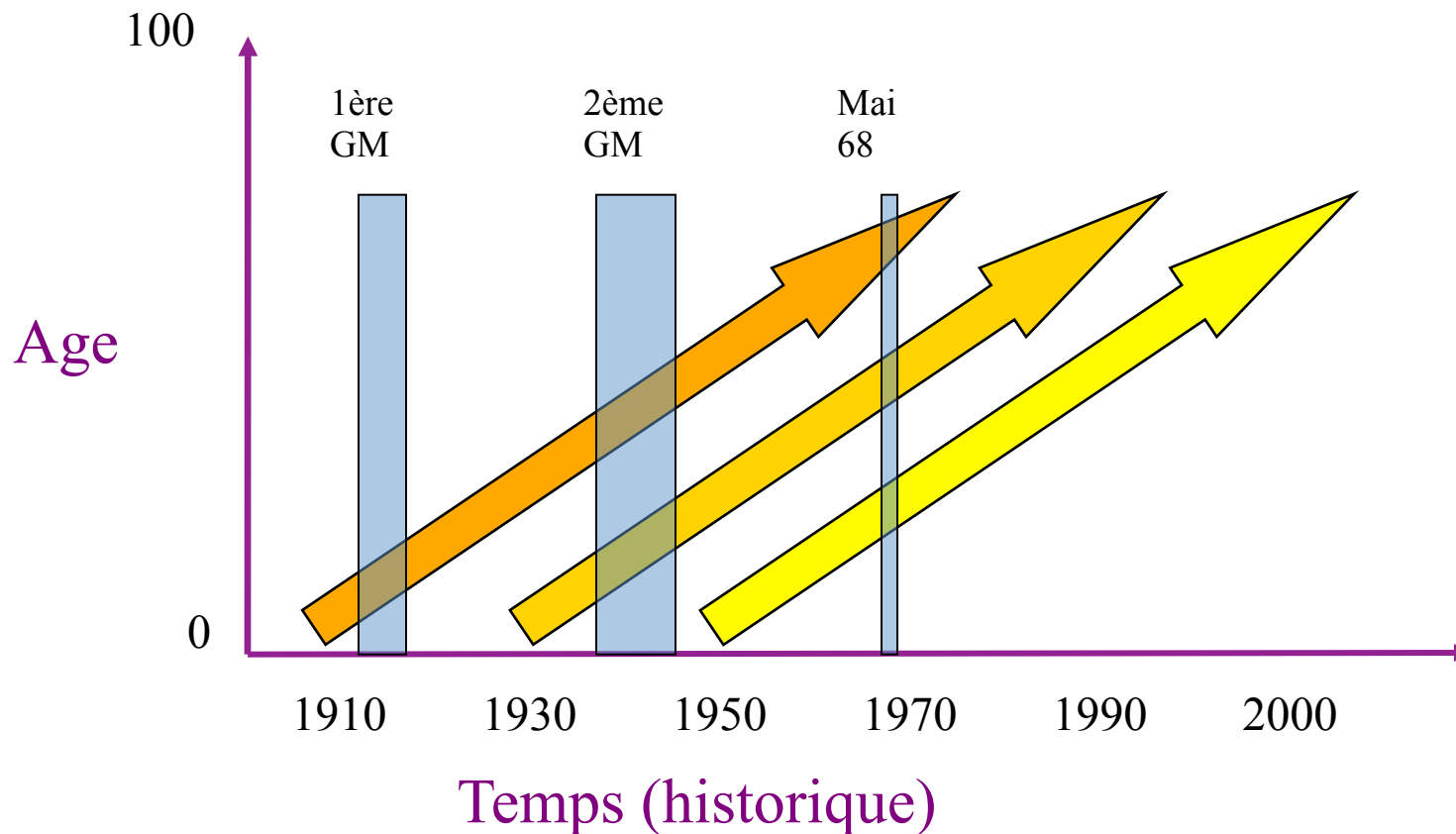
DUVEEN & LLOYD (1990): THREE PROCESSES

- Sociogenesis: is the process through which social representations are generated
 - Science, social groups develop and communicate about objects differently in different periods of time
 - Sociogenesis points to historical dimension of social representations

LIFE COURSE PERSPECTIVE

- Period effects
- Age effects
- Cohort effects

AGE – PÉRIODE – COHORTE



THREE PROCESSES

■ Ontogenesis:

- Development at the individual level = age
- «Process through which individuals re-construct social representations, and that in doing so they elaborate particular social identities»

THREE PROCESSES

■ Microgenesis:

- «Process that take place in all social interaction in which particular social identities and the social representations on which they are based are elaborated and negotiated»
- Social influence, diffusion processes, etc.

ATTITUDES TOWARD SOCIAL NORMS

- Neugarten, B. L., Moore, J. W., & Lowe, J. C. (1965). Age norms, age constraints, and adult socialization. *American Journal of Sociology*, 70, 710-717.
- Leïla Eisner, PhD student (in progress)

LIMITS OF MY TALK

- Our group has specialized in the quantitative analyses of SR: collective dynamics behind attitudes and other psychological concepts.
- ...But we also use discourse analyses, qualitative and mixed methods.

ATTITUDES

- Eagly and Chaiken (1998) for example, define an attitude as "a **psychological** tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor."
- Clearly an individualistic definition, in the social cognition perspective, individuals are the "owners" of the attitude

TIME AND ATTITUDES

- Neugarten, B. L., Moore, J. W., & Lowe, J. C. (1965). Age norms, age constraints, and adult socialization. *American Journal of Sociology*, 70, 710-717.

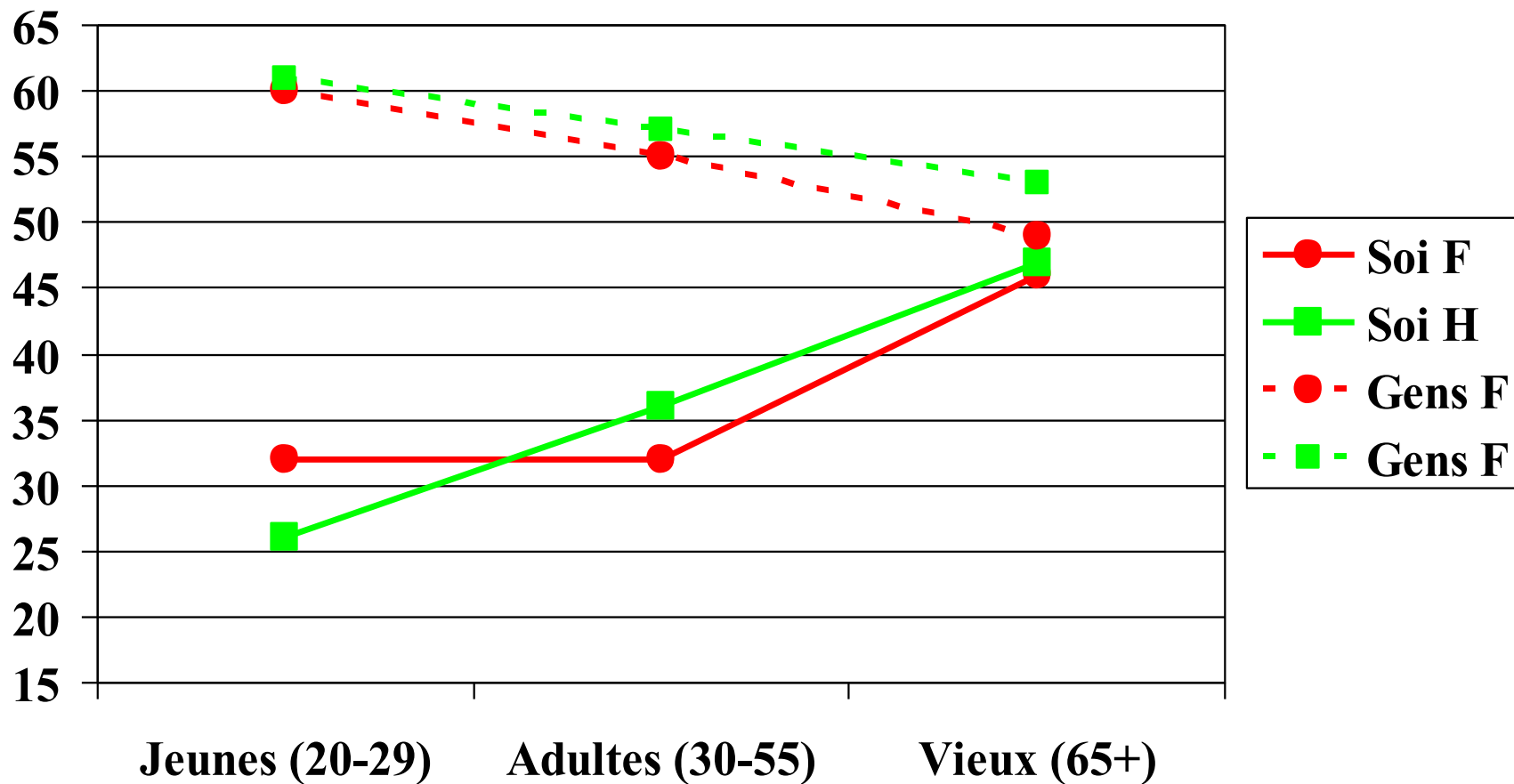
THE SOCIAL CLOCK QUESTIONS

■ Types of questions:

- A woman who thinks it is ok to wear a bikini at the beach at 45, 30, 18 years old.
- A couple that like to dance the Twist (55, 30, 20 years old)
- A man who prefers to stay with his parents instead of being autonomous (30, 25, 21)
- A woman who decides to have another child (45, 37, 30)

Questions were framed: «your personal opinion» versus «most people»

NEUGARTEN, MOORE & LOWE (1965)



EISNER & SPINI (IN PROGRESS)

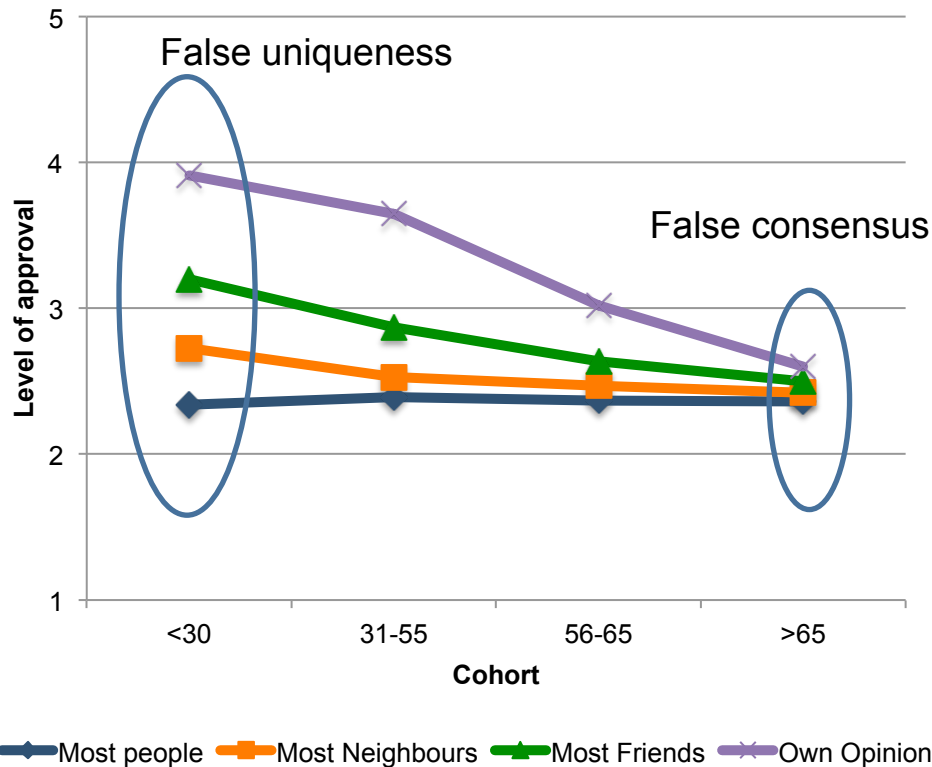
PERSONAL OPINIONS TOWARDS SAME-SEX COUPLES

■ Opinions towards **same-sex couples**

- Children: "To which extent do you approve or disapprove the fact that a same sex-female couple brings up a child ?"
- Children: "To which extent do you approve or disapprove the fact that a same sex-male couple brings up a child ?"
- Marriage: "To which extent do you approve or disapprove the fact that same-sex couples get married ?"
- For self, friends, neighbours, most people

EISNER & SPINI (IN PROGRESS): DIFFERENCES AMONG COHORTS

Same-sex marriage

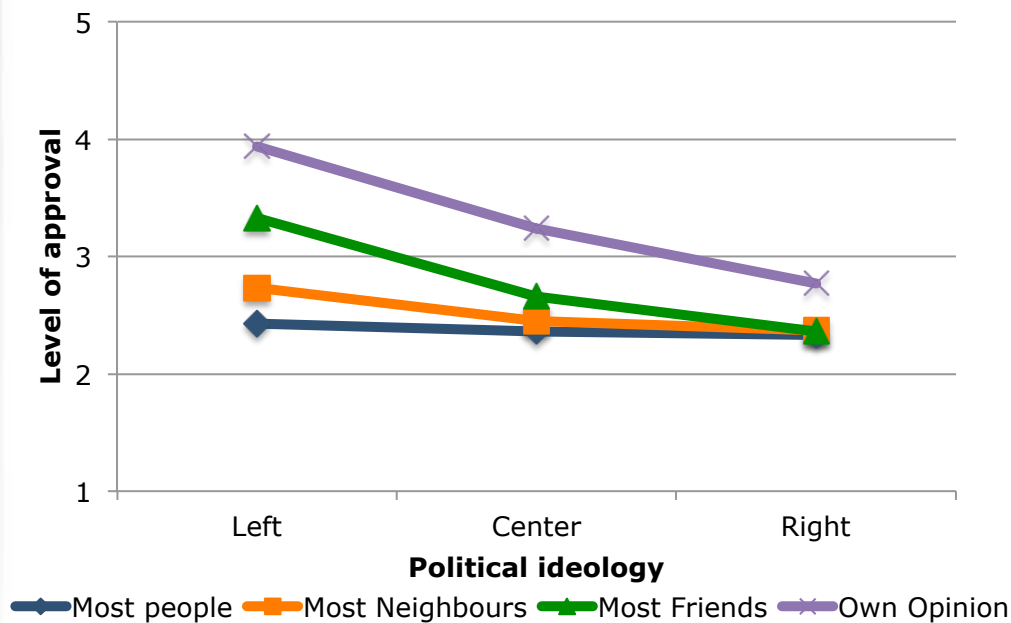


Lowest social distance for older cohorts.
Highest social distance for younger cohorts.

Figure 5. Level of approval by cohort by level of measurement (N = 837)

DIFFERENCES AMONG POLITICAL ORIENTATIONS

Same-sex marriage



More distance for left-wing respondents than for right-wing respondents.

Figure 4. Level of approval by political ideology by level of measurement (N = 817)

ATTITUDES ARE SOCIAL (REPRESENTATIONS)!

- Attitudes evolve across historical periods/ age/cohorts (temporal anchoring)
- Attitudes are different across social groups, are related to social norms (social anchoring)
- Attitudes are related to differences among countries (spatial anchoring), but also to collective normative climates (Eicher et al., 2015; Elchereth, Reicher, & Doise, 2011)

Normative Climates of Parenthood across Europe: Judging Voluntary Childlessness and Working Parents

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Stephanie Glaeser,³ Aude Martenot⁴ and Dario Spini³

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European Sociological Review Advance Access published September 1, 2015
European Sociological Review, 2015, 1–15

-
- Analyses of the ESS (21 countries)
 - Idea of normative climates: beliefs about others' opinion or attitudes

VOLUNTARY CHILDNESSNESS FOR MEN

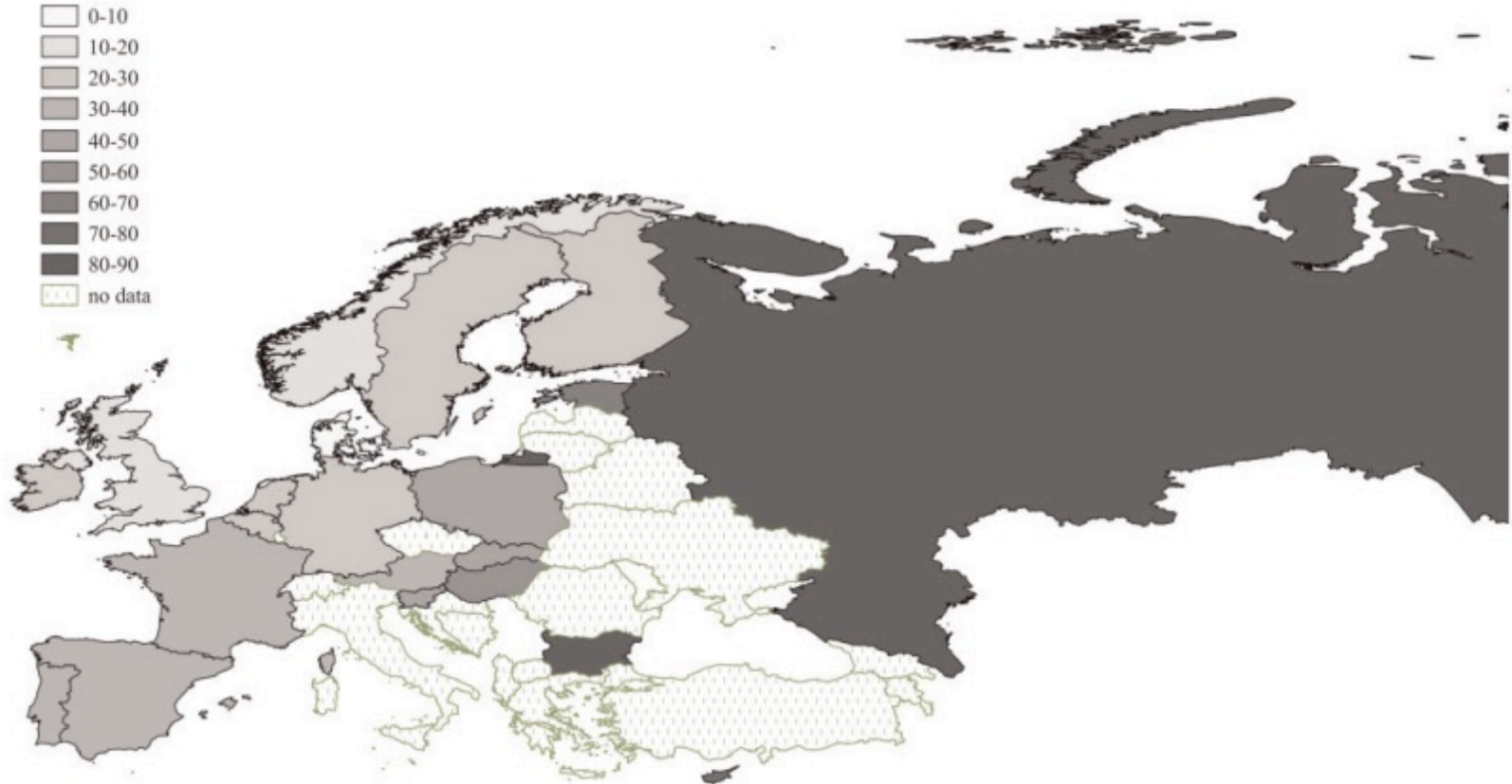
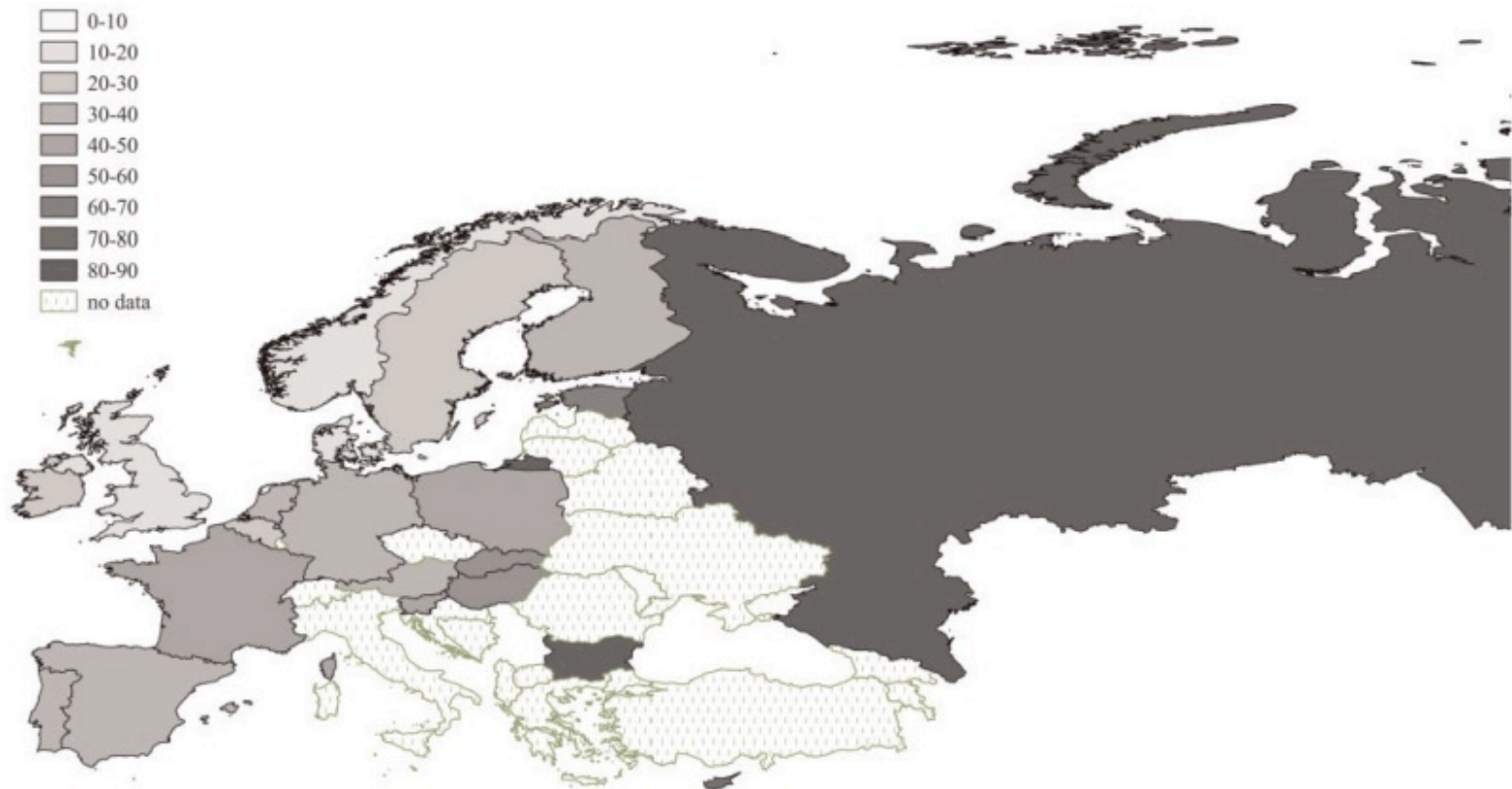


Figure 1. Normative climate of disapproval of voluntary childlessness for women (top) and men (bottom). The shading scale represents the percentage of respondents who believe that others disapprove. The dotted pattern represents countries for which no data were available.

VOLUNTARY CHILDNESSNESS FOR WOMEN

European Sociological Review, 2015, Vol. 0, No. 0

7



FULL-TIME WORK FOR MEN



Figure 2. Normative climate of disapproval of full-time work for women (top) and men (bottom) who have children <3 years of age. The shading scale represents the percentage of respondents who believe that others disapprove. The dotted pattern represents countries for which no data were available.

FULL-TIME WORK FOR WOMEN

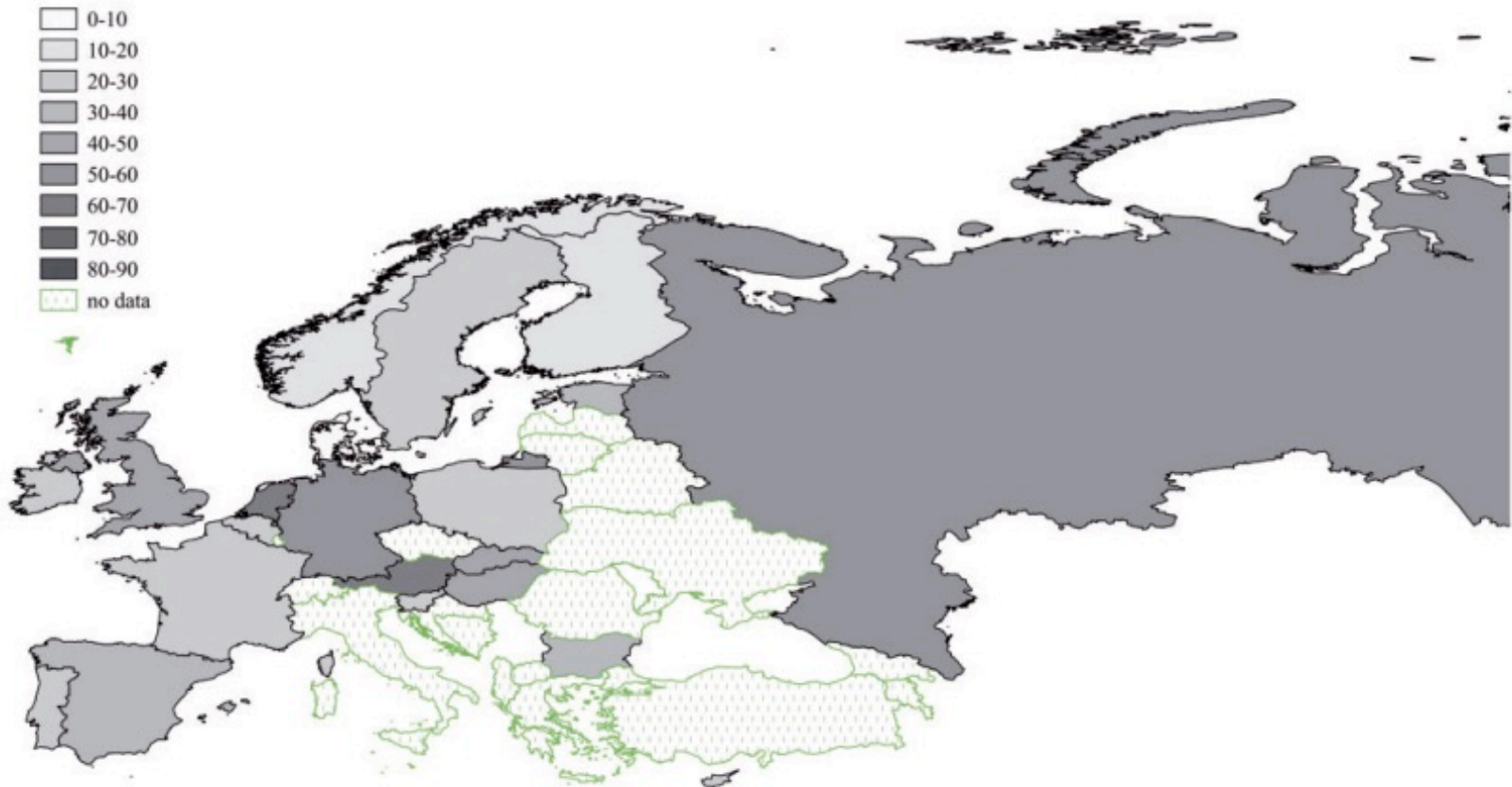


Table 3. Final multilevel models for disapproval of voluntary childlessness, for each group

Independent variables	Women about women B (S.E.)	Men about women B (S.E.)	Men about men B (S.E.)	Women about men B (S.E.)
Individual level				
Intercept	2.76 (0.07)***	2.78 (0.07)***	2.81 (0.07)***	2.94 (0.06)***
Cohort 1946–1955 vs. cohort < 1946	−0.16 (0.03)***	−0.08 (0.04)*	−0.09 (0.04)**	−0.17 (0.03)***
Cohort 1956–1965 vs. cohort < 1946	−0.28 (0.04)***	−0.17 (0.04)***	−0.18 (0.04)***	−0.26 (0.03)***
Cohort 1966–1975 vs. cohort < 1946	−0.29 (0.04)***	−0.23 (0.04)***	−0.23 (0.04)***	−0.30 (0.04)***
Cohort > 1975 vs. cohort < 1946	−0.10 (0.04)*	−0.09 (0.04)*	−0.13 (0.04)**	−0.14 (0.04)***
Country of birth: other	0.16 (0.04)***	0.10 (0.04)*	0.14 (0.04)**	0.12 (0.04)**
Single vs. married	−0.11 (0.03)**	−0.02 (0.04)	−0.06 (0.04)	−0.06 (0.03)
Divorced vs. married	−0.13 (0.03)***	−0.09 (0.04)*	−0.09 (0.04)*	−0.07 (0.03)*
Widowed vs. married	0.07 (0.03)*	−0.02 (0.06)	−0.01 (0.05)	−0.06 (0.03)
Children	0.27 (0.03)***	0.18 (0.03)***	0.24 (0.03)***	0.18 (0.03)***
Years of education	0.00 (0.00)	−0.00 (0.00)**	0.00 (0.00)	−0.01 (0.00)***
Part-time vs. no employment	−0.06 (0.03)	−0.24 (0.06)***	−0.05 (0.06)	−0.01 (0.03)*
Full-time vs. no employment	−0.04 (0.03)	−0.08 (0.03)**	−0.07 (0.03)**	−0.05 (0.02)
Catholic vs. no religion	0.08 (0.03)**	0.04 (0.03)	0.09 (0.03)**	0.14 (0.03)***
Other Christian vs. no religion	0.06 (0.03)*	0.11 (0.03)***	0.12 (0.03)***	0.10 (0.03)***
Other non-Christian vs. no religion	0.37 (0.08)***	0.54 (0.08)***	0.33 (0.08)***	0.28 (0.08)***
Religious activity	0.20 (0.03)***	0.13 (0.03)***	0.12 (0.03)***	0.10 (0.03)***
Perception of others' disapproval	0.42 (0.02)***	0.54 (0.02)***	0.57 (0.02)***	0.57 (0.02)***
Country level				
Normative climate	0.03 (0.01)***	0.02 (0.01)***	0.02 (0.01)***	0.02 (0.00)***
GDP	0.00 (0.00)	0.00 (0.00)	0.00 (0.00)	0.00 (0.00)
Gender equality GEI	−0.02 (0.01)*	−0.01 (0.01)	−0.02 (0.01)	−0.01 (0.01)
Coverage rate for children under 3	−0.01 (0.00)	−0.01 (0.00)*	0.00 (0.00)	−0.01 (0.00)
Maternity leave (length and compensation)	−0.15 (0.09)	−0.14 (0.08)	−0.17 (0.08)*	−0.22 (0.08)**

Table 4. Final multilevel models for disapproval of parents who work full-time while children are <3 years of age, for each group

Independent variables	Women about women B (S.E.)	Men about women B (S.E.)	Men about men B (S.E.)	Women about men B (S.E.)
Individual level				
Intercept	2.90 (0.06)***	2.82 (0.06)***	2.05 (0.06)***	2.12 (0.06)***
Cohort 1946–1955 vs. cohort < 1946	−0.11 (0.03)**	−0.08 (0.04)*	0.05 (0.04)	0.02 (0.03)
Cohort 1956–1965 vs. cohort < 1946	−0.16 (0.04)***	−0.19 (0.04)***	0.04 (0.04)	0.03 (0.03)
Cohort 1966–1975 vs. cohort < 1946	−0.20 (0.04)***	−0.24 (0.04)***	0.04 (0.04)	0.03 (0.03)
Cohort > 1975 vs. cohort < 1946	−0.25 (0.04)***	−0.13 (0.05)**	0.11 (0.04)**	0.02 (0.04)
Country of birth: other	0.11 (0.03)**	0.04 (0.04)	0.03 (0.04)	0.03 (0.04)
Single vs. married	−0.09 (0.03)**	−0.04 (0.04)	−0.05 (0.04)	−0.05 (0.03)
Divorced vs. married	−0.01 (0.03)	0.01 (0.04)	0.01 (0.04)	−0.01 (0.03)
Widowed vs. married	0.02 (0.03)	0.10 (0.06)	0.04 (0.05)	−0.08 (0.03)**
Children	−0.01 (0.03)	0.05 (0.03)	−0.07 (0.03)*	−0.06 (0.03)*
Years of education	0.00 (0.00)	−0.01 (0.00)***	0.00 (0.00)*	0.00 (0.00)
Part-time vs. no employment	−0.09 (0.04)**	−0.16 (0.06)**	0.05 (0.05)	−0.03 (0.03)
Full-time vs. no employment	−0.22 (0.03)***	−0.08 (0.03)**	−0.04 (0.03)	−0.08 (0.02)***
Catholic vs. no religion	0.06 (0.03)*	−0.02 (0.03)	0.04 (0.03)	−0.05 (0.03)
Other Christian vs. no religion	0.13 (0.03)***	0.05 (0.03)	−0.01 (0.03)	−0.02 (0.03)
Other non-Christian vs. no religion	0.34 (0.08)***	0.43 (0.08)***	−0.08 (0.08)	0.02 (0.07)
Religious activity	0.17 (0.03)***	0.12 (0.03)***	0.03 (0.03)	0.06 (0.02)**
Perception of others' disapproval	0.75 (0.02)***	0.82 (0.02)***	0.91 (0.04)***	0.99 (0.03)***
Country level				
Normative climate	0.02 (0.00)***	0.01 (0.00)***	0.03 (0.01)*	0.04 (0.01)**
GDP	−0.00 (0.00)*	−0.00 (0.00)*	0.00 (0.00)	0.00 (0.00)
Gender equality GEI	−0.02 (0.01)*	−0.01 (0.01)	0.00 (0.01)	0.00 (0.01)
Coverage rate for children under 3	0.01 (0.00)	0.00 (0.00)	0.00 (0.00)	0.00 (0.00)
Maternity leave (length and compensation)	−0.08 (0.07)	−0.06 (0.07)	−0.10 (0.07)	−0.15 (0.07)*

Abstract

Past research on gender role attitudes has often focused on individual- rather than country-level explanations. Drawing on European Social Survey data from 21 countries, we examine the effect of societal normative climates (i.e., shared perceptions of others' attitudes) on personal attitudes towards two non-traditional gender roles: Voluntary childlessness and working full-time while children are young. To detect potential gender differences, we analyse disapproval of men and women separately. Findings reveal that there are strong differences in normative climates across countries, and that people generally perceive more disapproval of women than of men for both behaviours. Most importantly, in countries where a higher share of respondents perceives disapproval of these behaviours, respondents themselves disapprove more strongly—even if they do not believe that others disapprove, and even after controlling for other relevant individual- and country-level characteristics. What is more, the independent effect of normative climate explains most of the differences between countries. This robust finding demonstrates the power of country-level normative climates in explaining individuals' attitudes and between-country differences in attitudes toward gender roles.

CONCLUSION

- Social representation perspective is a rich and stimulating perspective
 - That still needs an articulation of different principles of explanation: social, temporal and spatial
 - Theoretical and Methodological eclecticism (Doise, Clémence & Lorenzi-Cioldi; Apostolidis, 2006): mixed methods?

-
- SR is a wonderful perspective for interdisciplinarity or pluridisciplinarity
 - SR is an open perspective to other theories and to eclecticism of methods
 - Taken seriously, it pushes us to look for new approaches of social realities

TWO ROOTS OF SOCIAL PSYCHOLOGY (FARR, 1996)

■ The past

- Sociology
- Psychology

■ The future

- Closed or open discipline?
- Sociological and/or psychological perspective?
- Temporal and spatial dimensions

AND YOU? HOW DO YOU USE THE SOCIAL REPRESENTATIONS PERSPECTIVE?

How do you articulate the individual and the social?

How do you analyze the temporal dimension

How do you analyze the spatial dimension?



THANK YOU!

