MARIE CURIE ACTIONS

10th International LAB Meeting - Winter Session 2008

European Ph.D. on
Social Representations and Communication
At the Multimedia LAB & Research Center, Rome-Italy

Social Representations in Action and Construction
in Media and Society

"Developing Meta-Theoretical Approach to
Social Representations Literature:
the contribution of Italian Scholars belonging to
the International So.Re.Com THEmatic NETwork"

From 26th January - 3rd February 2008
http://www.europhd.eu/html/_onda02/07/12.00.00.00.shtml

Key Lectures

European Ph.D

on Social Representations and Communication

International Lab Meeting Series 2005-2008

www.europhd.psi.uniroma1.it
www.europhd.net
www.europhd.it

10th European Phh.D. on Social Representations and Communication

International Lab Meeting

31st January 2008

The Integrated/Distinctive Approach to Social Representations:

?

perspective on the theory based on the Epistemic Comparison of Multi-paradigmatic and Multi-Methodological Approaches

annamaria silvana de rosa

www.europhd.psi.uniroma1.it

www.europhd.net

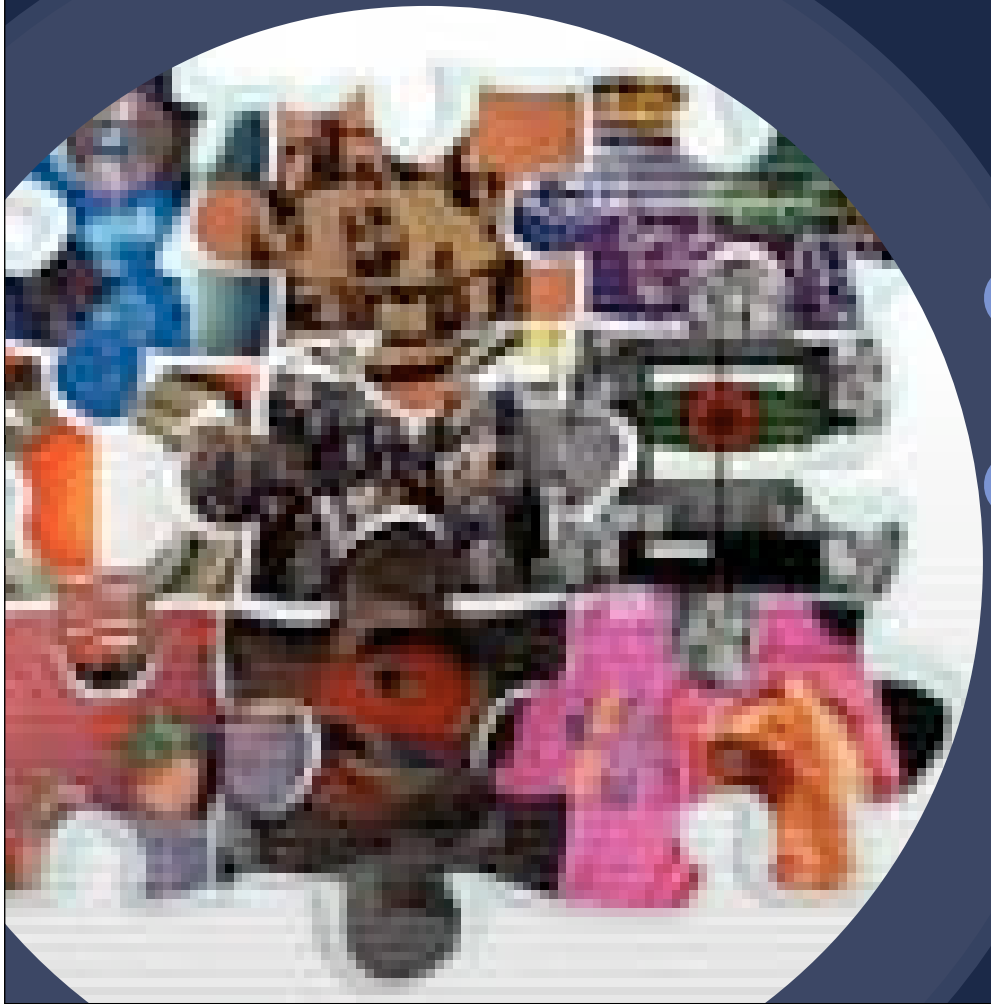
www.europhd.it

What makes the difference? Why does it matter?

Notes inspired by a reflexive view of the Social Representations Theory

- **1. Recurring questions: What makes the difference? *Why does it matter?***
- **2. Different answers to the same questions.**
- **3. The unifying mission/value of the Social Representation Theory**
- **3. My scientific journey to the Social Representation Theory: "self-reflexive" notes on the field .**
- **4. My institutional contribution to the development of the Social Representation Theory:**
  - **the creation of the European Ph.D. program**
  - **the creation of the So.Re.Com.THEmatic NETwork of excellence**

What makes the difference? Why does it matter?

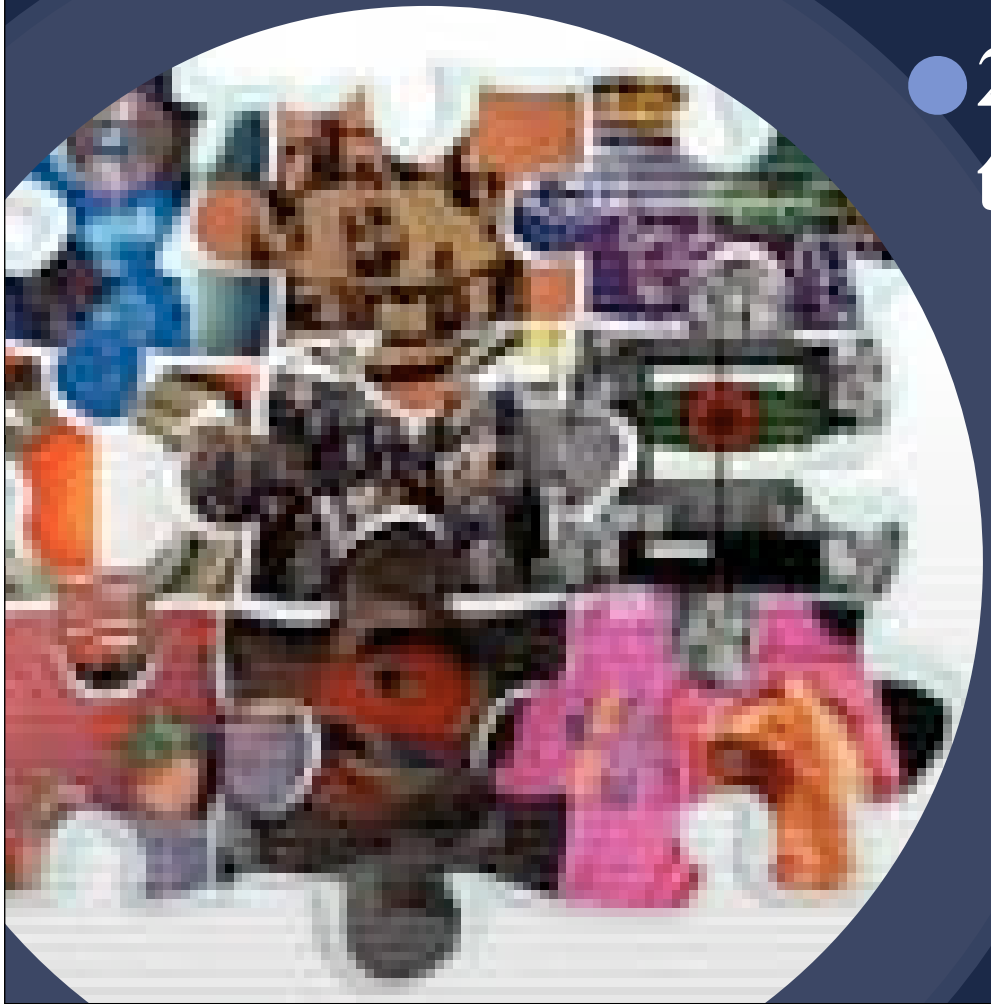


FIRST POINT:

1. A recurring question

- *What makes the diffe*
- *Why does it matter?*

What makes the difference? Why does it matter?

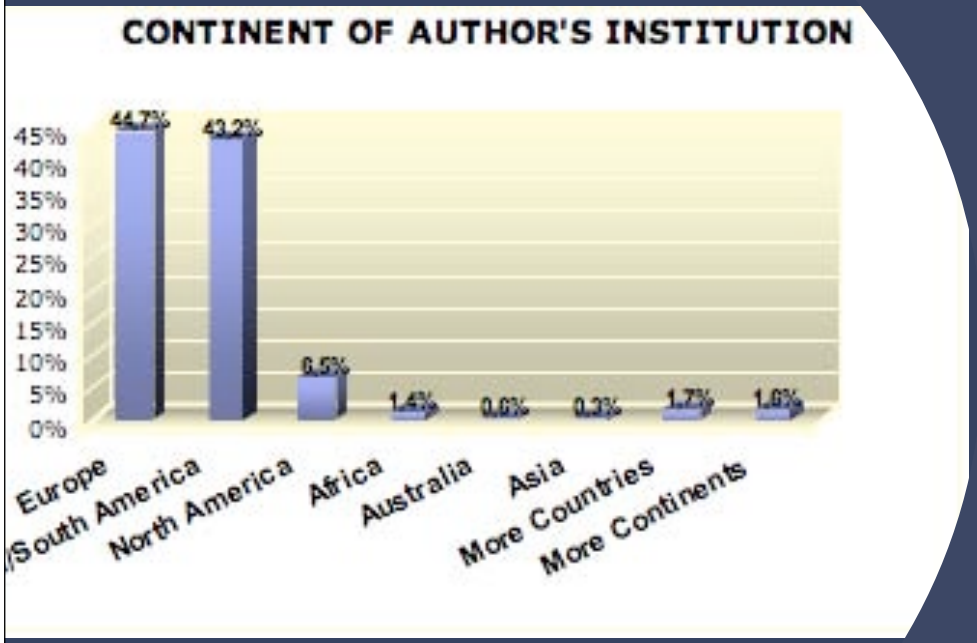


SECOND POINT:

- **2. Different answers to the same question.**

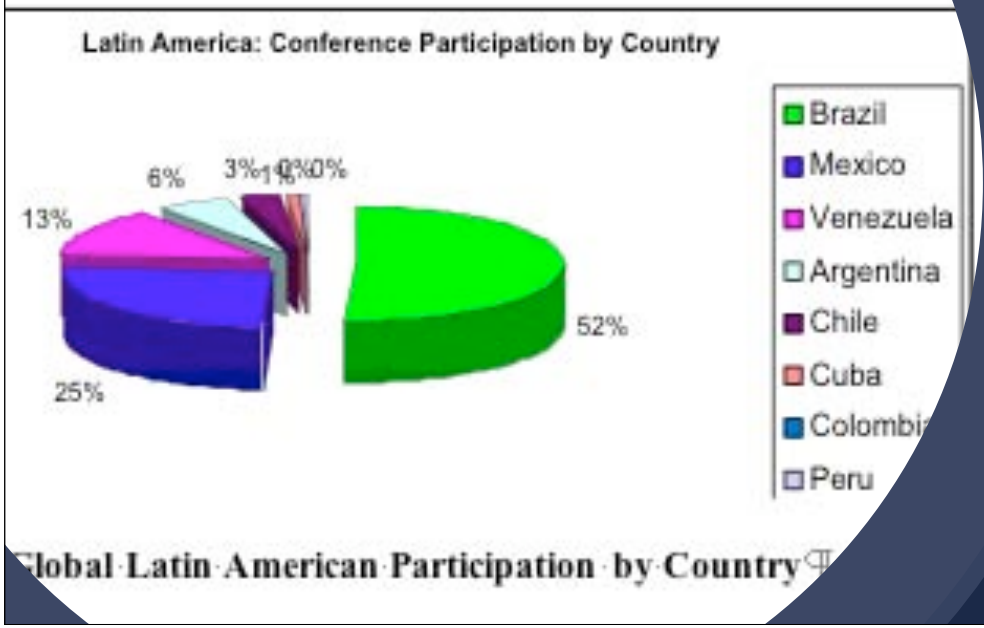
From the meta-theoretical analysis of the whole corpus on Social Re

- The diffusion of the Social Representations Theory over the world



From the meta-theoretical analysis of the whole corpus on Social Representations (de Rosa, 1984-2005)

Graph 10 Global North American Participation by Country



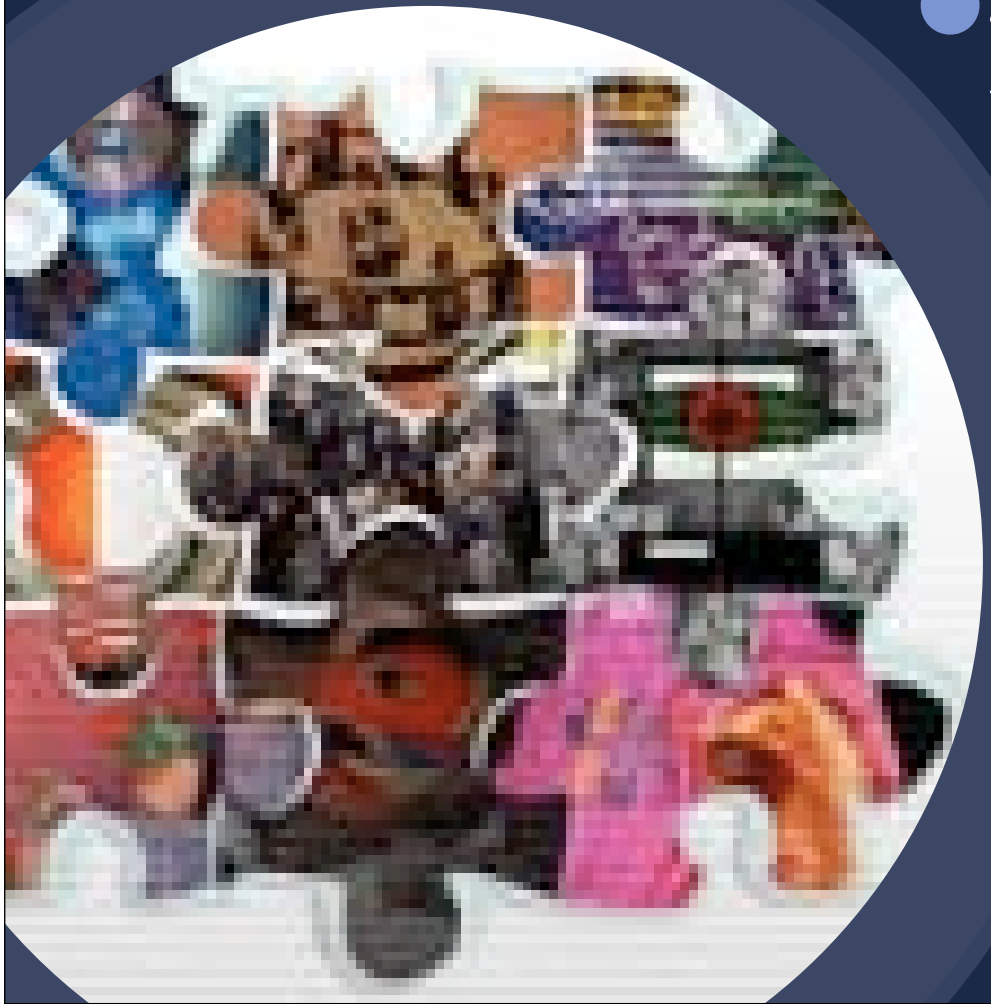
Global Latin American Participation by Country

- The diffusion of the Social Representations Theory over the world:
  the participation in S.R. conferences from the other side of the Atlantic - the North and Latino American countries.

What makes the difference? Why does it matter?

THIRD POINT:

- 3. The unifying missi
the Social Representati

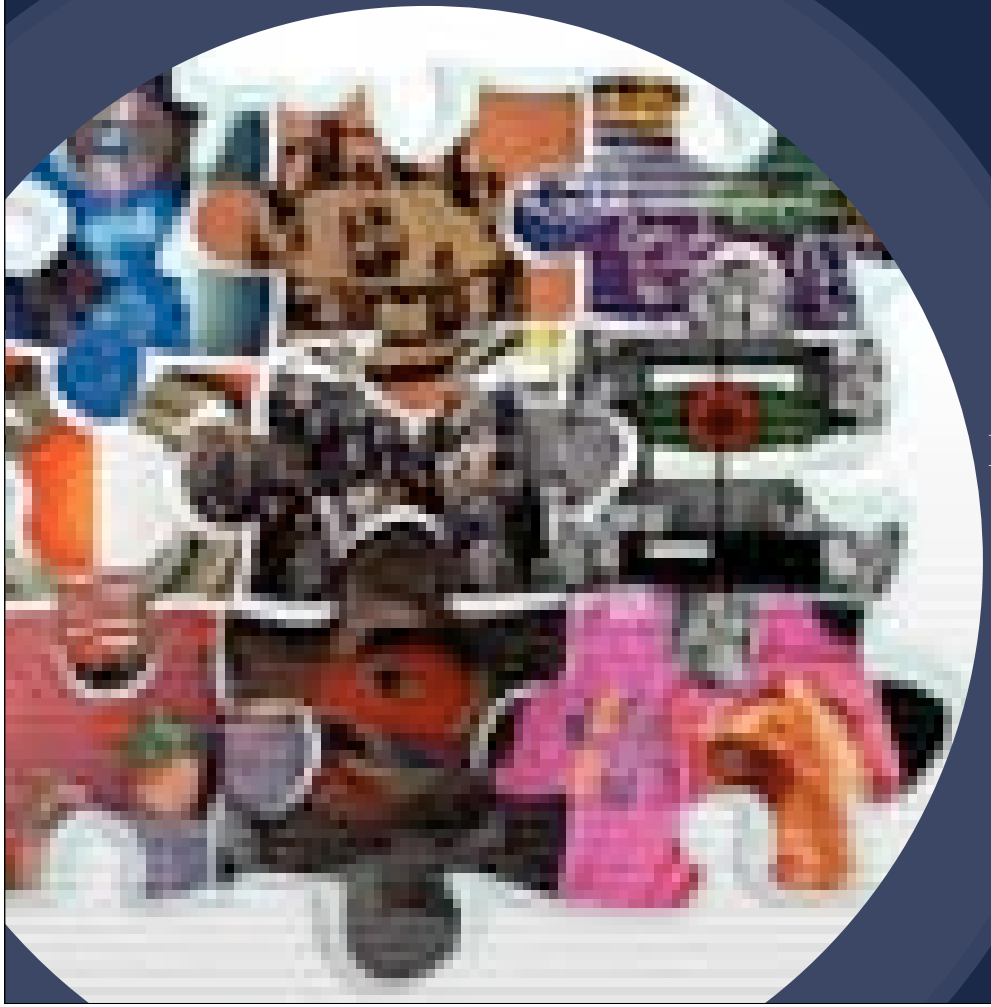


What makes the difference? Why does it matter?

FOURTH POINT:

- My journey to the Social Representation Theory: "self-reflexive" notes on the field .

My journey to the Social Representation Theory: "self-reflexive" notes on the field .



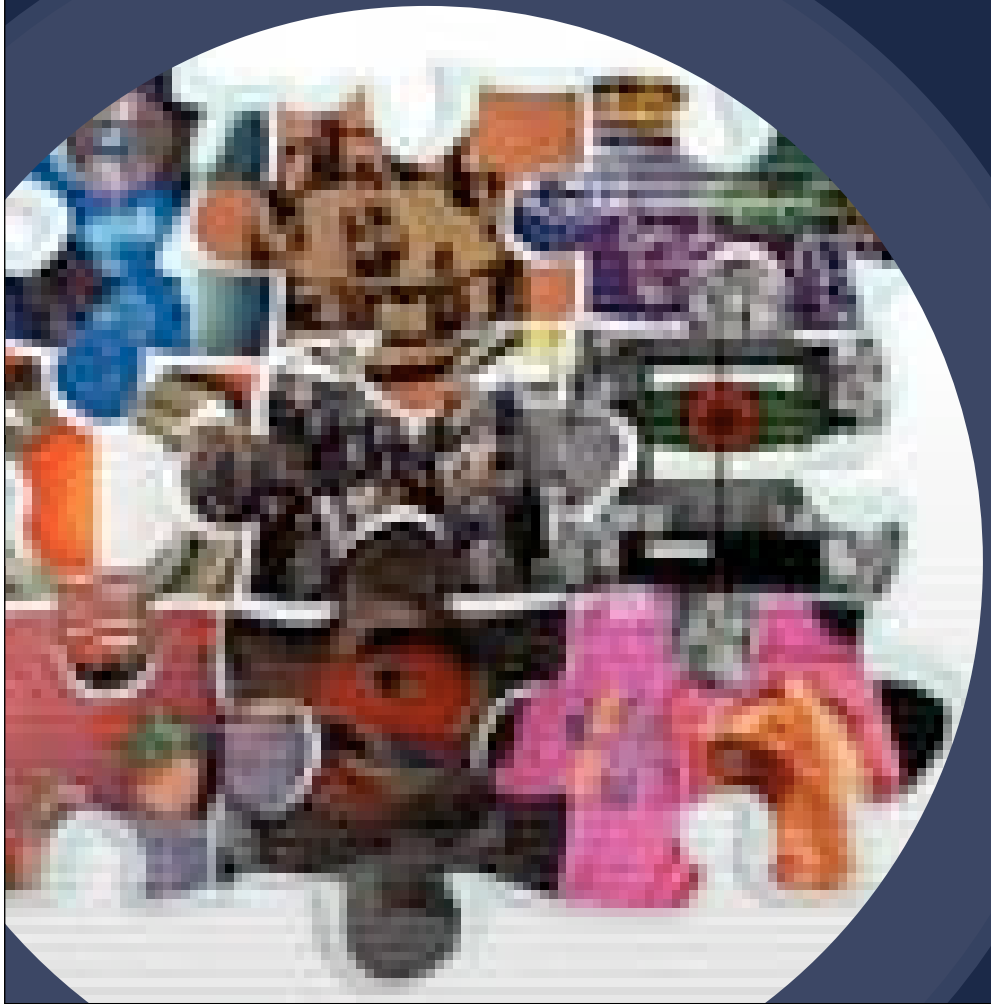
RELATION with other CONSTRUCTS:

- Images and collective imagery
- Attitudes and opinions
- Communication

RELATION with other THEORIES:

- Social cognition
- Social memory and in particular the Flashbulb-memory research tradition.
- Discursive Psychology

My journey to the Social Representation Theory: "self-reflexive" notes on the field .



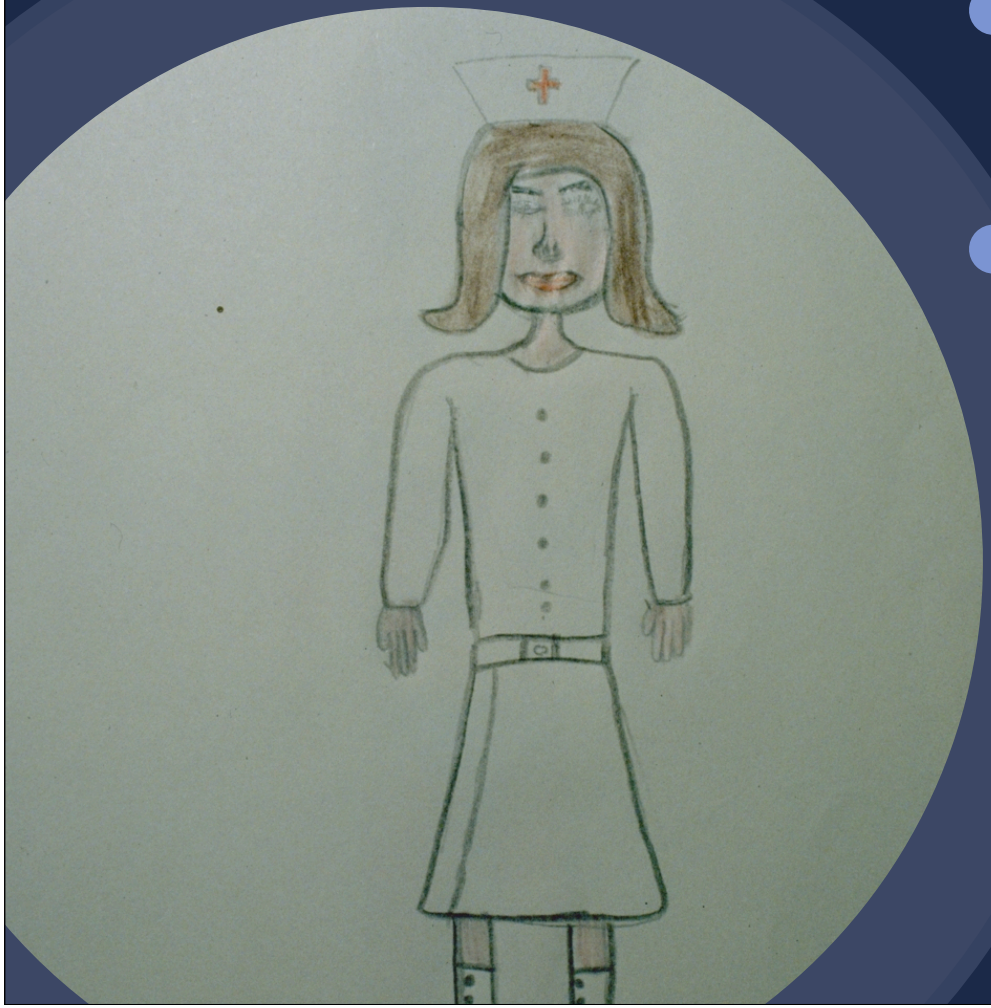
RELATION with other CONSTRUCTS:

- **Images, Collective imagery and Social Representations**

Image, Imagery, Collective Imagery and Social Representations

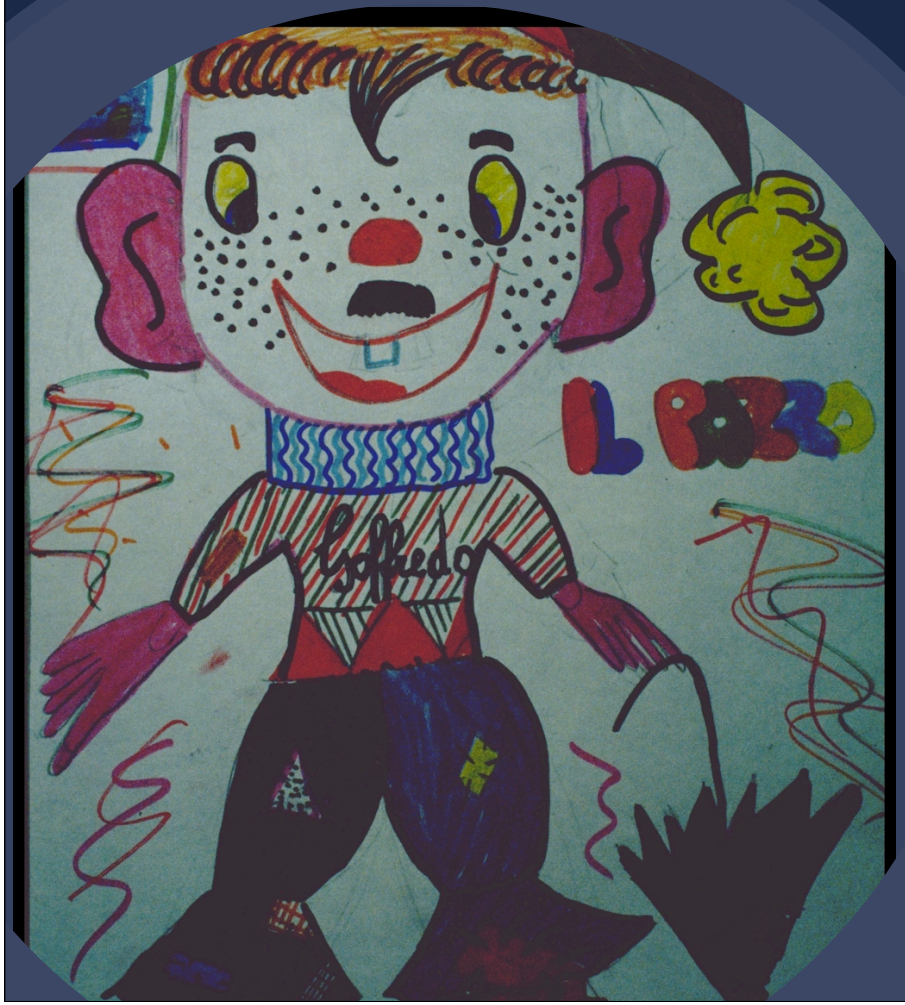
- *Stereotypical representation* of person
- a gentleman walking with ne umbrella

Image, Imagery, Collective Imagery and Social Representations



- *Stereotypical representation* of person
- a woman in a professional ro

Image, Imagery, Collective Imagery and Social Representations

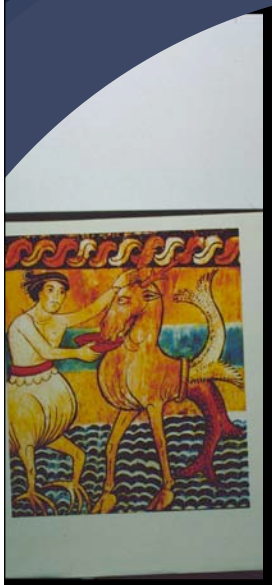


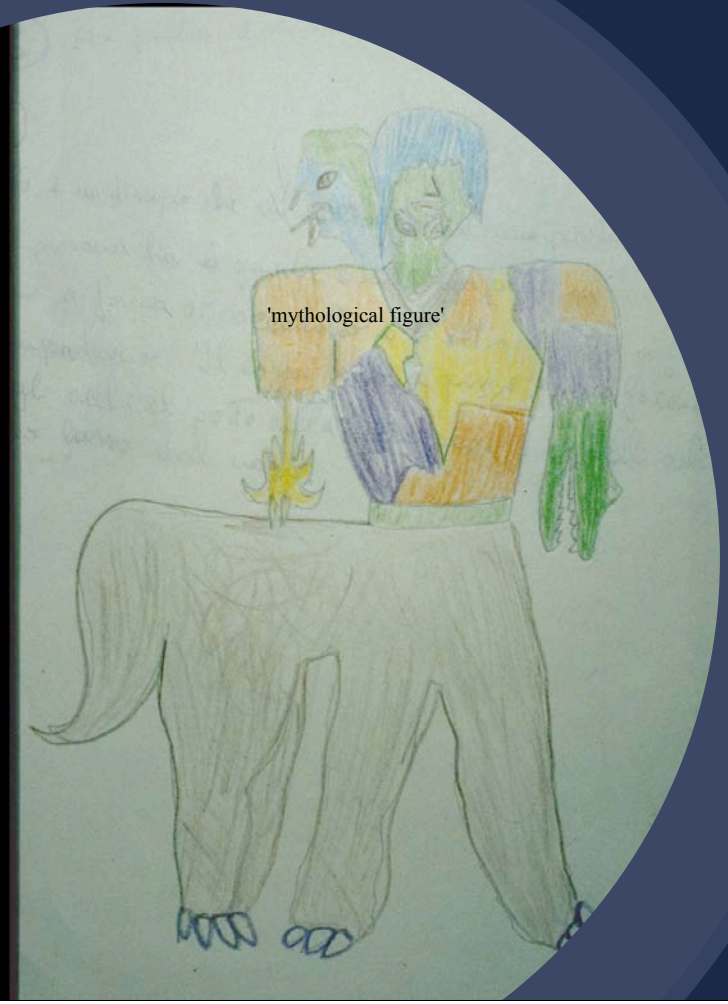
- *Magical-fantastic types of re*
  mad person
- **as a clown**

Image, Imagery, Collective Imagery and Social Representations

- *Magical-fantastic types of re*
  mad person
- **as a devil**

Image, Imagery, Collective Imagery and Social Representations





- *Magical-fantastic types of*
  mad person
- **as a 'mythological figure'**

Image, Imagery, Collective Imagery and Social Representations

- *Magical-fantastic types of re*
  mad person
- **as a 'mythological figure' :**
  a “dragon”
  a flying “snake”

Image, Imagery, Collective Imagery and Social Representations

- *Magical-fantastic types of repre*
  mad person
- **as a 'mythological figure' :**
  an “androgynous” half-n
  hybrid

Image, Imagery, Collective Imagery and Social Representations

- *Magical-fantastic types of repres*
  mad person

- **as a 'mythological figure' : th**
  figures half-
  animal hybrids' (a cock-man, cock-women)

Image, Imagery, Collective Imagery and Social Representations

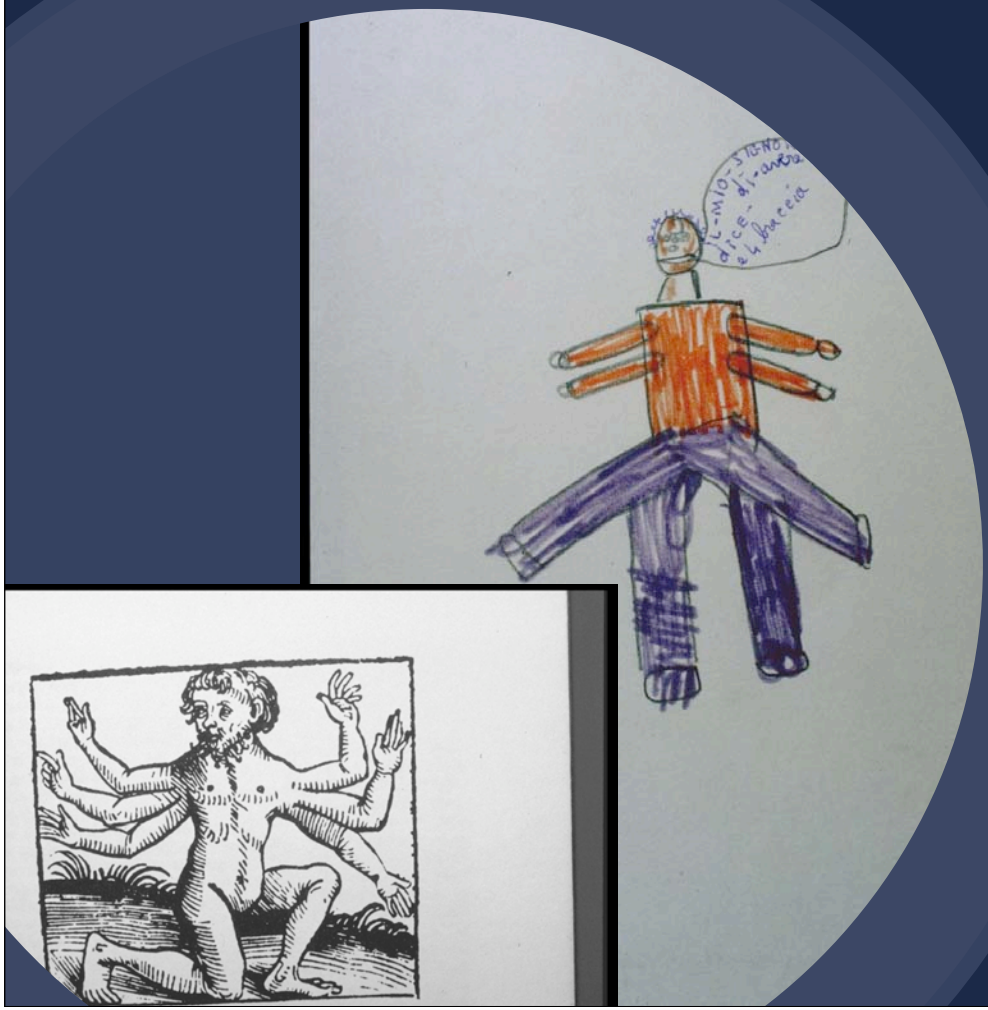
- *Magical-fantastic types of re*
  mad person
- **as a 'mythological figure' :**
  figures
  animal hybrids' (a monkey-

Image, Imagery, Collective Imagery and Social Representations

- *Magical-fantastic types of rep*
  mad person

- **as a 'mythological figure' :**
  'dismorphous' and 'polymo
  with parasitic elements, mul
  heads, or, vice versa, with a
  arms

Image, Imagery, Collective Imagery and Social Representations



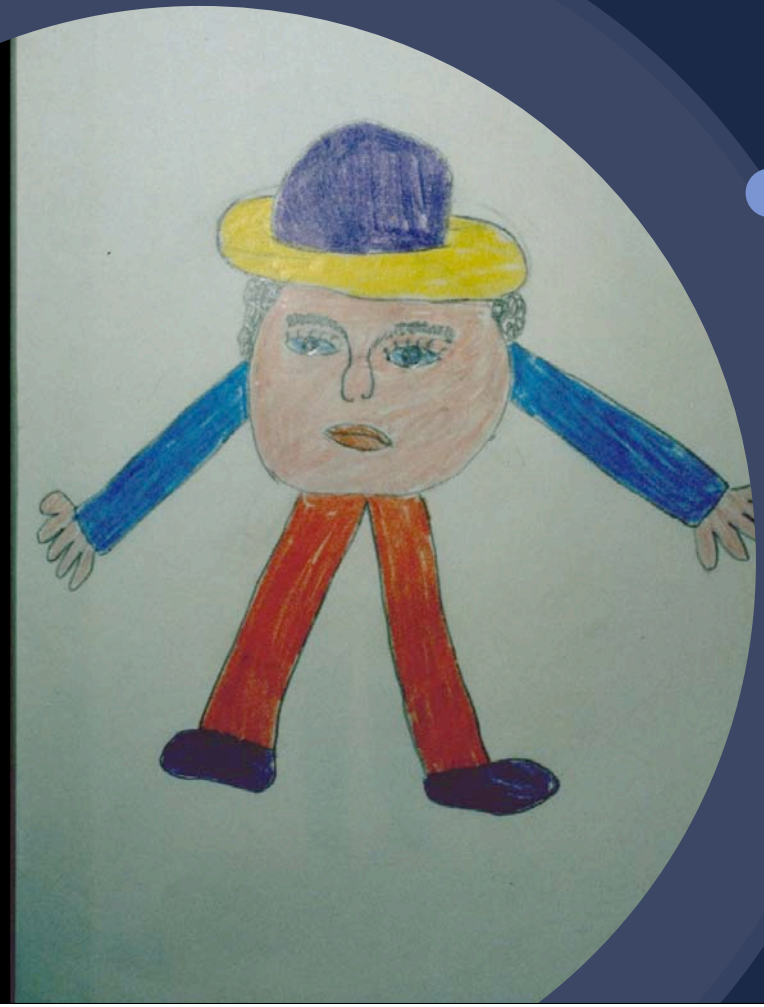
- *Magical-fantastic types of re*
  mad person
- **as a 'mythological figure' :**
  figures with parasitic eleme
  and legs

Image, Imagery, Collective Imagery and Social Representations

- *Magical-fantastic types of repr*
  mad person

- **as a 'mythological figure' :**
  and "dismorphous
  asymmetric elements (arms, f

Image, Imagery, Collective Imagery and Social Representations

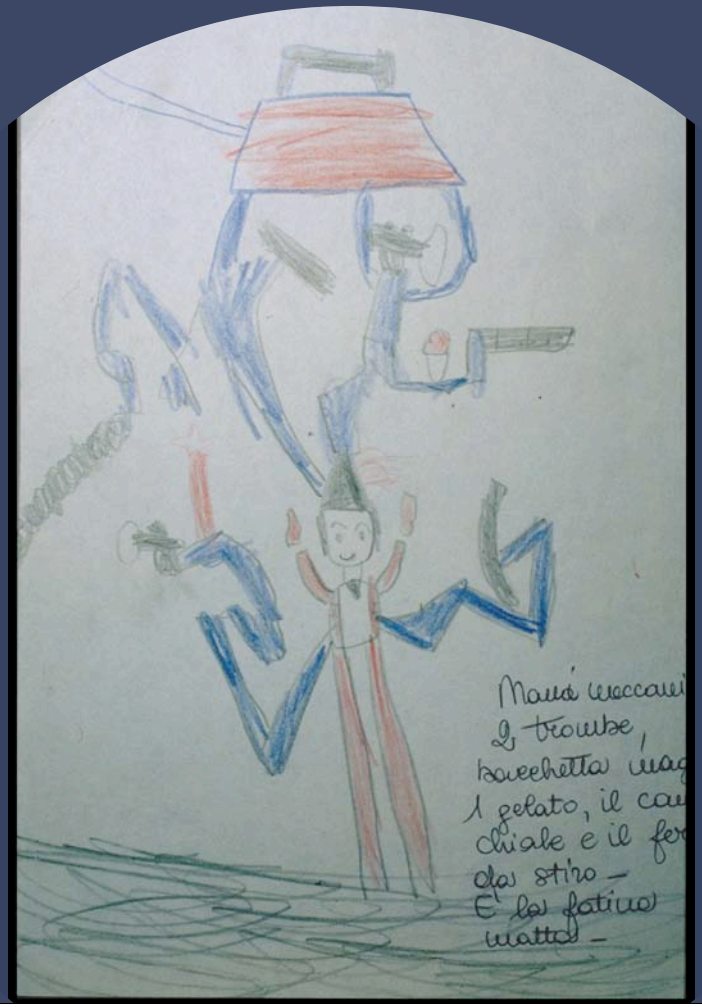


- *Magical-fantastic types of repr*
  mad person
- **as a "dismorphous' figure w**
  big head

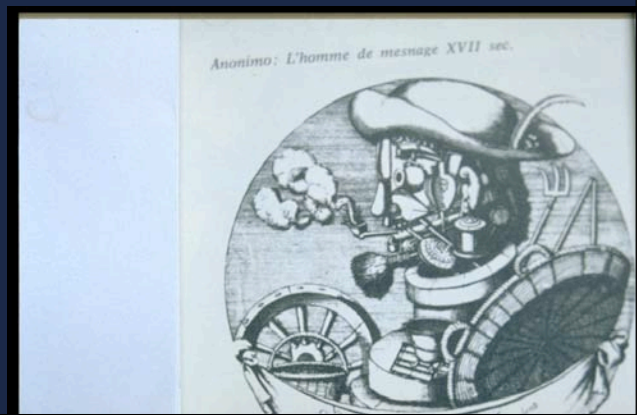
Image, Imagery, Collective Imagery and Social Representations

- *Magical-fantastic types of re*
  mad person
- **as monstrous image:** **f**

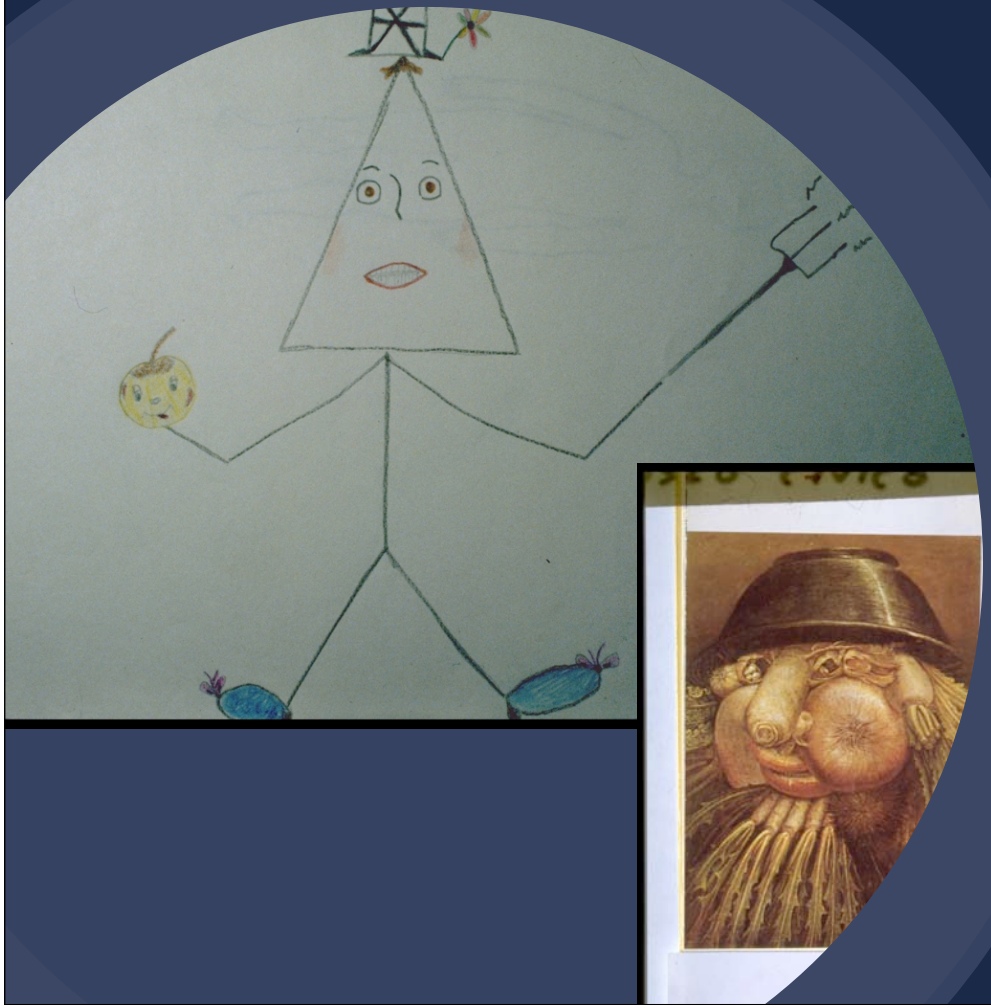
Image, Imagery, Collective Imagery and Social Representations



- *Magical-fantastic types of rep*
  mad person
- **as mechanical and robotic fig**



Image, Imagery, Collective Imagery and Social Representations



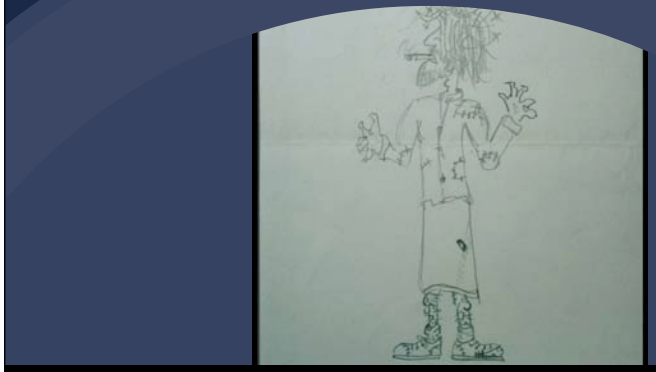
- *Magical-fantastic types of re*
  mad person
- **as a figure with a mixture o**
  vegetable elements

Image, Imagery, Collective Imagery and Social Representations

- *Representations* of the mad p
  "deviant":

- *criminal* view (e.g. drawings showing
  'murderer', someone who decapitates
  throws stones, a terrorist with a boml

Image, Imagery, Collective Imagery and Social Representations



- ***Representations*** **of the m "deviant":**
- ***as a marginalised figure.*** **F**
- ***a drunkard***
- ***a drug addict***

Image, Imagery, Collective Imagery and Social Representations

- *Representations* of the m
  "deviant":
- *as a marginalised figure.* Fo
- a freak
- a tranvestite

Image, Imagery, Collective Imagery and Social Representations

- *Representations* of the mad
  "deviant":
- *criminal* view: a person to be institut

Image, Imagery, Collective Imagery and Social Representations

- *Representations* of the mad p
  "deviant":
- as an *individual with incongruous beha*
- walking in the sunshine with his umbr

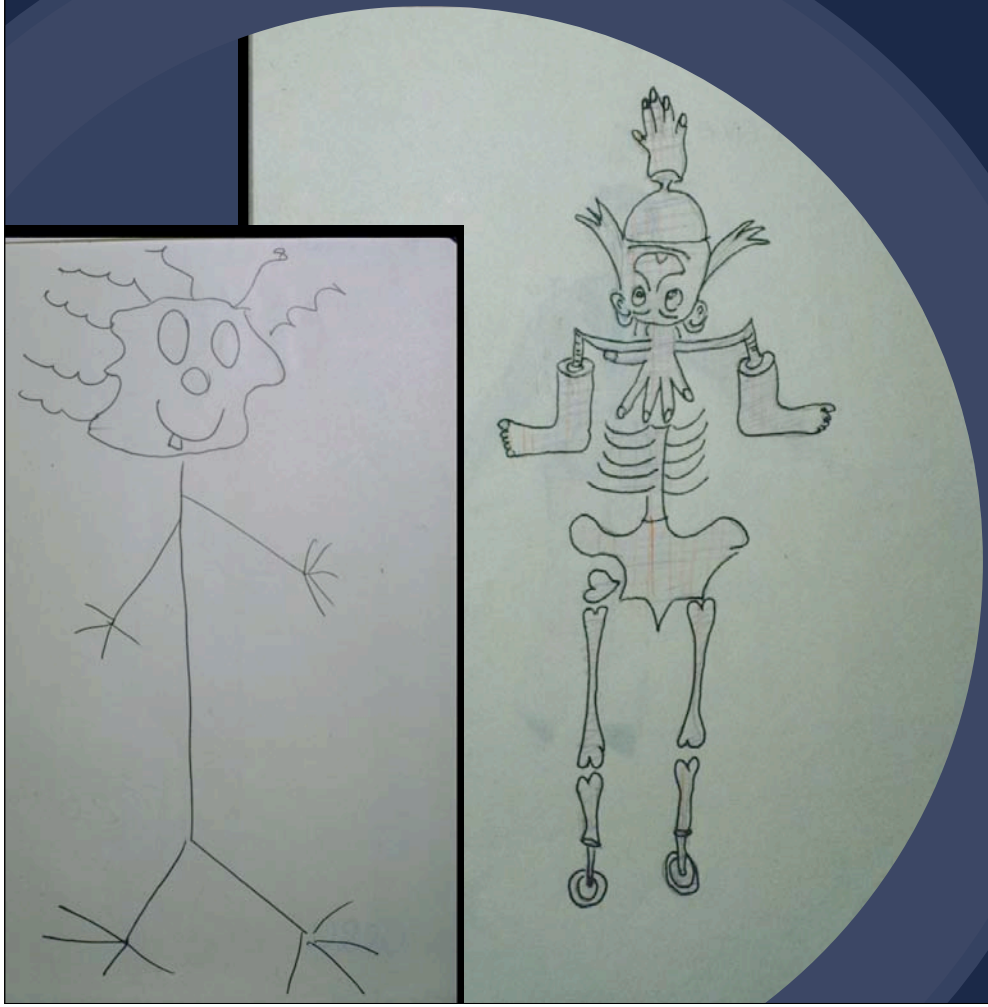
Image, Imagery, Collective Imagery and Social Representations

- *Representations* of the mad
  "deviant":
- as an *individual with incongruous b*
- taking his clothes off in the road in

Image, Imagery, Collective Imagery and Social Representations

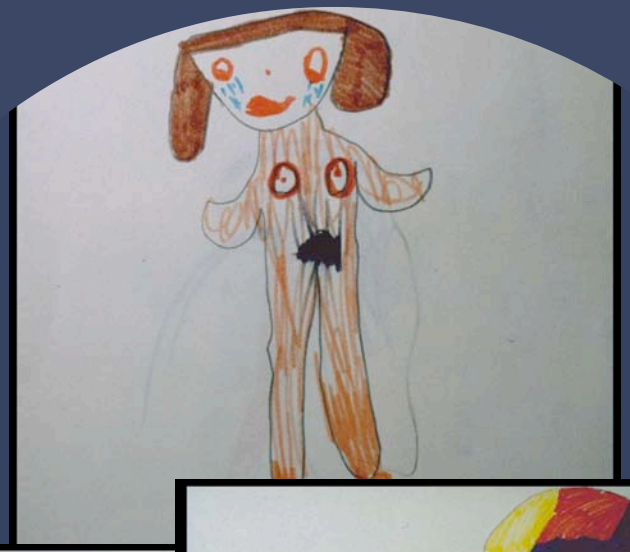
- *Medical representations* of the m
- an individual to be institutionalised i

Image, Imagery, Collective Imagery and Social Representations



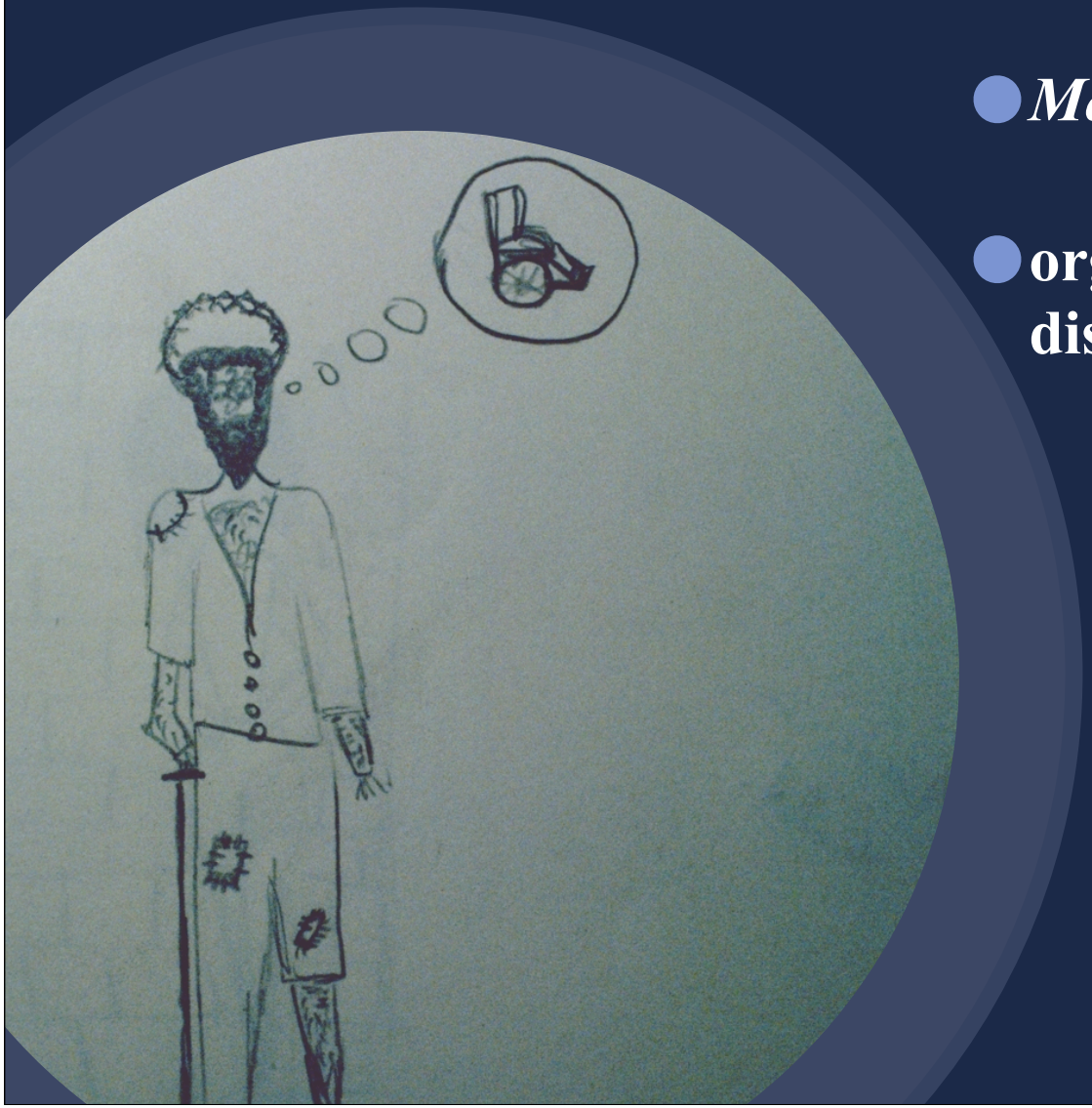
- *Medical representations* of t
- organic: a regressed figure with visible structure or as skeletons

Image, Imagery, Collective Imagery and Social Representations



- *Medical representations* of t
- organic: a
  visible organs
  focus on brain damage

Image, Imagery, Collective Imagery and Social Representations



- *Medical representations* of th
- organic: as
  disabled person in a wheelch

Image, Imagery, Collective Imagery and Social Representations

- *Medical representations* of
- *psychic:*
  intellectually 'incongruous behavio
  delirium and hallucination'. For ex
- a megalomaniac who thinks he is

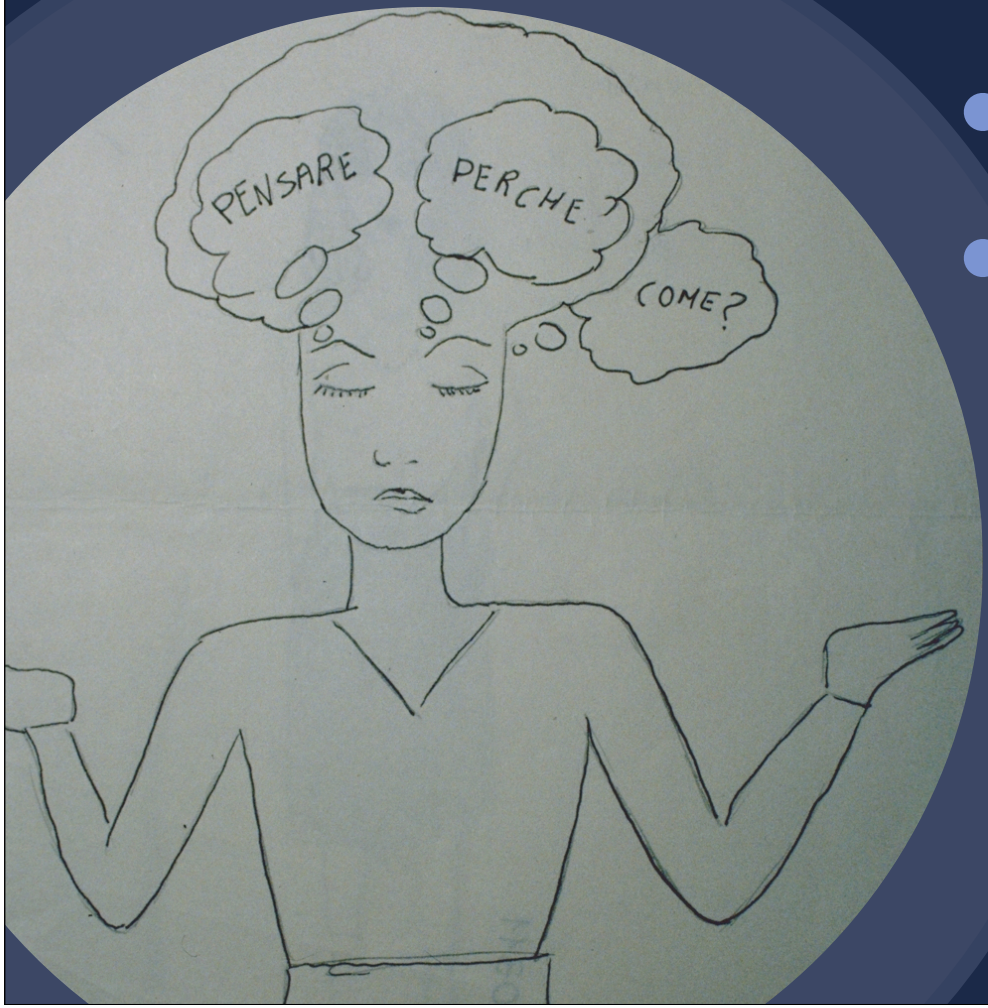
Image, Imagery, Collective Imagery and Social Representations

- *Medical representations* of t
- *psychic:* a
  intellectually 'incongruous behaviou
  delirium and hallucination'. For exa
- someone who thinks he is in the hou
  garden

Image, Imagery, Collective Imagery and Social Representations

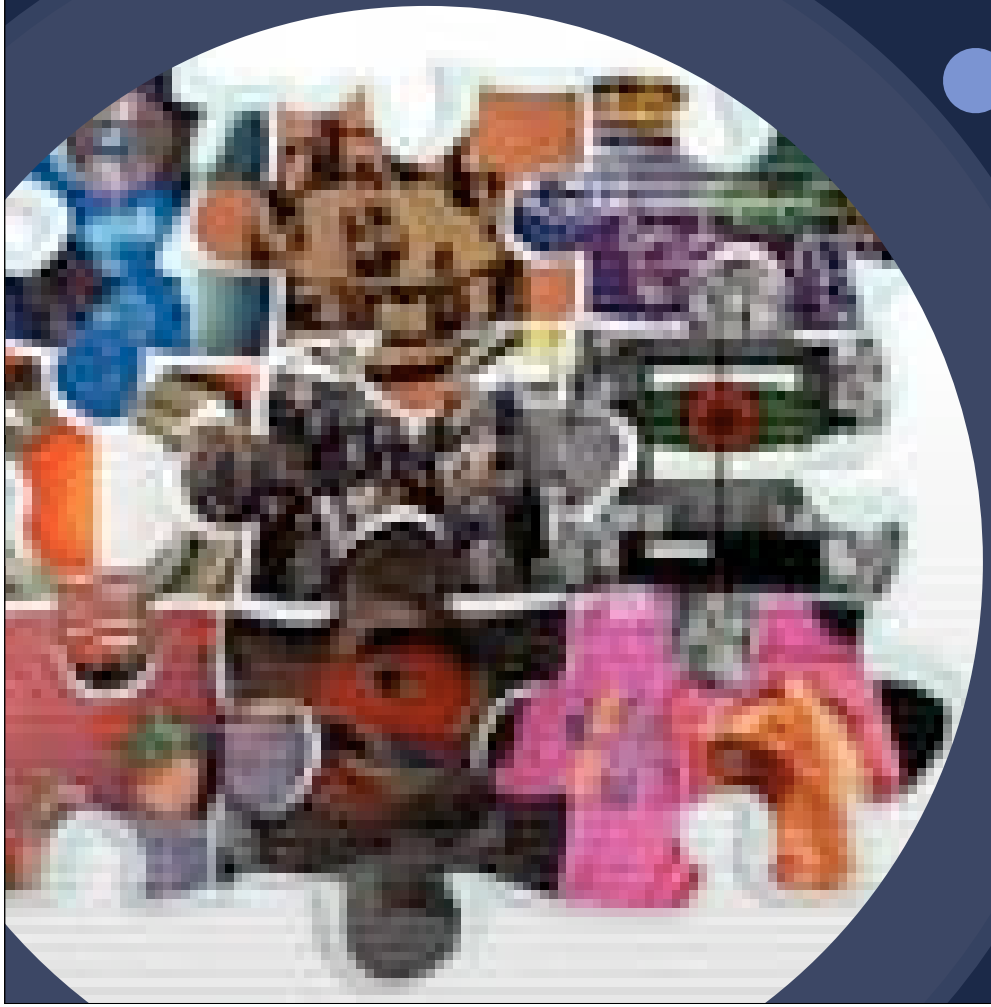
- *Medical representations* of the
- *psychic:*
- a 'depressed' person with self-destructi himself on the head with a hammer

Image, Imagery, Collective Imagery and Social Representations



- *Medical representations* of the
- *psychic:*
- a neurotic, difficult individual continu
  own problems

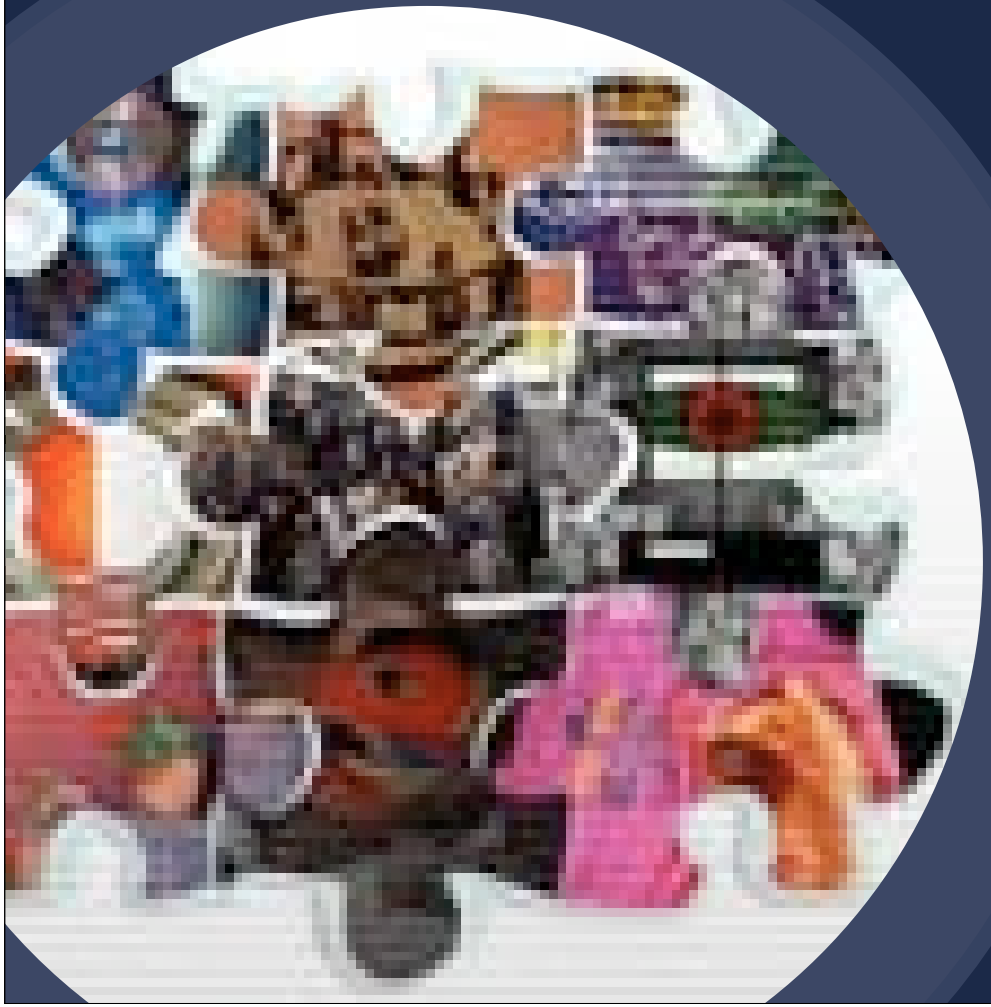
My journey to the Social Representation Theory: "self-reflexive" notes on the field .



RELATION with other CONSTRUCTS:

- **Social Representation**
  ATTITUDES

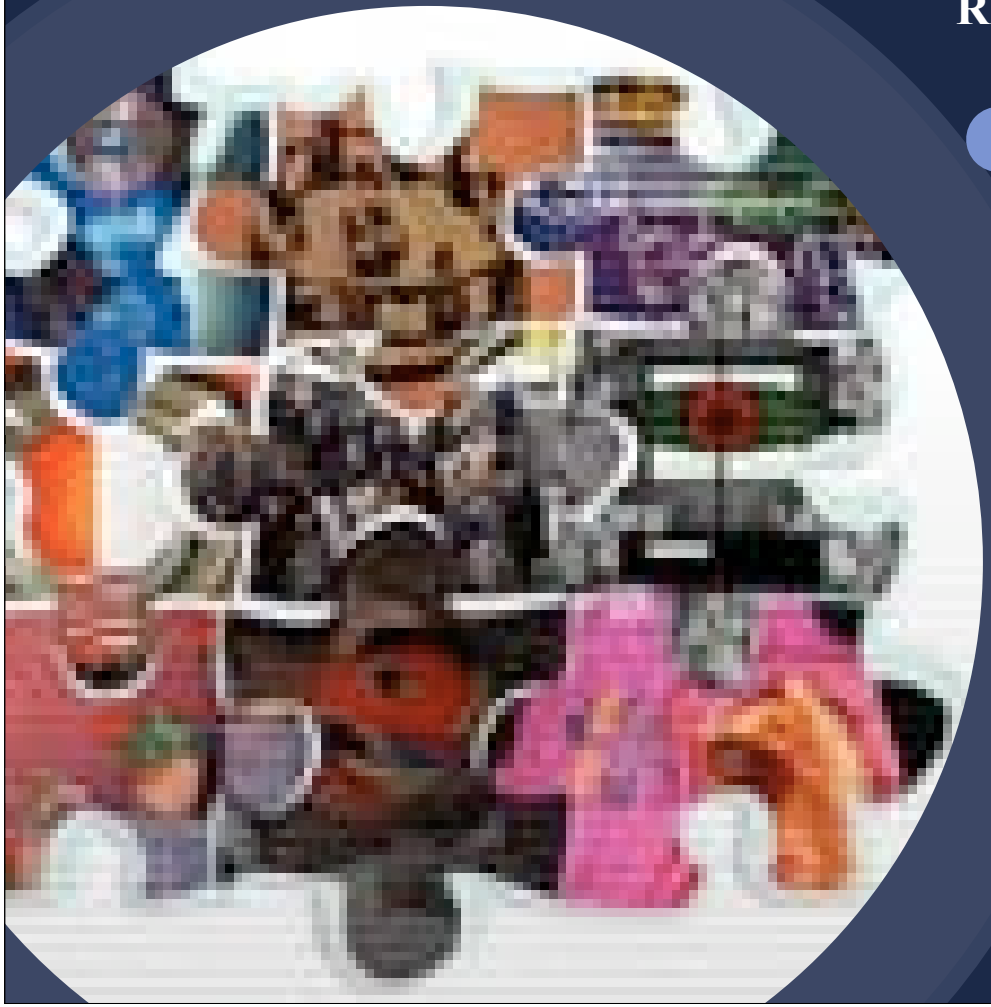
My journey to the Social Representation Theory: "self-reflexive" notes on the field .



RELATION with other PARADIGMS:

- **Social Representation an SOCIAL COGNITION**

My journey to the Social Representation Theory: "self-reflexive" notes on the field .

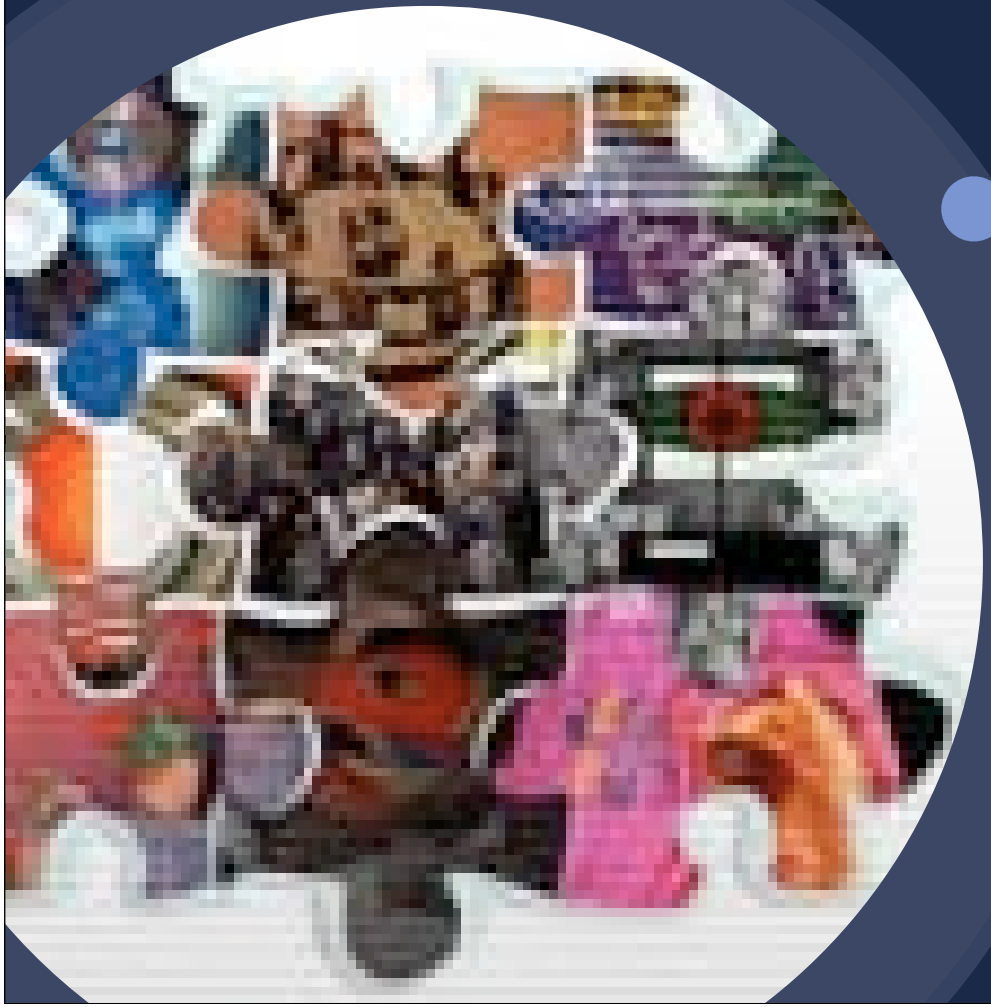


RELATION with other PARADIGMS:

Social Representations and Communication

My journey to the Social Representation Theory: "self-reflexive" notes on the field .

RELATION with other PARADIGMS:



- **Social Representati**
- **Flash-bulb memory**

A multi-dimensional conceptual network Images, Emotions, Social Representations in the construction of the Social Memory mediated by the mass communicative system

Images

• displayed/selected

• evoked

Representational fields of Cultural Objects

Media and Communicative Systems

Identification and Proximity with the Cultural Objects

S.R.

Social Memory

• Mass Flashbulb Memory

• Double Temporal perspective: *(Then-Now)*

•*Time series data collection*

Attitudes Structure

Emotions

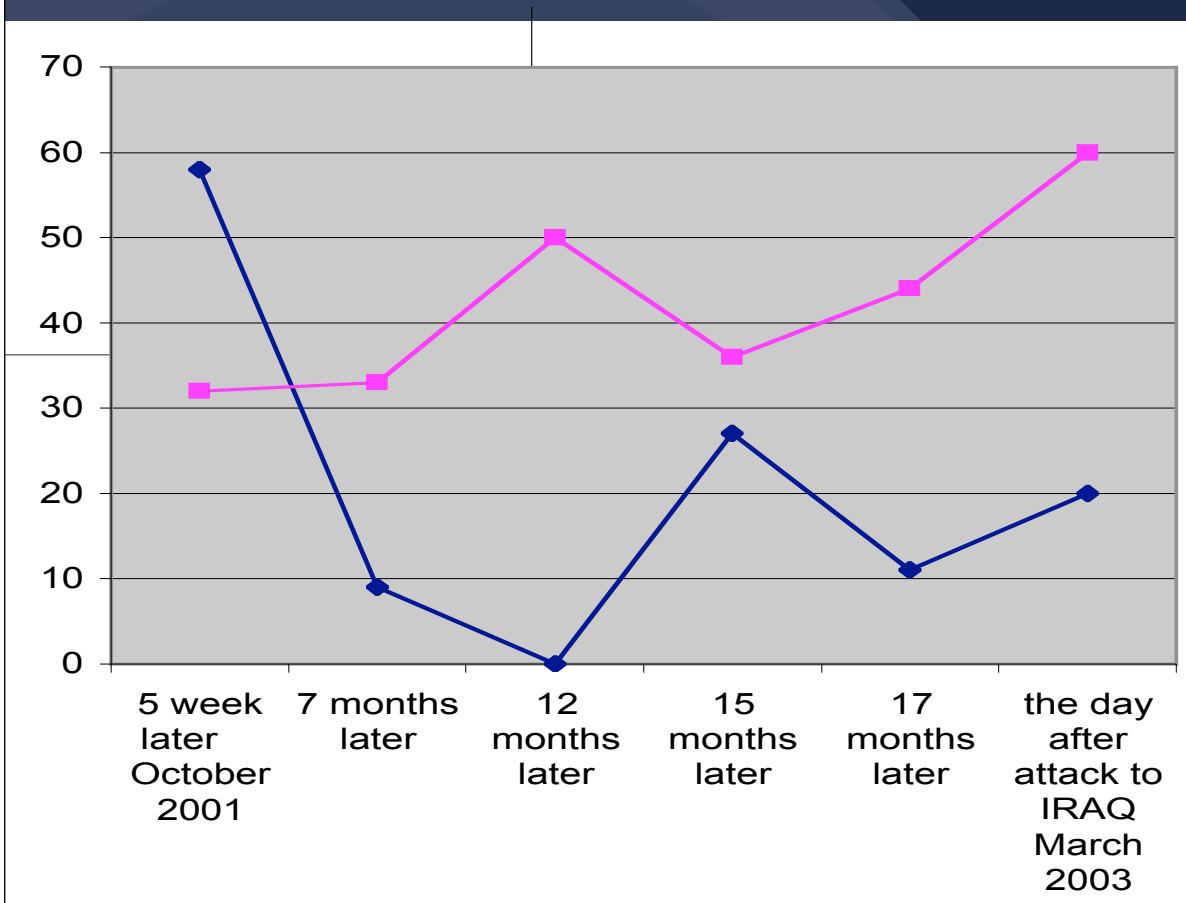
• individually evoked

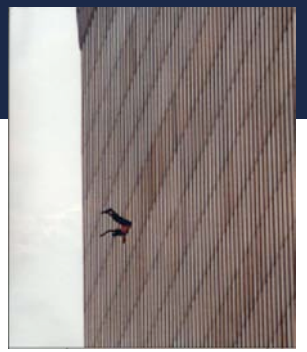
• socially negotiated

Risk Perception in an individual and a collective perspective

Perceived control-skills on individua and collective events

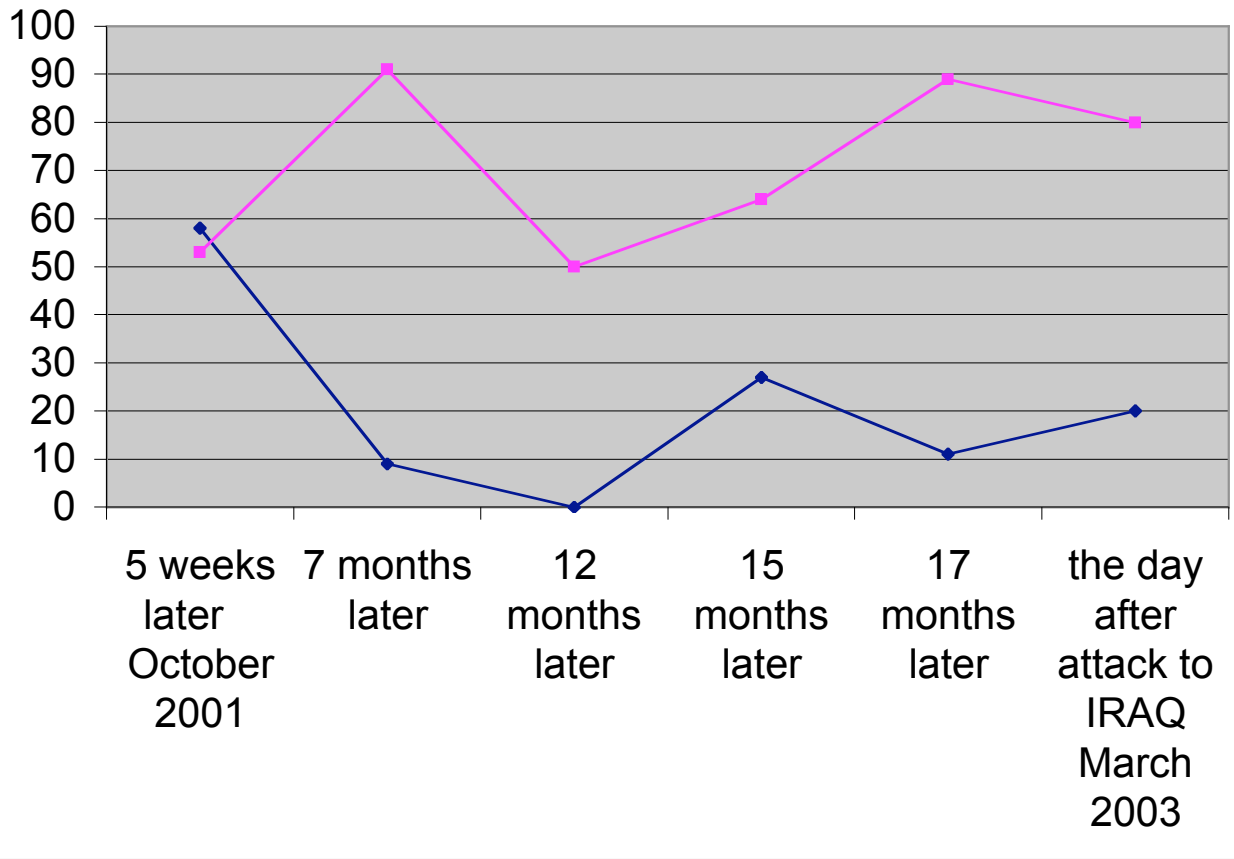
TREND RELATED TO THE TWO MOST CHOSEN IMAGES BY 37 FOCUS-GROUPS OVER THE TIME SERIES OCTOBER 2001-MARCH 2003: ATTACK AND JUMPING



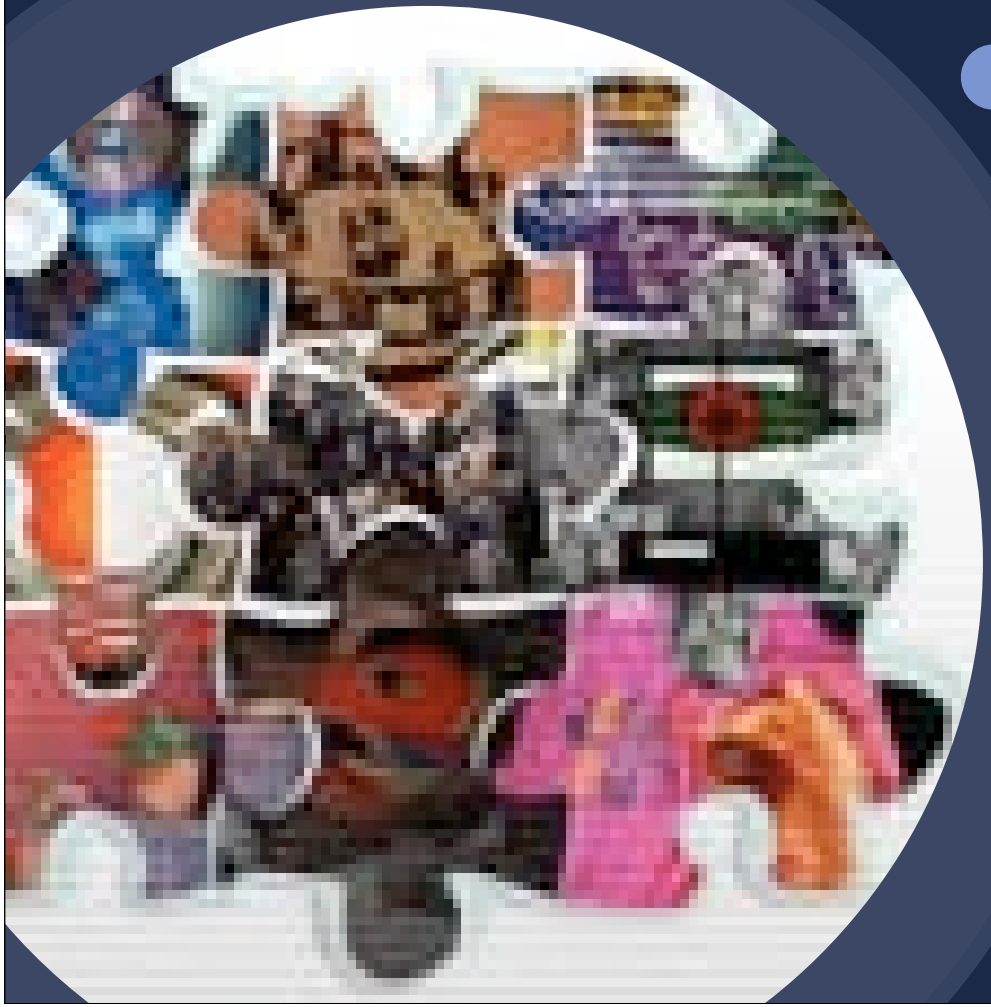


ATTACK
JUMPING

TREND RELATED TO THE TWO MOST CHOSEN IMAGES BY 37 FOCUS GROUPS OVER THE TIME SERIES OCTOBER 2001- MARCH 2003 : ATTACK and WOMAN IN RED



My journey to the Social Representation Theory: "self-reflexive" notes on the field .



RELATION with other THEORIES:

- Social Representations and Discursive Psychology

My institutional contribution to the Social Representation Theory.

http://www.europhd.eu

- The creation of the European Ph.D. on Social Representations and Communication

My institutional contribution to the Social Representation Theory.

- The creation of the So.Re.Com. THEmatic NETwork of excellence

- http://www.europhd.eu/SoReComTHEmaticNETwork

- the organisation of the 8th International Conference on Social Representations held in Rome in 2006
- the organisation of 14 Editions of the International Summer School of the European Ph.D. on S.R. & C. and 12 Editions of the International Lab Meetings