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"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**



## ***The Filipino Diaspora in Italy: Social Representations, Transnational Media Practices and Cultural Identities***

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# Key Concepts

- **Social representations**
- **Cultural identity**
- **Transnational media**
- **Filipino diaspora**

# Research Goals

- **Conceptualize cultural identity within the theory of social representations as a socially constructed knowledge**
- **Explore the Filipino diaspora's social representations of cultural identity in relation to their transnational media practices**

# Research Questions

- **Conceptualize cultural identity within the theory of social representations as a socially constructed knowledge**
  - *How do members of the Filipino diaspora represent cultural identity?*
  - *What are the contents of the representation of cultural identity?*

# Research Questions

- **Conceptualize cultural identity within the theory of social representations as a socially constructed knowledge**
  - *How do Filipinos manage their cultural identity?*
  - *Are there differences in their social representations when they were back at home and when they are in Italy?*

# Explore the Filipino diaspora's social representations of cultural identity in relation to their transnational media practices

- *What are their transnational media practices?*
- *What is the role of transnational media in the Filipinos' social representations of cultural identity?*

## Explore the Filipino diaspora's social representations of cultural identity in relation to their transnational media practices

- *What is the difference that transnational media have made for Filipinos in Italy in their social representations of home and belongingness?*
- *Does the availability of transnational media have implications to their identity and their relation to Filipino culture?*

# Research Methodology

- Empirical
- Descriptive/Exploratory
- Qualitative



# Respondents of the Study

- Students of the Filipino School in Italy (complete enumeration)
- Current student population: **64** (projected increase to **83**)
- Grades 6-12
- Age range: 12-20 years old
- Children of Filipino migrants

# Data Collection

- **Surveys** (*all students will answer the survey using the self-administered questionnaires*)
- The survey will determine the profile of respondents
  - Socio-demographic characteristics (age, gender, grade level, length of stay)
  - Transnational media practices (access, preferences, habits, patterns)

- **Word association** - all students will perform the task to explore contents of the social representations of cultural identity
- Students will be asked to give at least 5 words that they can think of to the stimulus “**Filipino cultural identity**”

- **Individual interviews using the life history approach**
- Sixteen (\*16) students will be interviewed, with two (\*2) students representing each grade level
- Students will be selected using simple random sampling
- *\*Number of respondents may change depending on actual enrollment figures*

- **Life history approach** - will be employed in order to dig deeper into the details of everyday media use and its relationship to social representations, questions of subjectivity, production of meaning, and personal experience.

# Data Analysis

- **Descriptive statistics** – frequency counts and percentages will be used to analyze the respondents' socio-demographic profiles and media practices.
- **Correspondence analysis** – will be used to interpret answers to the word association task.

# Data Analysis

- **Thematic analysis** – from the interview transcripts, common themes will be:
  - Identified
  - Coded
  - Classified
  - Analyzed

# Ethical Considerations

- Seeking informed consent – from the students, their parents and the school
- Maintaining confidentiality
- Earning trust



- **Postscript:** I will be participating in a PhD course on “*Transnational Television Changing Conditions and research challenges: Production, Creativity, Distribution, and Reception*” in Aarhus University, Aarhus, Denmark on May 14-17.

**Daghang Salamat! 😊**  
**(Thank you very much!)**