



11th International LAB Meeting - Spring 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

"Identity and Social Representations:
Cultural and Mythical Dimensions"

From 26th April - 4th May 2008

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Key Lectures

European Ph.D

on Social Representations and Communication

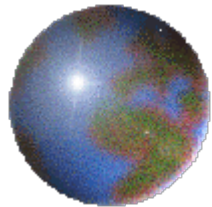
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Investigating Social Representations and Identities:

*from an Inclusive Hierarchical Model to a
Multidimensional Integrated Model*



de Rosa, A.S.,

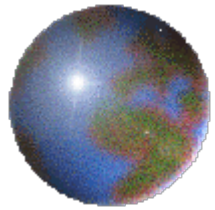
in cooperation with d'Ambrosio, M., Bordini, I.

**European Ph.D. on S.R. & C., University of Rome
« La Sapienza »**

11th International Lab Meeting

"Identity and Social Representations: Cultural and Mythical Dimensions

Rome - 29th April 2008



European Union:
a changing reality and
a dynamic object of social
representations and
multi-dimensional identity

1950	May 9th, Robert Schuman, the French foreign affairs minister, puts forwards a new idea for enduring peace with Germany. As coal and steel had been the main causes of fights between the two countries, he proposes to find a way to share these resources.
1951	The European Community for Coal and Steel is founded (CECA). Six countries join it: France, West Germany, Italy, Belgium, Netherlands, Luxembourg.
1957	CECA member states sign the Rome Treaty: European Economic Community and European community for Atomic Energy (EURATOM) were born. The principle is that economic integration might underpin European union.
1979	An European Parliament general election is held for the first time. Citizens of the member countries are called to send their delegates to a supranational institution.
1989	November 9th, the Berlin wall falls. EEC launches the PHARE programme aimed at helping Central and Eastern European countries in several domains.
1992	Rome Treaty is specified and better defined through the signature of the Maastricht Treaty. The EEC becomes the European Union (EU). Other institutions are founded, namely the European Monetary Union and, the Foreign Policy for Common Security (PESC), and a common justice system pillars are drafted. Old and new policies get integrated into the new EU framework.
1993	"Copenhagen criteria" are defined in order to integrate former Soviet countries in the EU. These criteria consist of a number of political and economic freedom conditions to be fulfilled to join the common European market.
1995	Austria, Finland and Sweden join the EU, now composed of 15 member countries.
1997	Luxembourg European Council launches the enlargement programme for six incoming countries, namely Cyprus, Estonia, Hungary, Poland, Slovenia, Czech Republic, the "Luxembourg group" countries.
1999	The common currency project is achieved. A timetable for the change over is defined for 12 member countries. Helsinki European council opens negotiations with other six incoming countries, namely Bulgaria, Latvia, Lithuania, Malta, Romania, Slovakia, the "Helsinki group". It is decided that Turkey can also be considered a candidate for full membership.
2000	The European Council estimates that all Balkan newly formed countries can be considered potential candidates for membership. The Nice European Council modifies the Treaty to allow the entrants to have a share in Parliamentary seats and council procedures, commission composition criteria.
2002	January 1st, the Euro is the only currency in 12 European countries. A Convention on future Europe is appointed. It has the objective of putting forward a draft of the European constitution.
2004	The enlargement is finally achieved. The EU now counts 25 member countries.
2005	EU Constitution: relevant issues for National Parliaments and European citizens.
2007	EU Enlargement to Bulgaria and Romania. Happy Birthday to 50th year-old Lady EU!

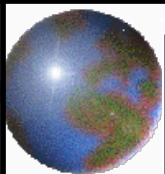


Fig.1 - 1952: EC-6 Belgium, Germany, France, Italy, Luxembourg, the Netherlands

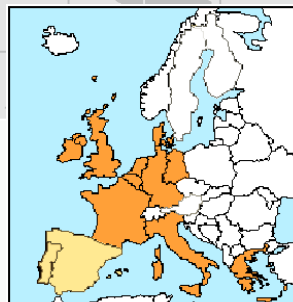


Fig. 4- 1986: EC-12 entry of Spain and Portugal

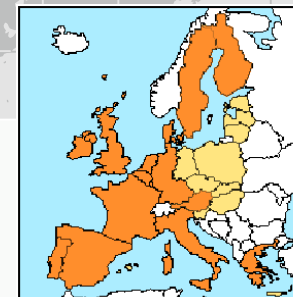


Fig. 7 - 2004: EC-25 entry of Cyprus, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia, Slovenia



Fig.2 - 1973: EC-9 entry of Denmark, Ireland, United Kingdom

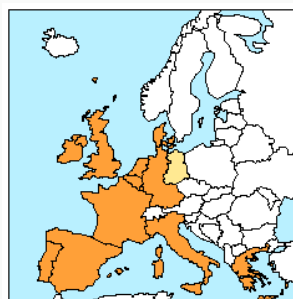


Fig 5. - 1990: EC-12 German reunification

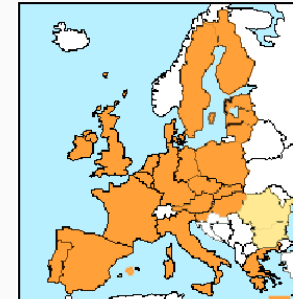


Fig. 8 - 2007: EC-27 entry of Bulgaria and Romania



Fig.3 - 1981: EC-10 entry of Greece

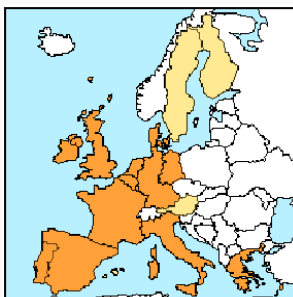
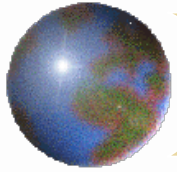
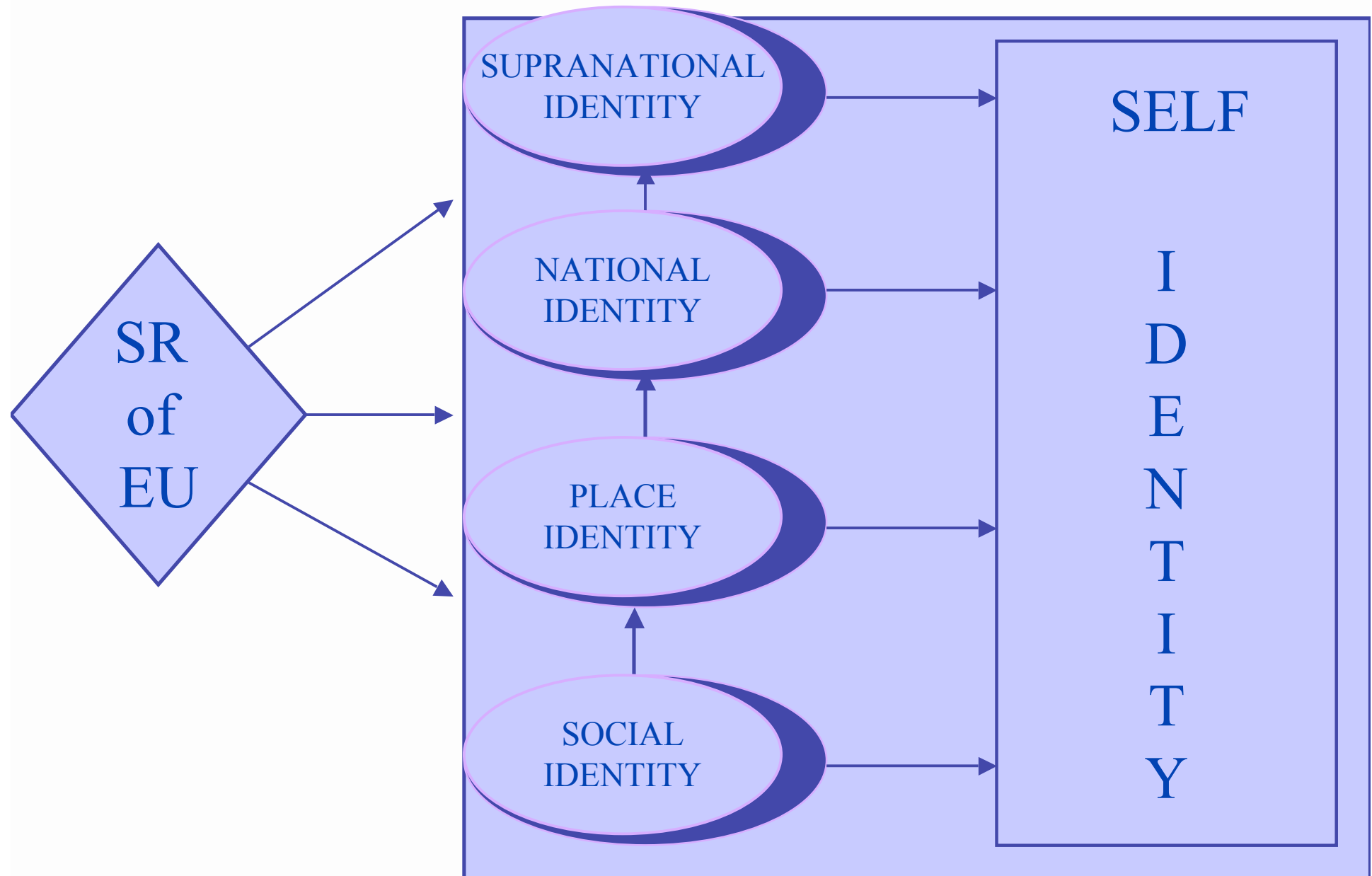


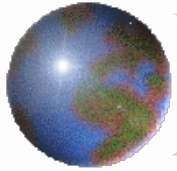
Fig. 6 - 1995: EC-15 entry of Austria, Finland, Sweden

"The transformation of the political geography of Europe has resulted in a plethora of new cartographic depictions. These maps of "new Europes" are a continuation of an historic sequence of cartographic definitions of Europe as a continental and as a cultural-political entity". (Vujakovic, P., 1993).

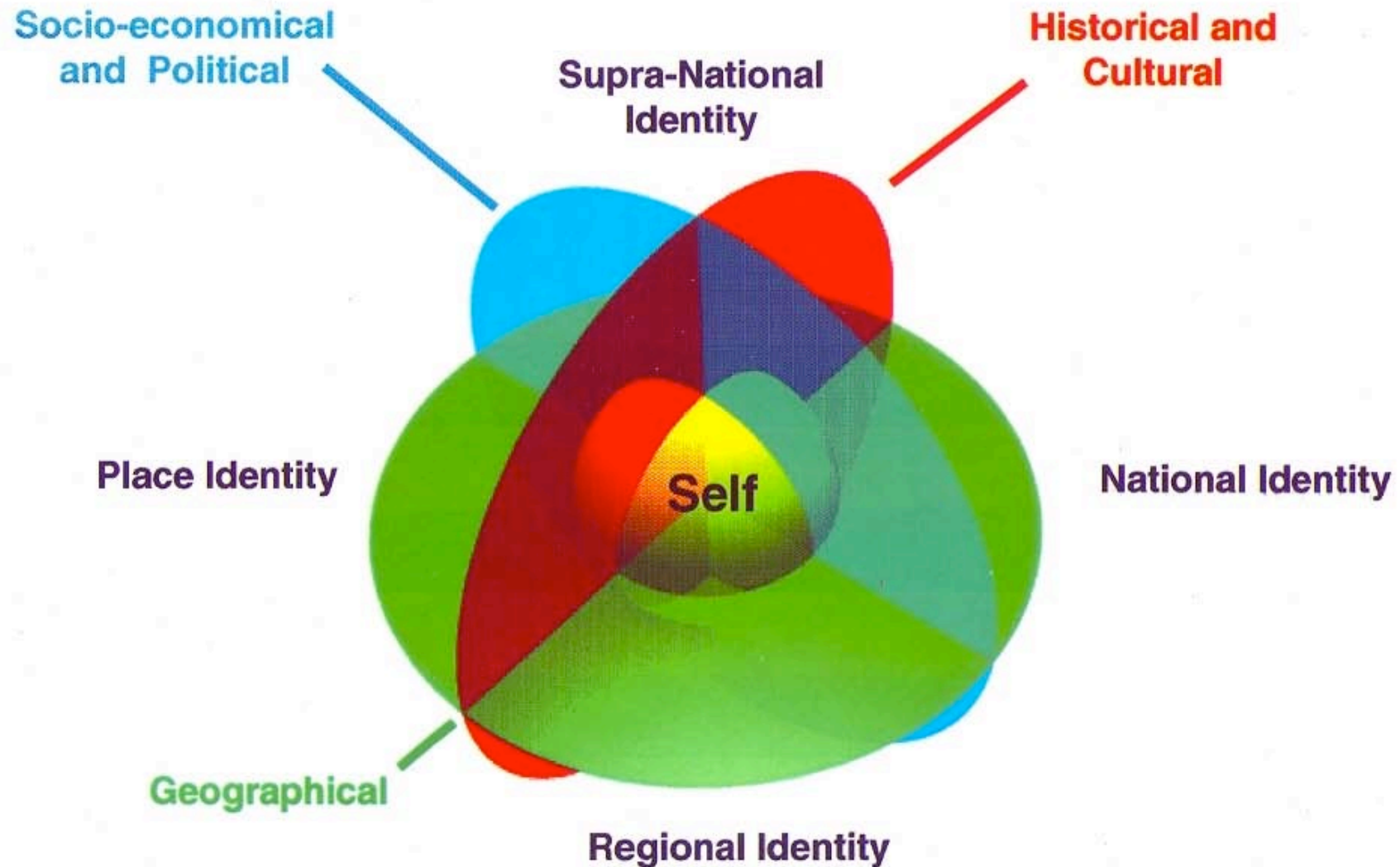


The different levels of identity implied in SR of EU





Multidimensional identity involved in Social Representations of Europe/EU



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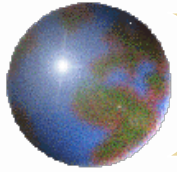
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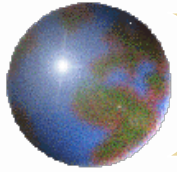


Theoretical framework for EuroSkyCompass research program

The theoretical background refers to **Social Representation Theory** (SRT) (Moscovici, S., 1961, 1976, 2000). Attention has also been devoted to other psycho-social constructs, such as **Social Identity** and **Social Memory**.

On the basis of the extensive research program carried out from 1993 to 1996 in ten EU countries before the enlargement (de Rosa, A.S., 1996, de Rosa e Mormino, 2000), the EuroSKYCompass project stems from two main assumptions:

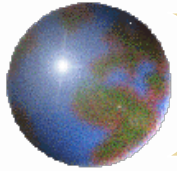
- **Geographical parameter, relativity and conventionality (Peters, A. 1974);**
- **Identity as a multidimensional construct (de Rosa, 1996, de Rosa e Mormino, 2000).**



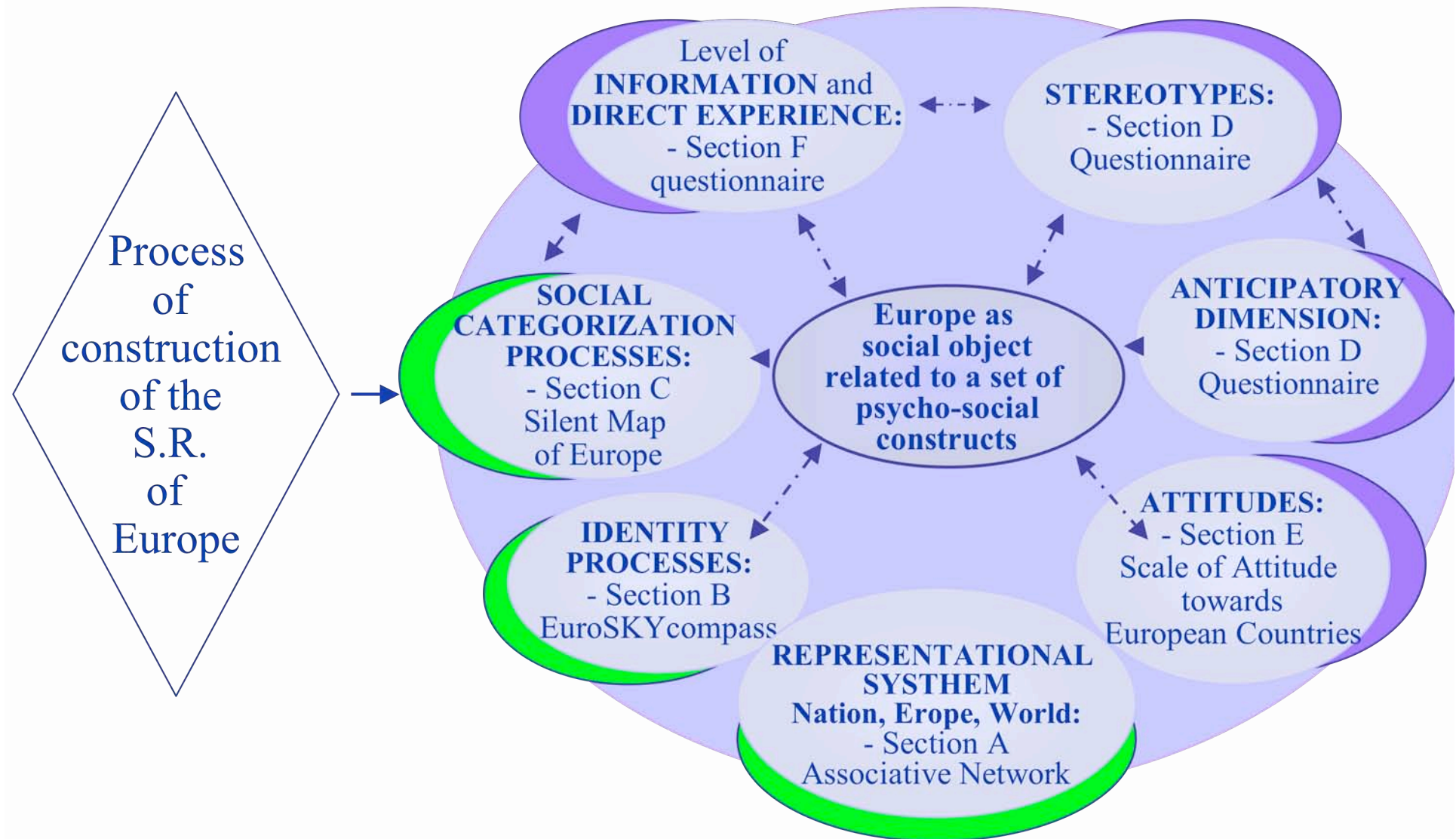
Theoretical framework for EuroSkyCompass research program

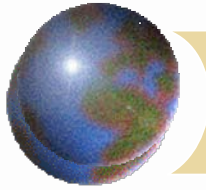
The **interrelated dimensions of social, national and supra-national identity** are closely connected to:

- the consciousness of a **social belonging** to Nation and EU,
- to the **social memory** associated with this sense of belonging,
- to the **social representations of the geo-political entities** and their transformations.



THE DIFFERENT DIMENSIONS OF S.R. OF EUROPE AS INVESTIGATED BY THE MULTI-METHOD APPROACH

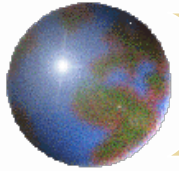




EuroSKYcompass research programme ***key questions***

The main key questions addressed in the EuroSKYcompass research program are:

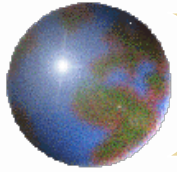
- How are the representational fields of **Nation, Europe, World**--three objects we conceive as an intertwined representational system--organized?
- How does **multi-dimensional identity**, with regards to the **Self**, own **Nation** and the new socio-political object **EU**, intervene in shaping a S.R. representational system anchored to **North-South-East-West** geo-political parameters?
- How does the social categorization process, guided by the **attitudes towards the European countries**, contribute to redefining the **map of Europe** ?



Methodology: Data collection tools

For data collection a multi-lingual (Italian, English, Spanish, Portuguese, German, Finnish, French, Hungarian) questionnaire of a projective nature (textual and graphic) integrating structured tools was designed:

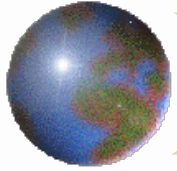
- **Associative networks (de Rosa, 1995, 2002)**
- **European Sky Compass;**
- **Silent Map of Europe;**
- **Questionnaire**, in three sections:
 - **questions on socio-demographic characters and on knowledge** of European countries;
 - a **set of questions** on how those countries represent Europe and its different regions;
 - **attitude scales** referring to the different European countries.



Methodology: *Data analysis techniques*

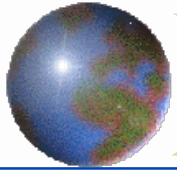
In consistence with the multi-method approach (de Rosa, 1990), we used different techniques, characterised by different levels of complexity to analyse data:

- **Descriptive statistics;**
- **Bivariate statistics (Correlation and ANOVA);**
- **Multivariate analysis techniques**, such as:
 - the **Multiple Correspondence Analysis (MCA)**,
 - the **Lexical Correspondence Analysis (LCA)**,
 - the **Principal Component Analysis (PCA)**,
 - the **Weighted Smallest Space Analysis (WSSA1)**
 - the **Facet Analysis (FA)**.



This contribution aims to present a selection of the most interesting results obtained by analysing the data related to:

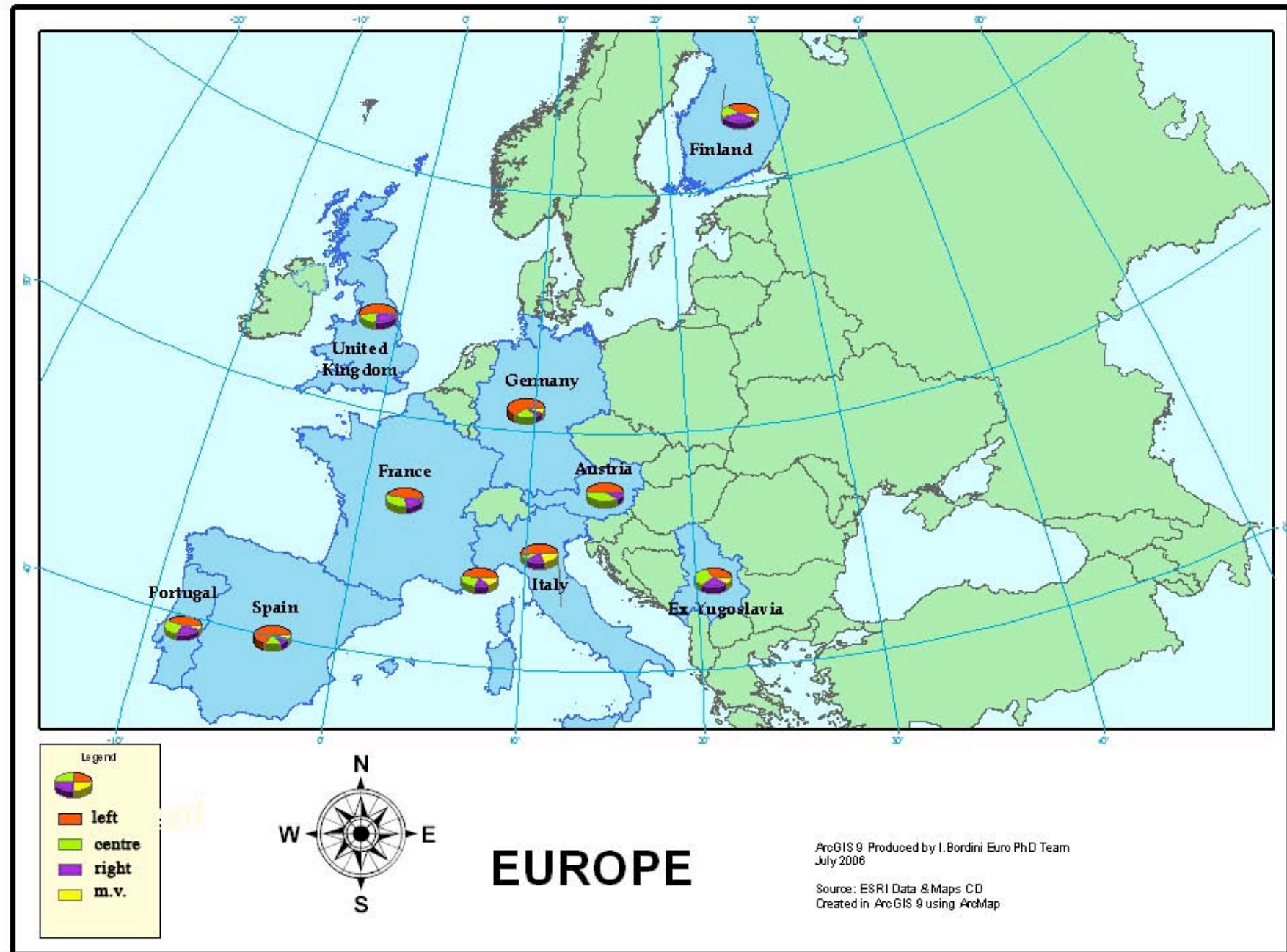
- The **Associative Network** for the stimuli *Nation, Europe, World*;
- The **EuroSKYCompass**: the new projective instrument proposed by de Rosa, which has named the whole research program;
- The **Silent Map of Europe**;
- The **Attitude Scale** towards 38 European Countries.



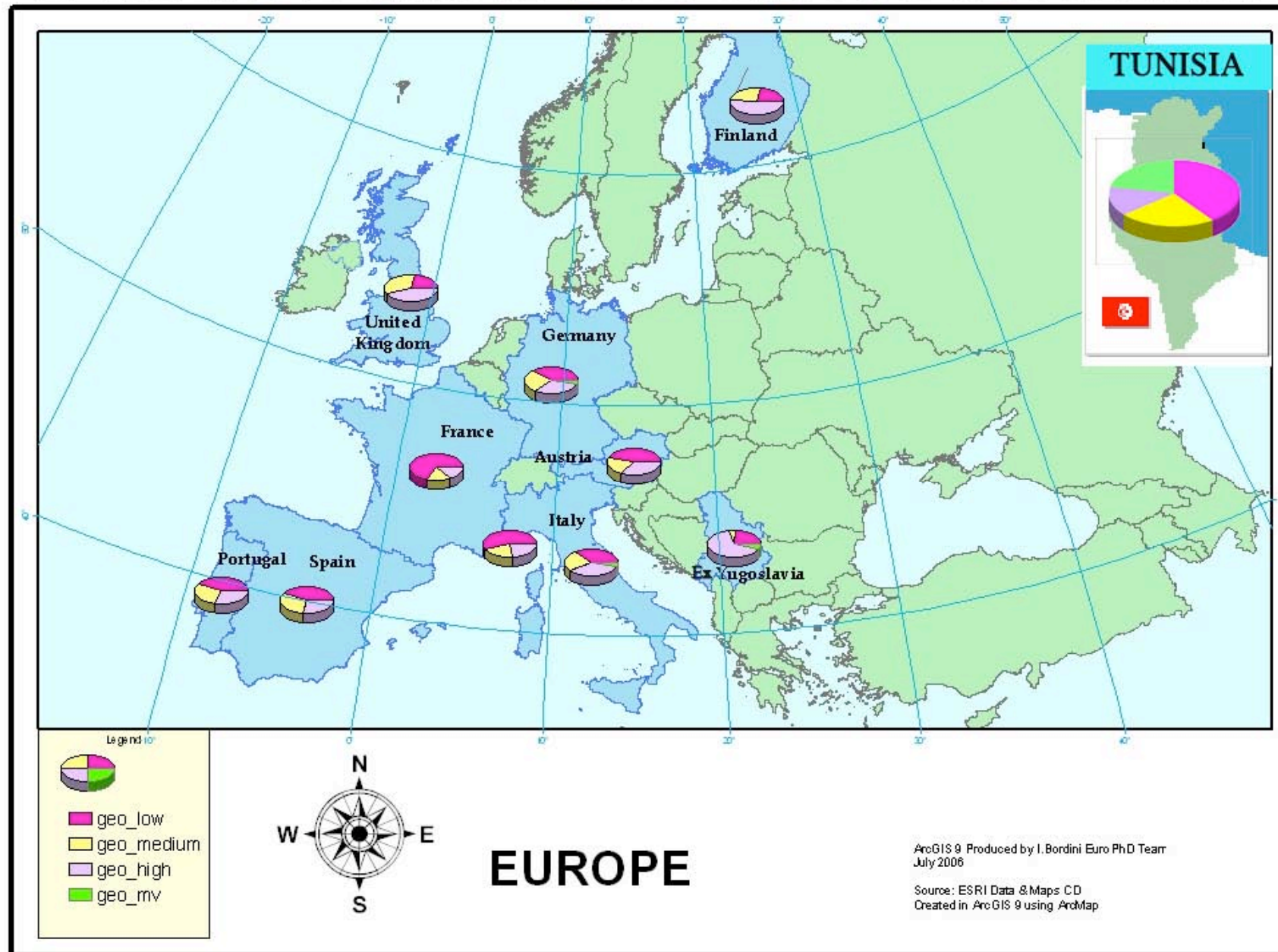
The samples

Sample under analysis in the mother-research (1996) data collected in 1993	Subjects		Sample under analysis EuroSkyCompass (2006) data collected in 2003	Subjects
Austrian	381		Austrian	142
English	407		English	168
Finnish	180		Finnish	200
French	598		French	359
German	121		German	162
Greek	189		//	//
Italian	383		Italian	90
Portuguese	292		Portuguese	342
Spanish (3 sub-samples in Basque country, Madrid and Barcelona)	510		Spanish (3 sub-samples in Basque, country, Madrid and Valencia)	413
Swiss	393		North African living in France + Tunisian	302 + 50
			Ex Yugoslavian	23
Tot.	3454		Tot.	2251

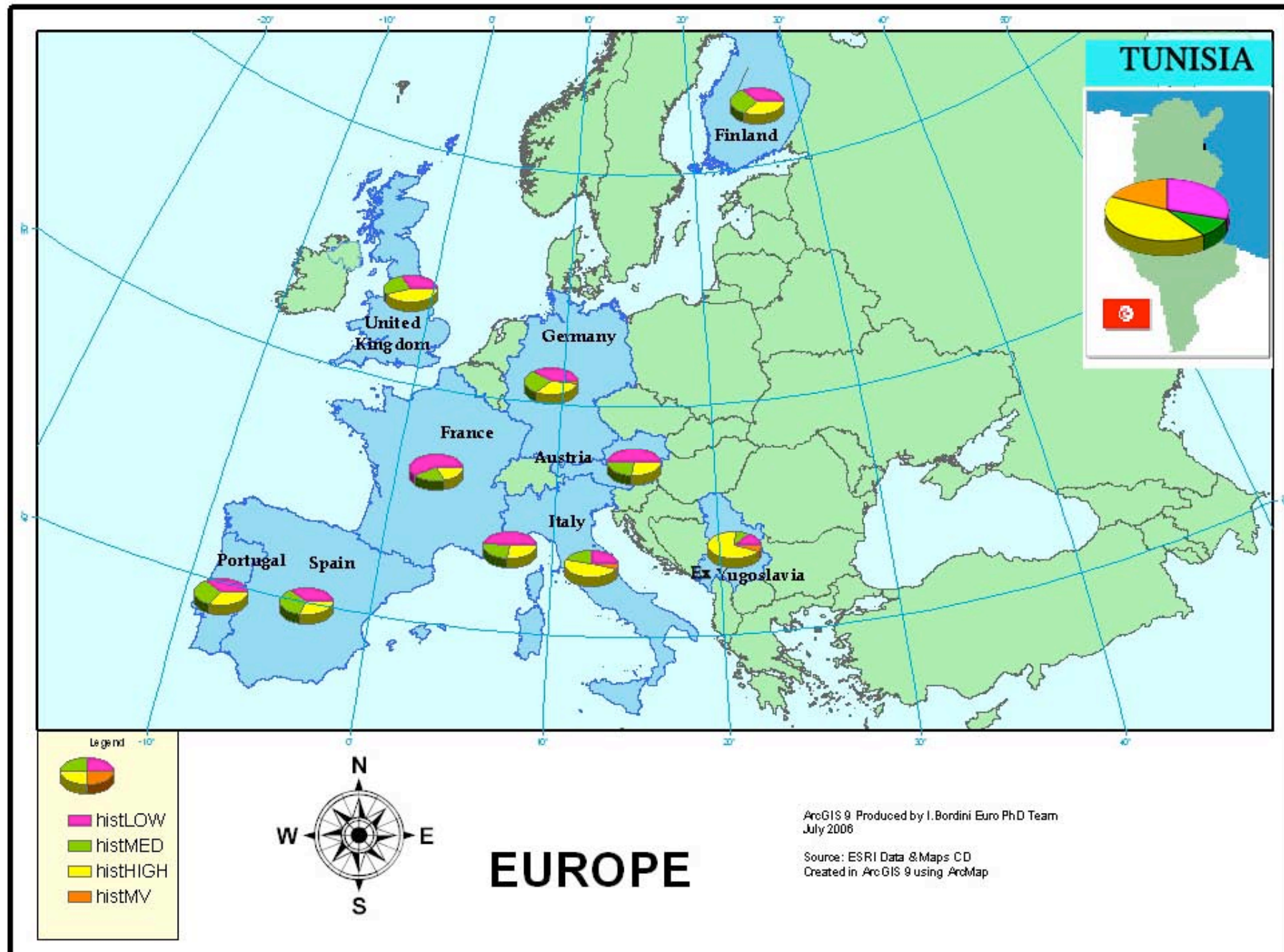
POLITICAL ORIENTATION



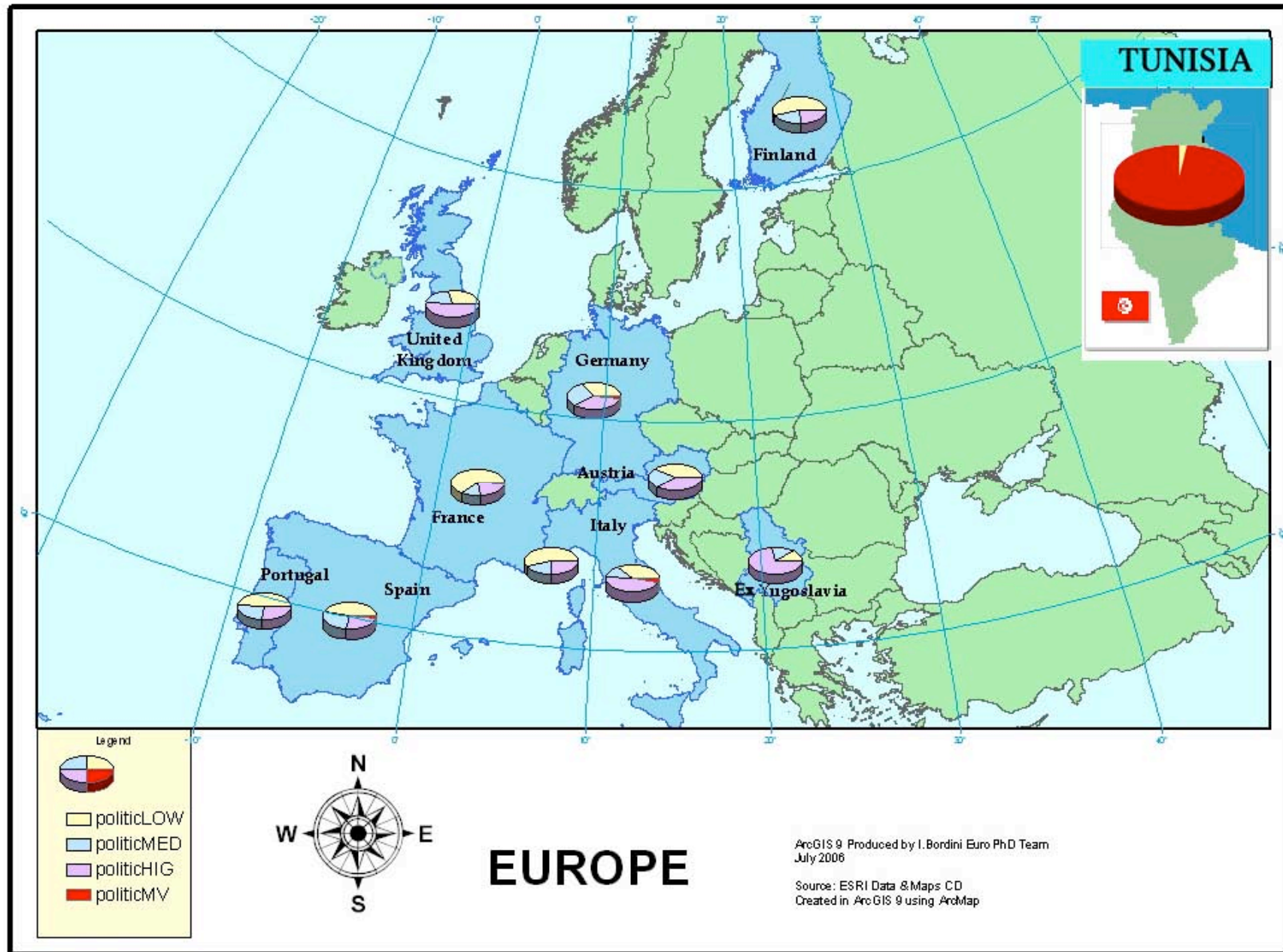
PERCEIVED KNOWLEDGE ABOUT GEOGRAPHY



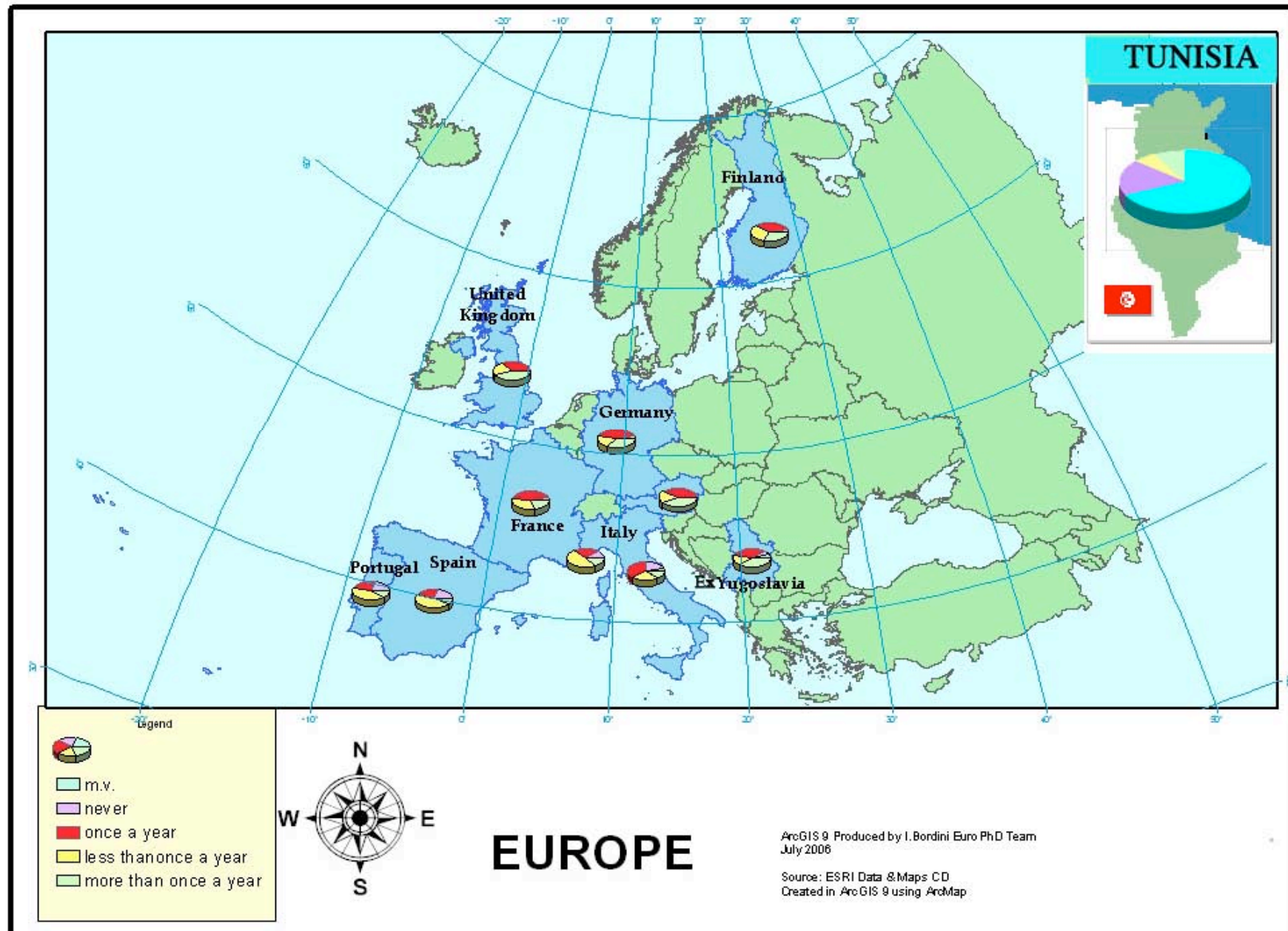
PERCEIVED KNOWLEDGE ABOUT HISTORY

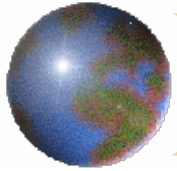


PERCEIVED KNOWLEDGE ABOUT POLITICS

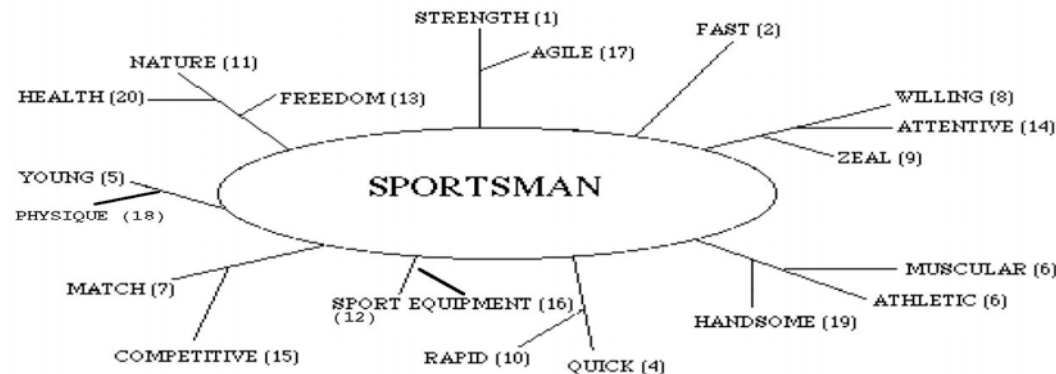


EXPERIENCED KNOWLEDGE: TRAVELING IN EUROPE





Data collection tools: Associative Network (de Rosa, 1995, 2002)

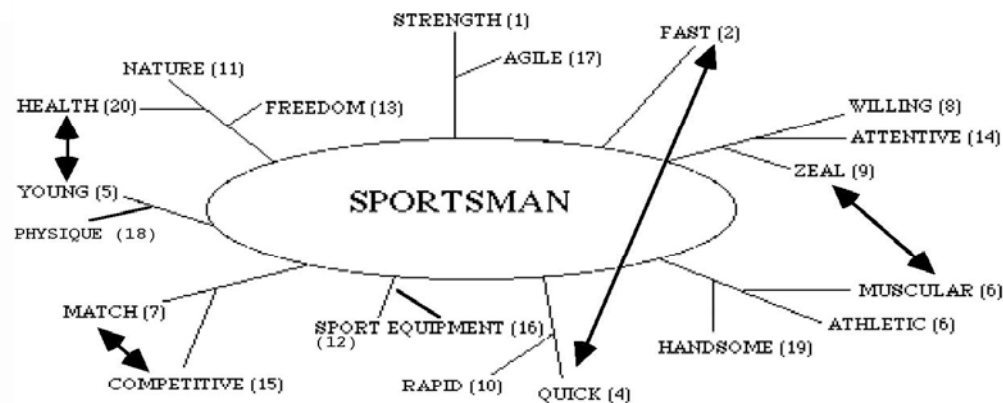


Stage 1)

Build up a 'network of associations' with the keyword at the centre of each sheet, by writing all terms (adjectives or nouns) that come to mind as you look at the keyword.

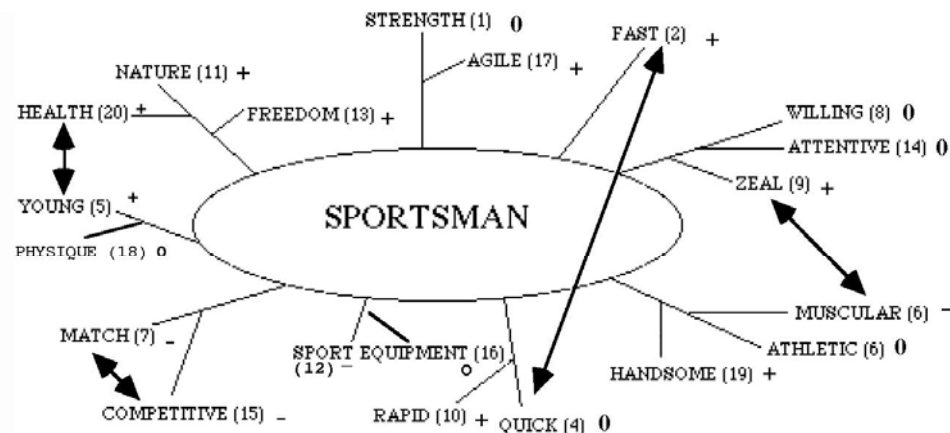
Work as quickly and freely as you can, using the whole page.

As you write each word put a number beside the word to show the order in which you thought of it.



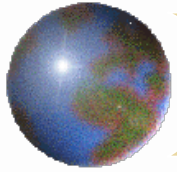
Stage 2)

Now look at the associative network you have made and, if you wish, show any further links between the words you have thought of by joining them with arrows.



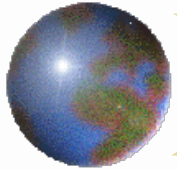
Stage 3)

Look at the words you have written and mark each word as **positive (+)**, **negative (-)** or **neutral (0)**, according to the meaning they have for you in this context.

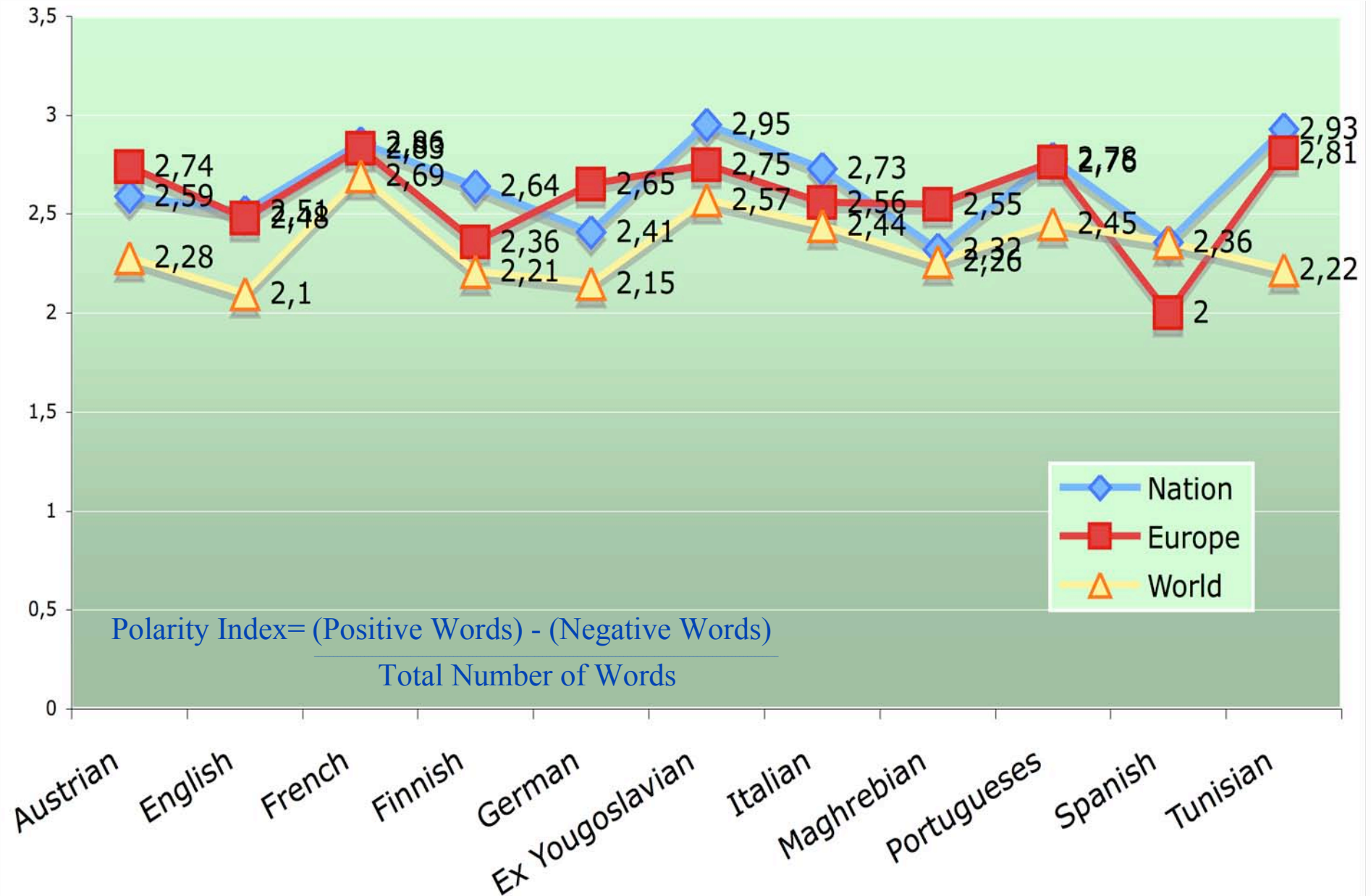


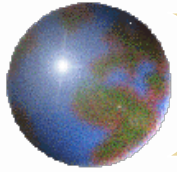
Selected Key Results from de Rosa (1996) Mother-Research : *Associative Network*

- ✚ The **SR of Nation** (perceived as *proximal* object) was mainly anchored to the **Identity and Social Memory issues**;
- ✚ **EU SR** (perceived as a *distal* object) was mainly anchored to the **Political-economic** and bureaucratic dimension.



Average Values of Polarity Indexes for the stimuli Nation, Europe and World according to the participant's Nationality





Conceptual Categories for organising the verbal associations to the stimuli “Nation” and “Europe”:

- **Emblems** (*flag, euro, hymn,*)



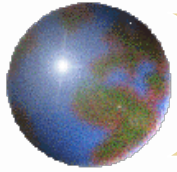
- **Collective Events and famous personalities anchored to the past**
(*Nazism, Fascism, World Wars, A. Spinelli,*)

- **Collective Events and famous personalities anchored to the Present**
(*contemporary Wars, Unification, Bush, Champions League,*)

- **Political-Economic and Organizational-Institutional Elements**
(*treaty, democracy, bureaucracy, governments.....*)

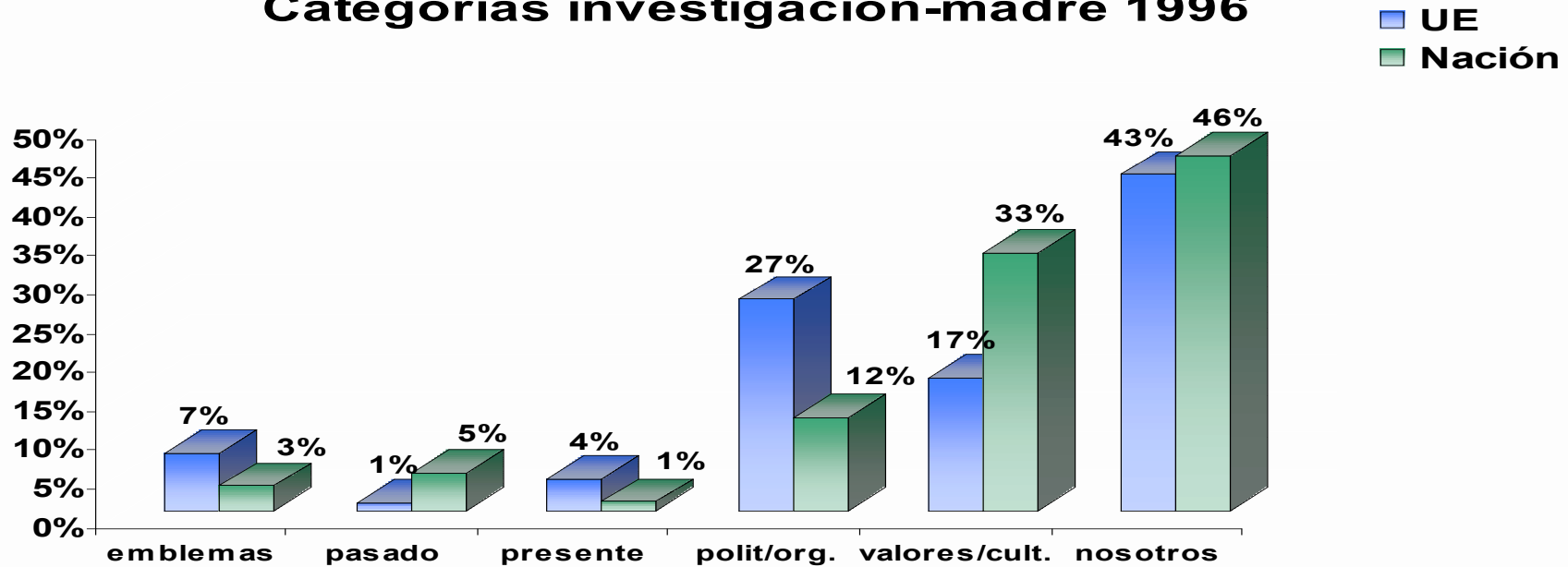
- **Ethical Values (Positive/Negative) and Cultural Dimension**
(*history, religion, cooperation, solidarity, multicultural.....*)

- **Identity as “Us” linked to prototypical Elements or to Specific categories** (*“Us”, Our Country, Our identity, union, Our community.....*)

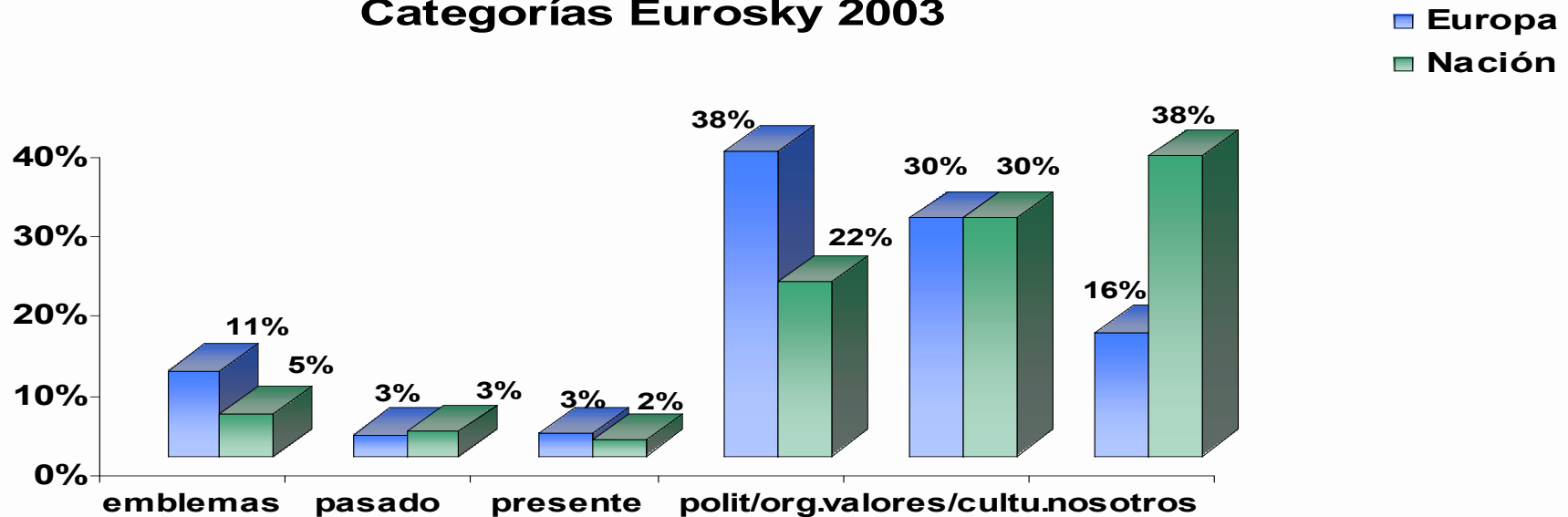


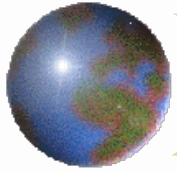
Cross-frequency Distributions for each Conceptual Category: Mother-Research (1996) and EuroSKYcompass (2002-2004) Results

Categorías investigación-madre 1996



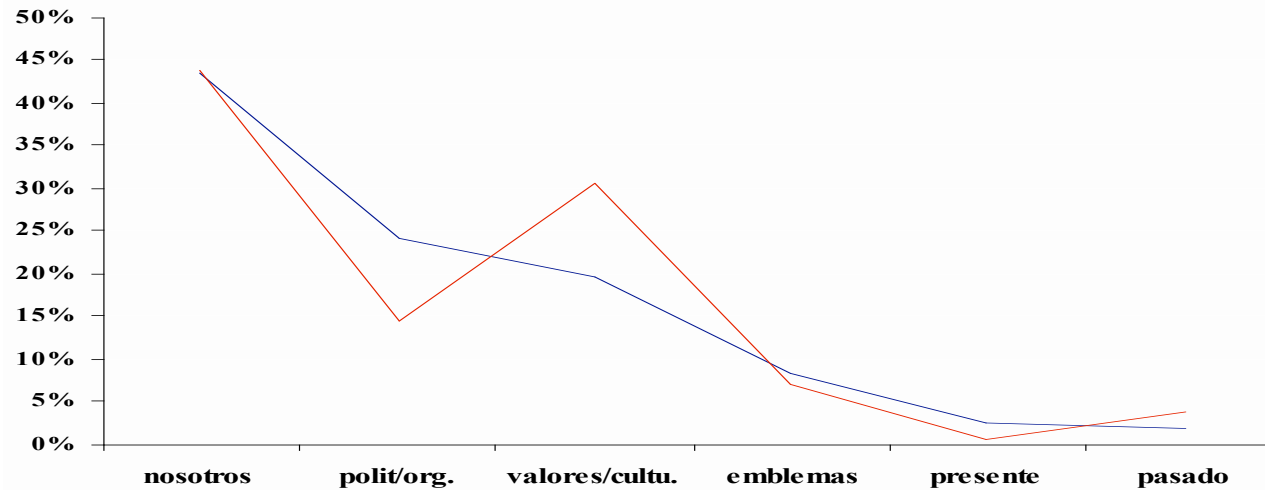
Categorías Eurosky 2003



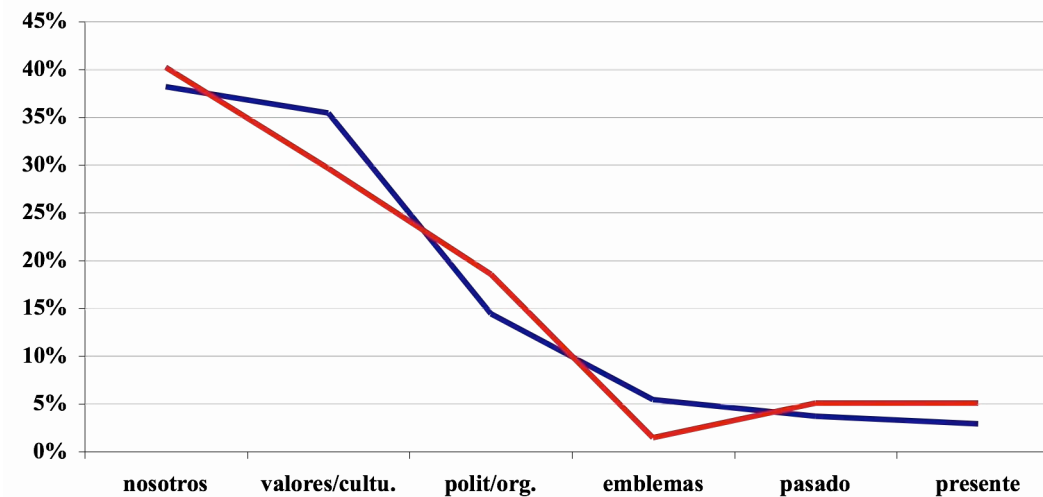


New Community Without Boundaries: the sub-samples who associate to the stimulus Europe a semantic universe primarily based on the “Us” identity category .

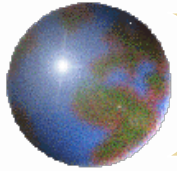
Austrian



Finnish

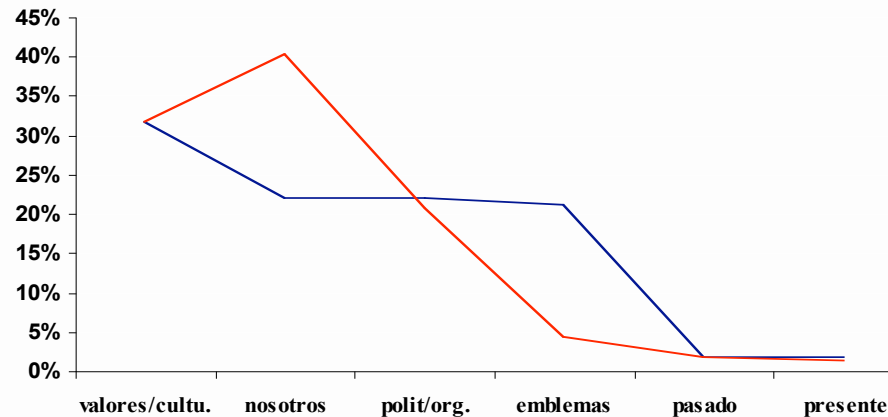


— Europe
— Nation

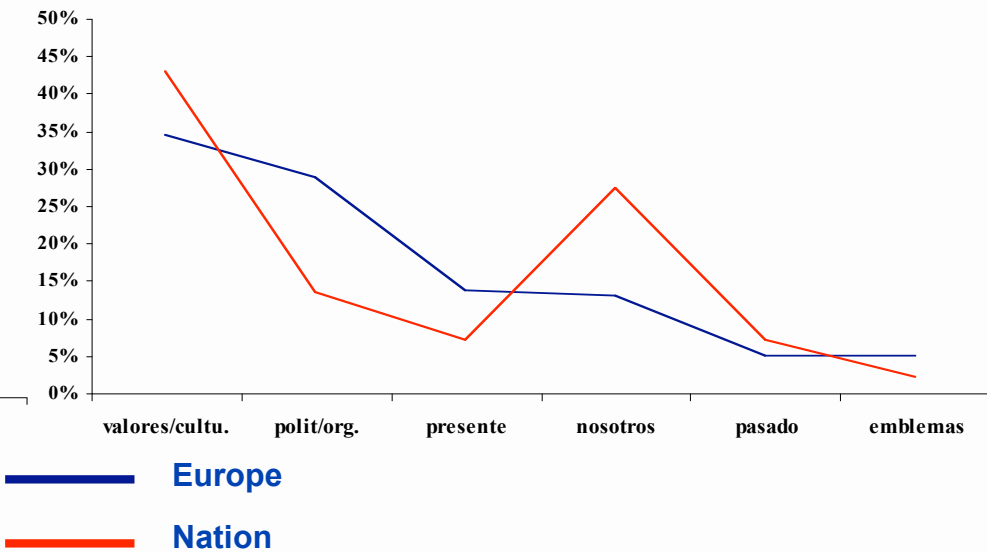


Cultural Dimension:
the sub-samples who associate to the stimulus Europe a semantic universe primarily based on the “Values and Culture” category .

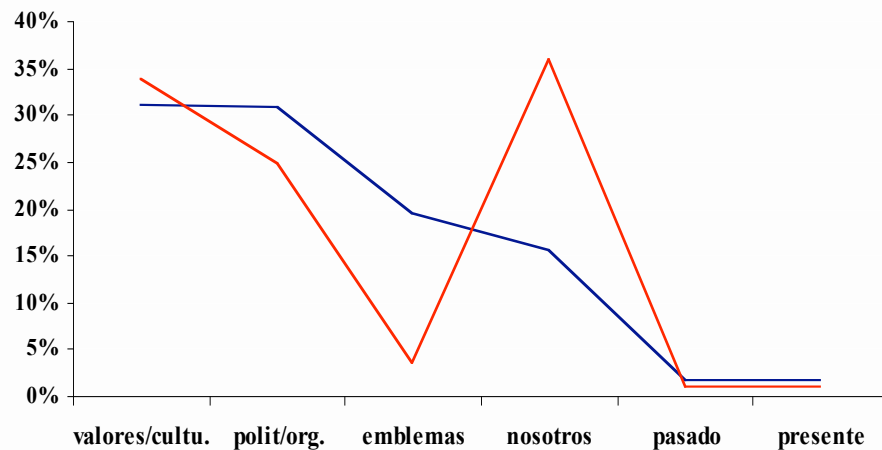
French



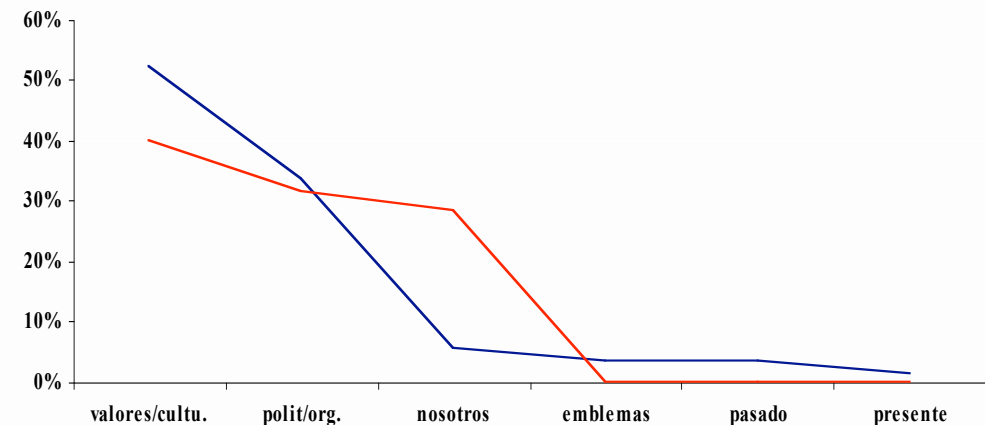
Former Yugoslavian

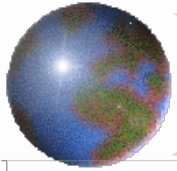


North Africans living in France

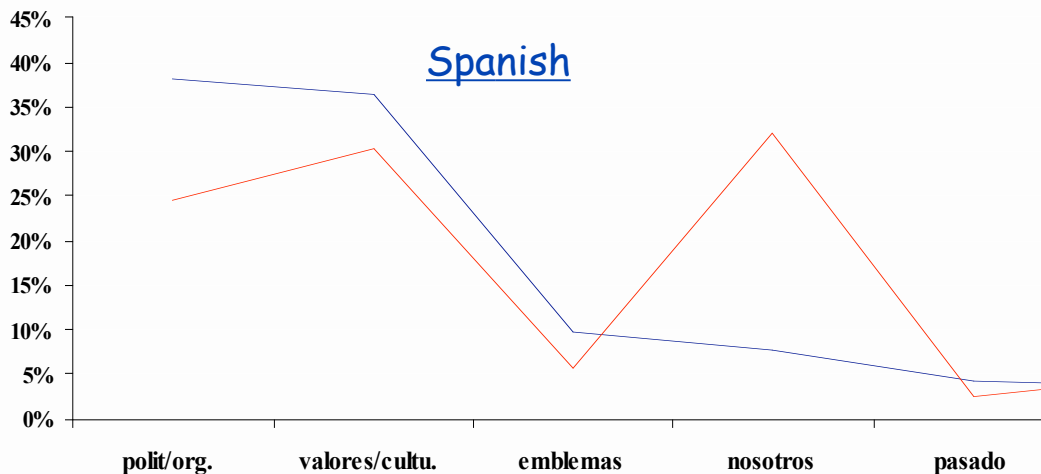
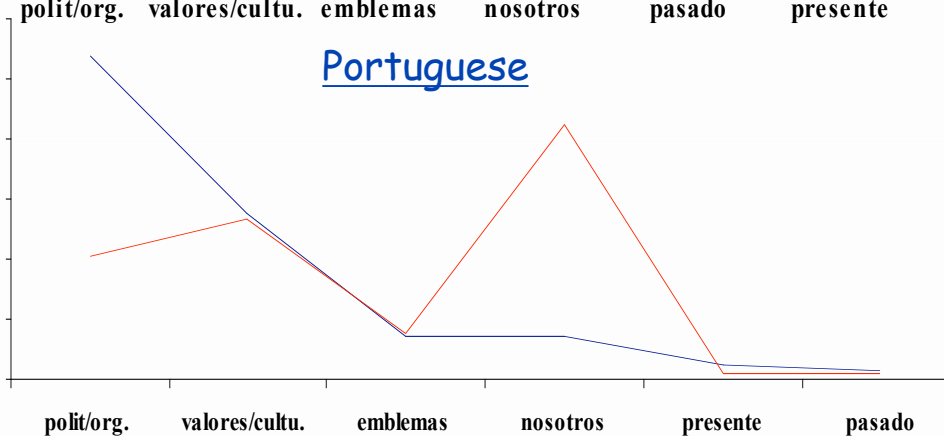
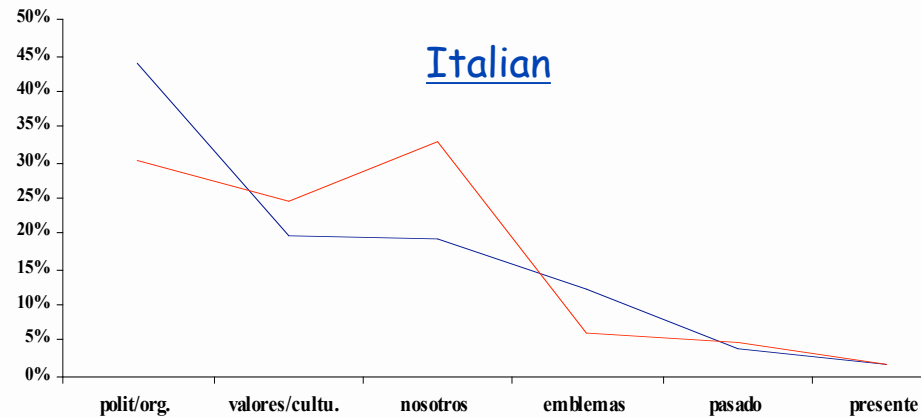
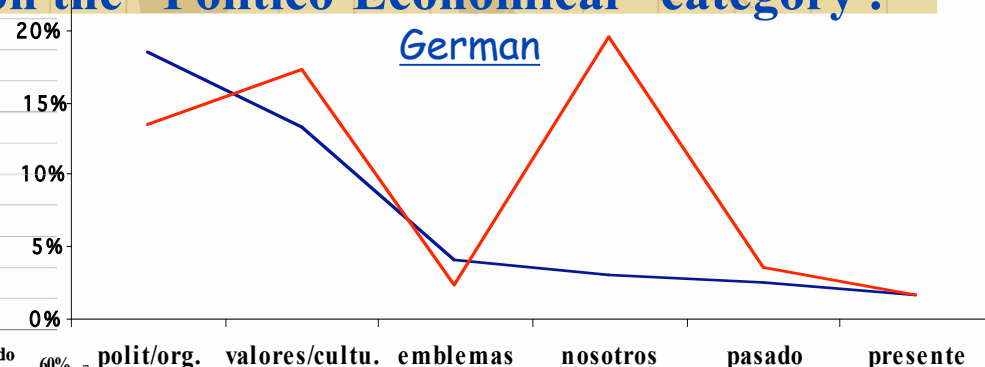
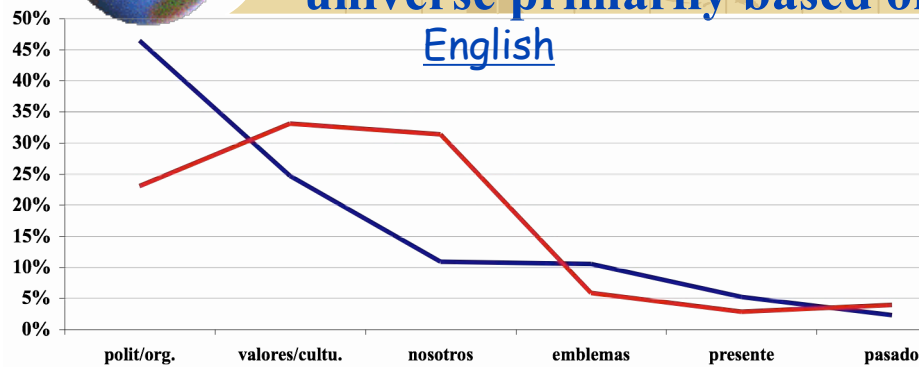


Tunisian

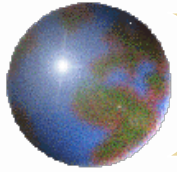




Euro and Economy: the sub-samples who associate to the stimulus Europe a semantic universe primarily based on the “Politico-Economical” category .



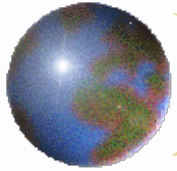
— Europe
— Nation



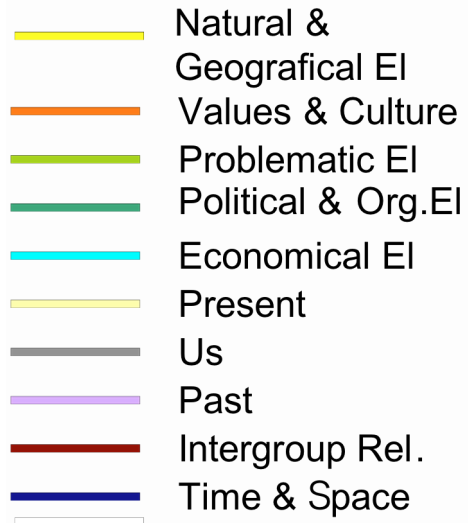
Conceptual Categories for classifying the verbal associations to the stimulus “World”:



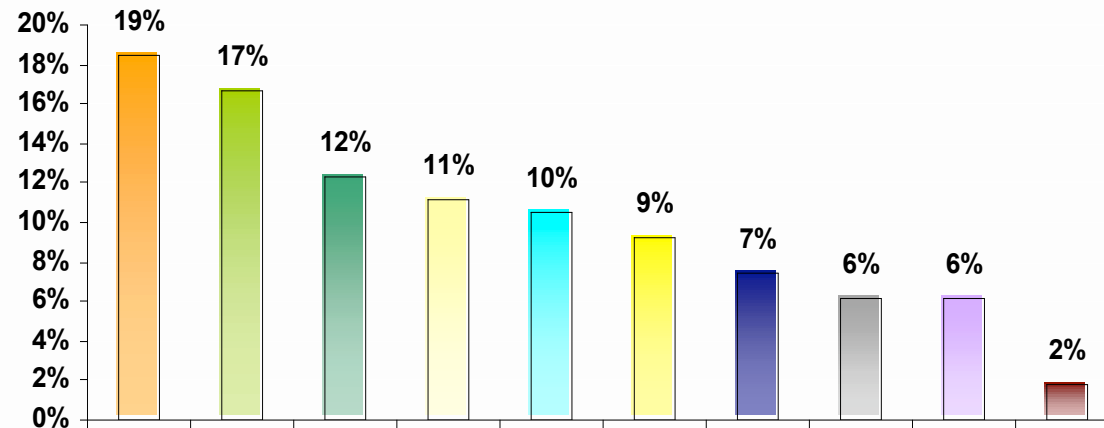
- **Political-Legislative and Organizational-Institutional Elements**
- **Collective Events and famous personalities anchored to the Past:**
(colonization, conflicts, II World War....)
- **Collective Events and famous personalities anchored to the Present:**
(Bush, terrorism, Saddam....)
- **Natural and Geographical Elements:** (continents, universe, earth, planet, sea...)
- **Economic Elements:** (development, affluence, commerce...)
- **Problematic Elements:** (inequality, pollution, illness...)
- **Ethical Values (Positive/Negative) and Cultural Dimension:**
(religions, freedom, peace, multiculturalism...)
- ***Identity as “Us”** : (all of us, people, humanity...)
- **Inter-group Relations:** (Northern-Southern people differences...)
- **Time and space**



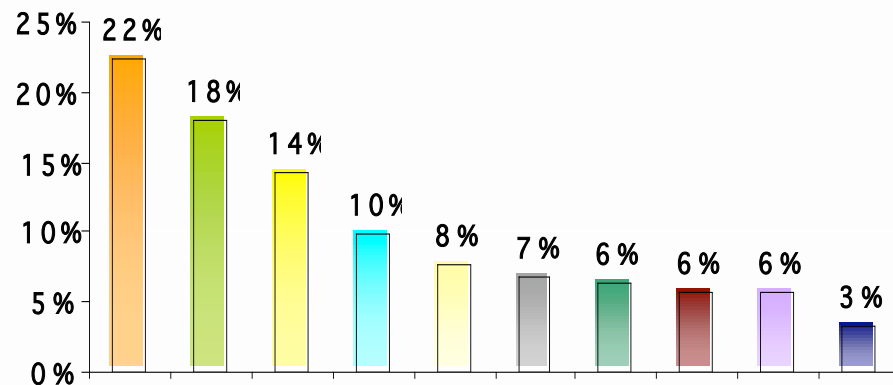
Cultural Dimension:
the sub-samples who associate to the stimulus *World* a semantic universe primarily based on the *Values and Culture* category .



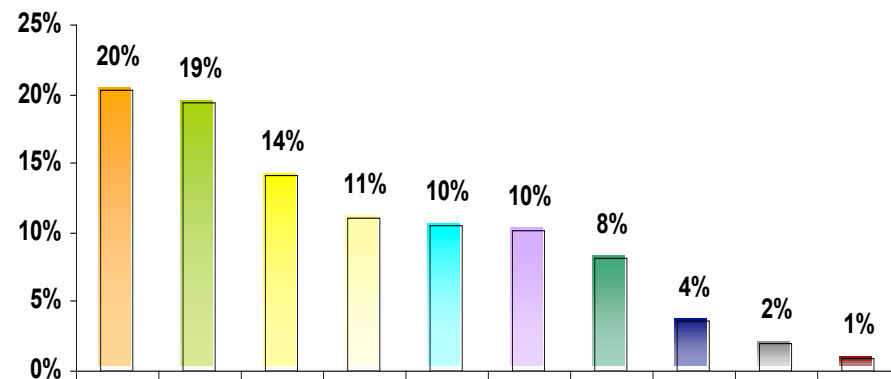
Former Yugoslavian

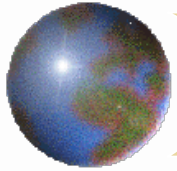


Spanish



Tunisian

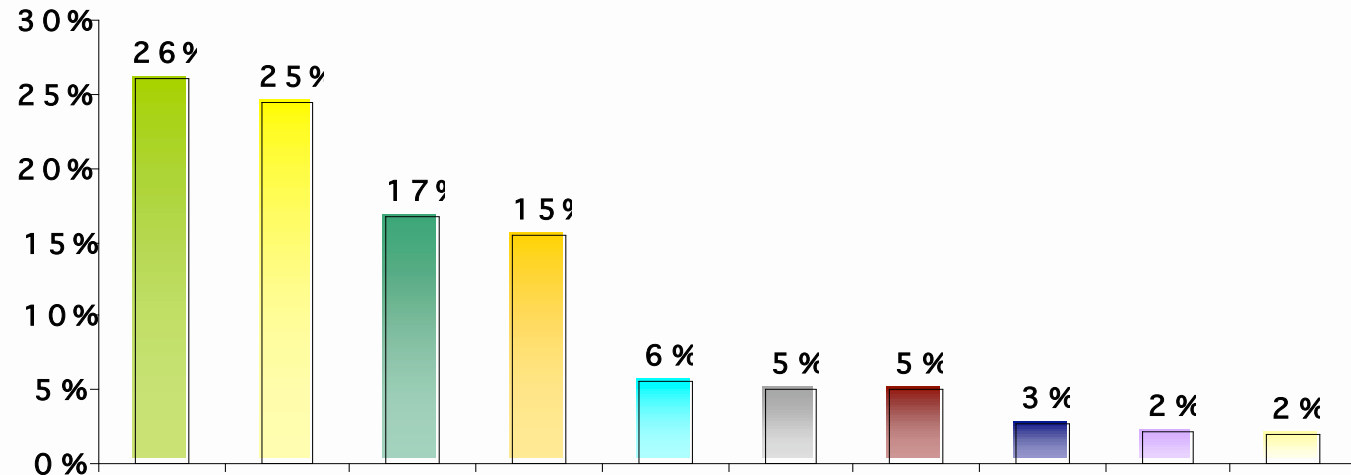




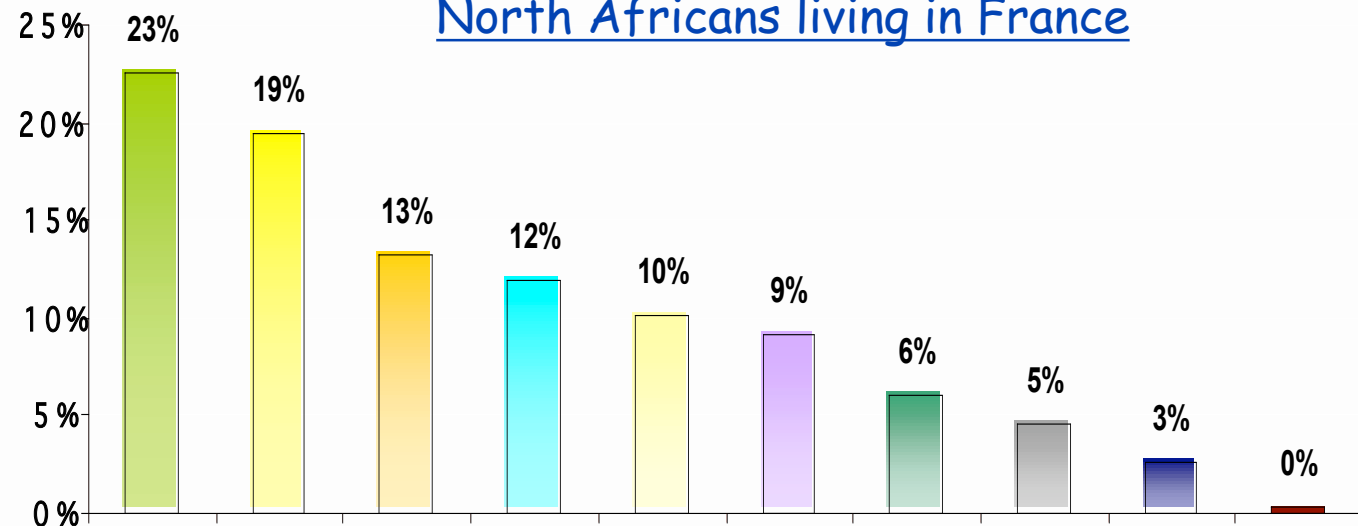
Problematic Elements: the sub-samples who associate to the stimulus *World* a semantic universe primarily based on the *Problematic Elements* category .

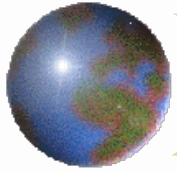
Finnish

-  Natural & Geographical EI
-  Values & Culture
-  Problematic EI
-  Political & Org.EI
-  Economical EI
-  Present
-  Us
-  Past
-  Intergroup Rel.
-  Time & Space
- 



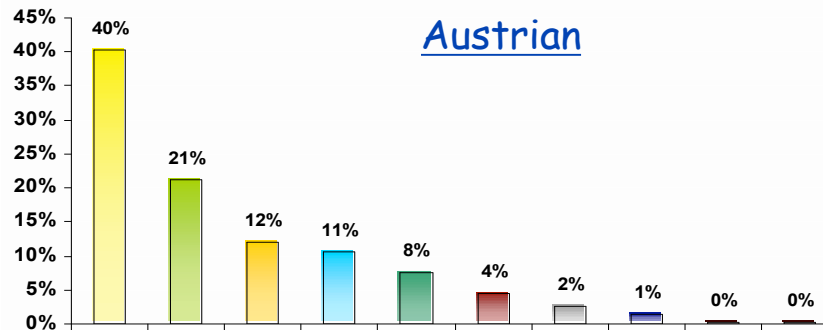
North Africans living in France



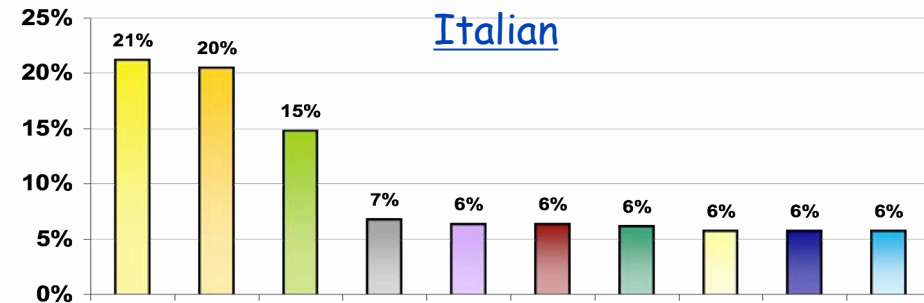


Nature:
the sub-samples who associate to the stimulus *World* a semantic universe primarily based on the *Natural Elements* category .

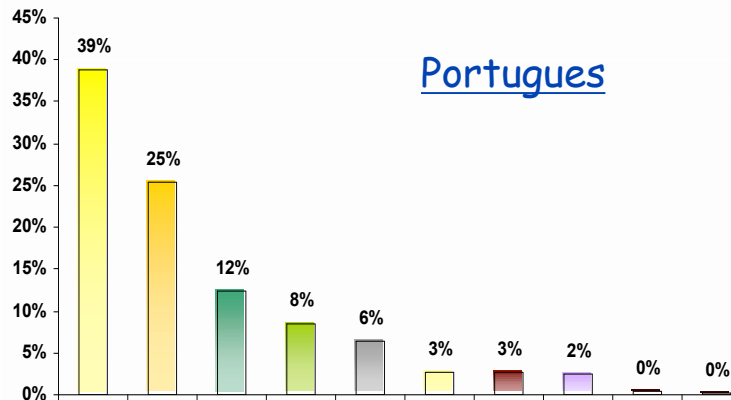
Austrian



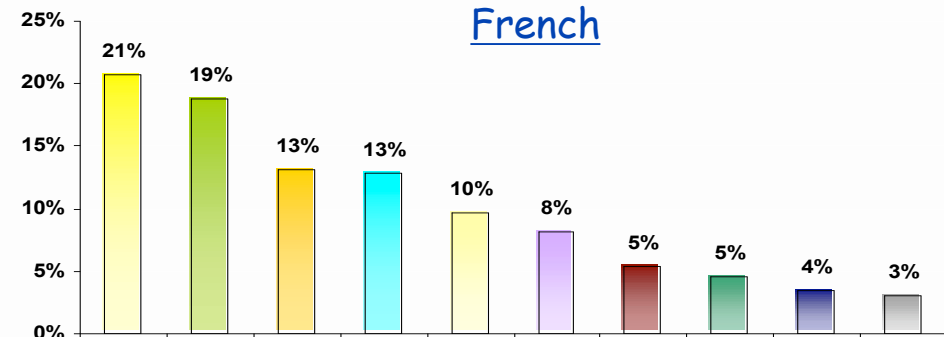
Italian



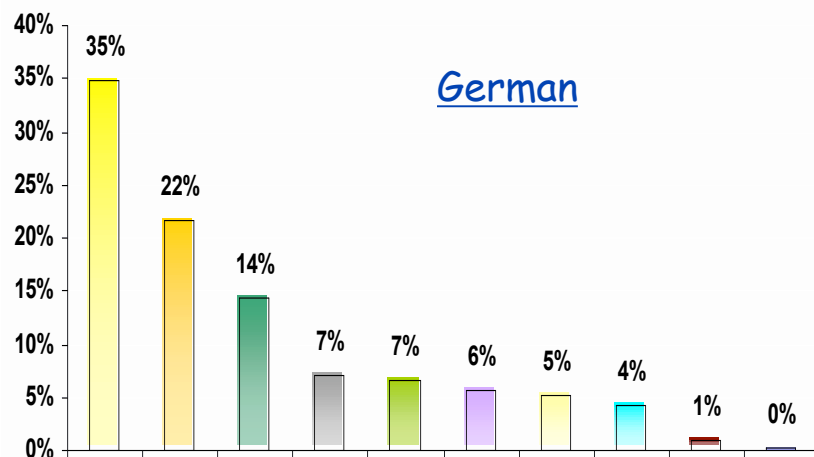
Portugues



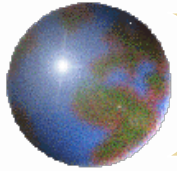
French



German



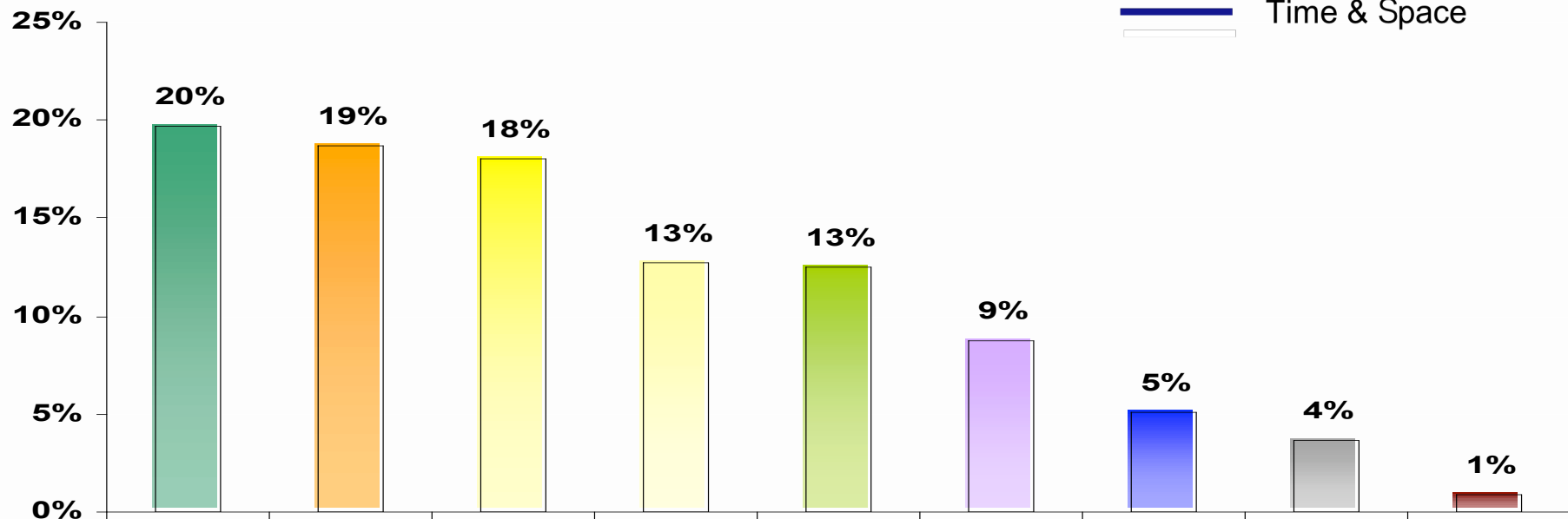
- Natural & Geographical EI
- Values & Culture
- Problematic EI
- Political & Org.EI
- Economical EI
- Present
- Us
- Past
- Intergroup Rel.
- Time & Space

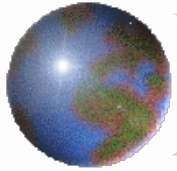


Politics and Institutions:
the sub-samples who associate to the stimulus *World* a semantic universe primarily based on the *Political Elements* category.

English

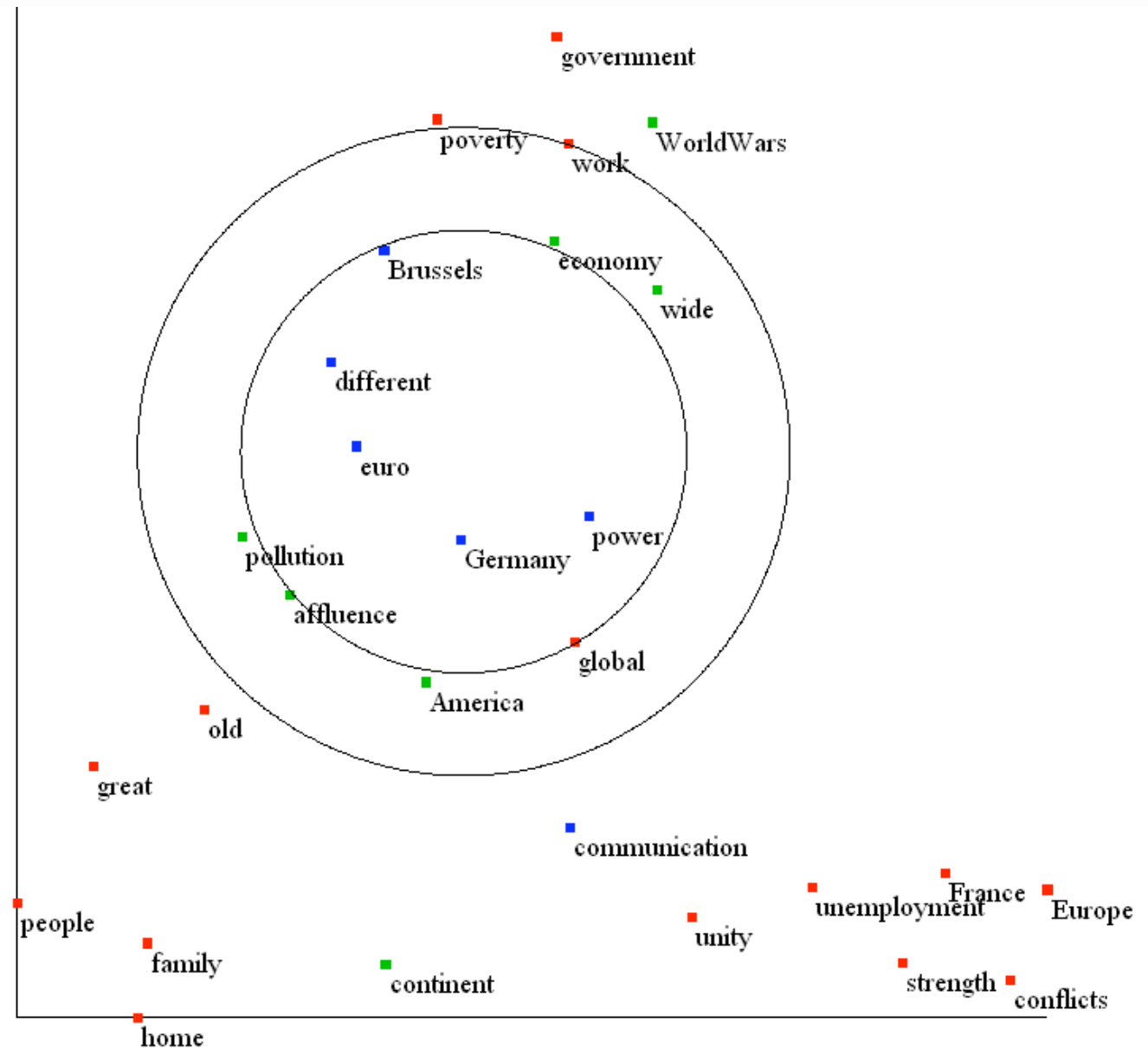
- Natural & Geographical EI
- Values & Culture
- Problematic EI
- Political & Org.EI
- Economical EI
- Present
- Us
- Past
- Intergroup Rel.
- Time & Space





Facet Diagram of the words saturating on Nation (facet A), Europe (facet B) or World factors (facet C). Regionality Coefficient: 0,810

According to the regionality process carried out via HUDAP software, the words belonging to the three facets set themselves in the chart space according to a modular concentric structure (center found by program), on the basis of their mutual statistical relations.



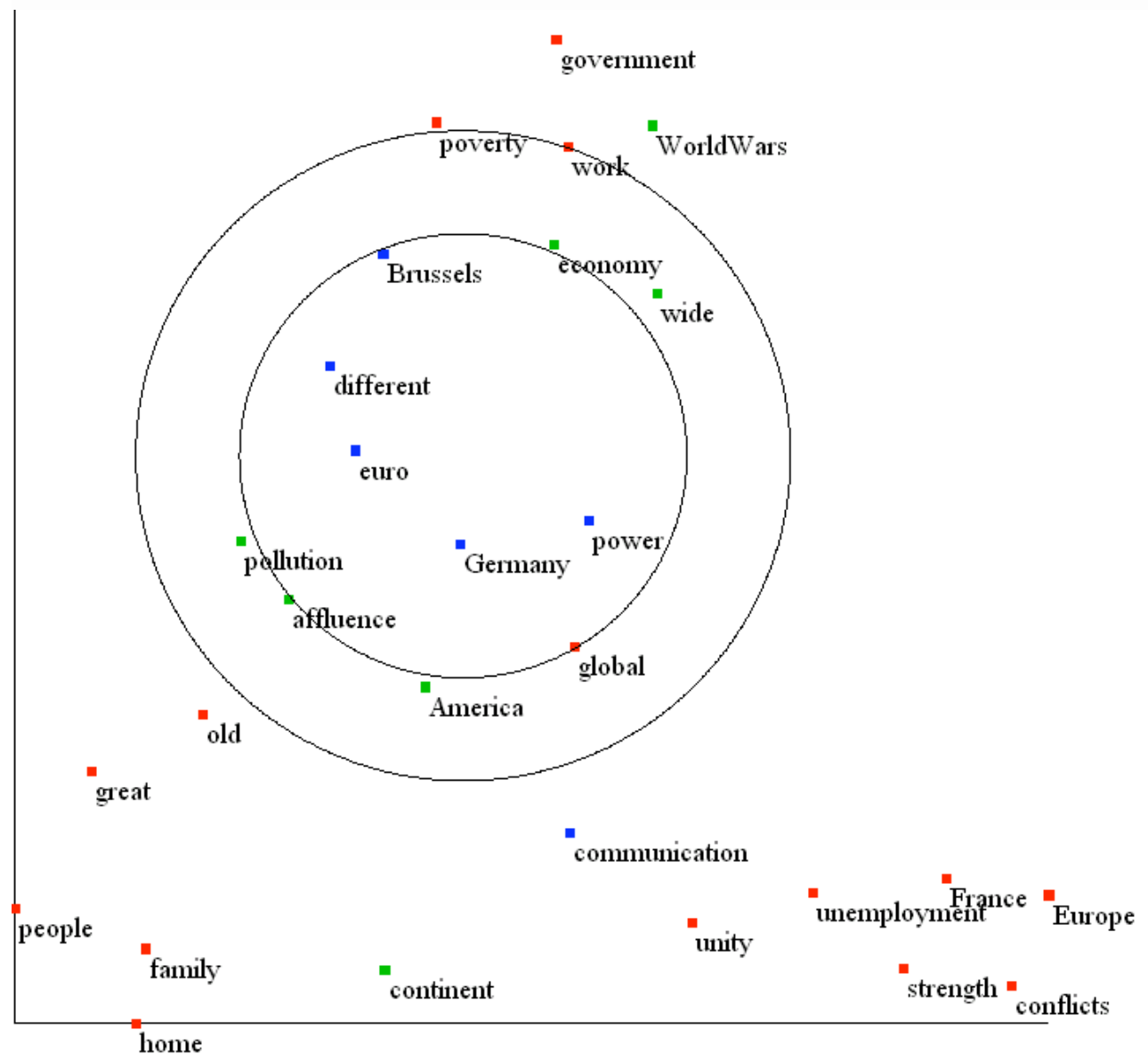
From the center to the periphery in the Facet Diagram we find:

-Facet B is located in the central region: it points out the rise of a *different* politico-economical *power*, the EU, with its political center (*Brussels*), its currency (*euro*), and an essential feature/value of such a new European being: *difference*.

-Facet C is organised all around the EU central region focusing on gains (*affluence*) and failures (*pollution, poverty*) of the so-called 1st world (*America* and European countries).

-Facet A is organized around the World facet, but sets itself mainly in a separate area: the continuum at the bottom of the chart going from the ideal geo-political belonging (the fatherland) to the awareness of the political crisis (*conflict, unemployment*) of the *Europe* of the States.

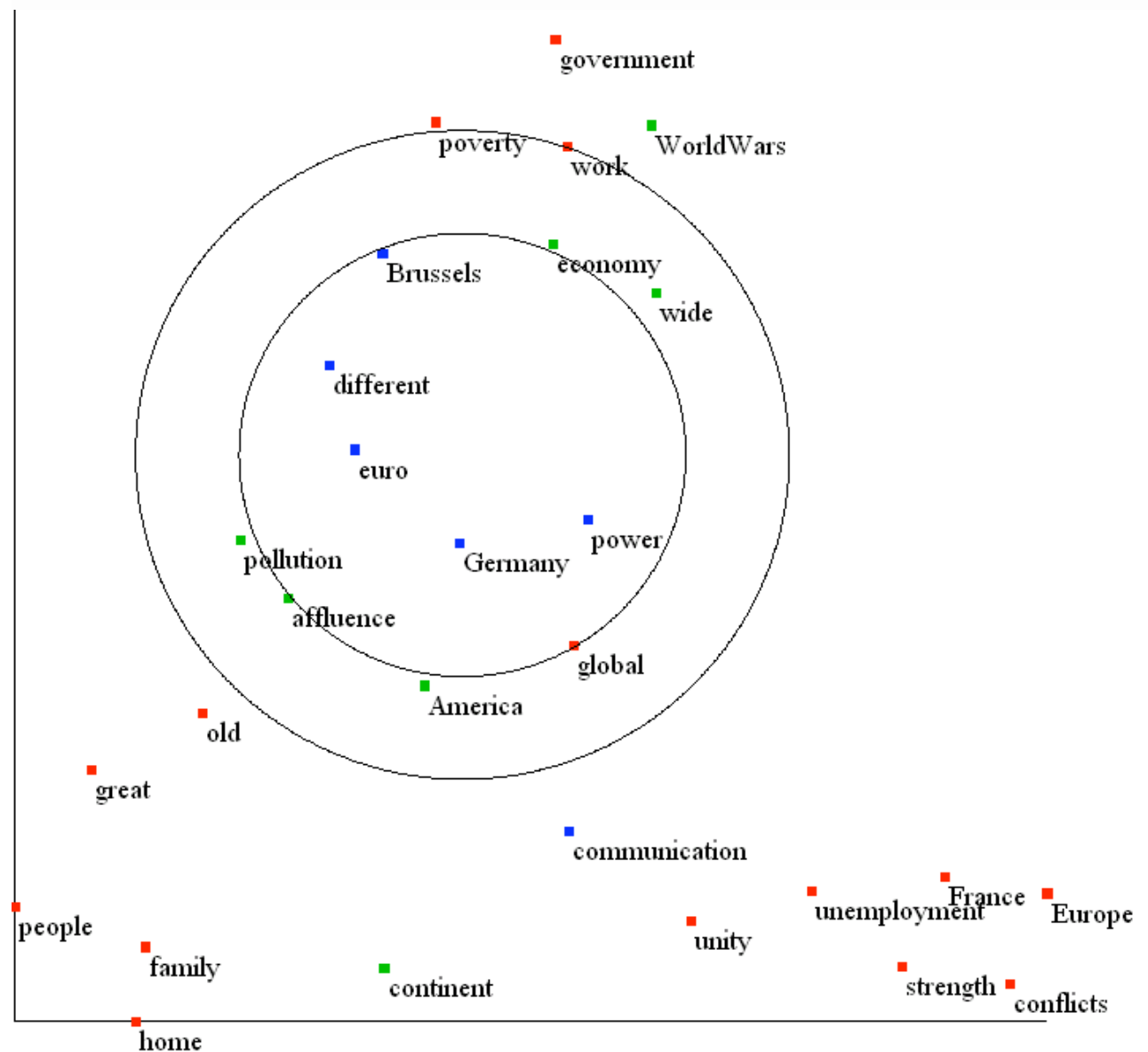
Facet Diagram of the words saturating on Nation (facet A), Europe (facet B) or World factors (facet C). Regionality Coefficient: 0,810

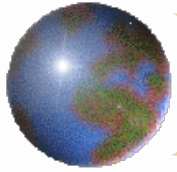


Some words located outside of their facet region represent interesting semantic overlaps:

- *global*: (belonging to the A facet but placed in the C facet region): we can understand it as a sign of the awareness of a new challenge for European States: to cope with politico-economic and cultural dynamics on the global scale;
- *communication*: (belonging to the B facet but placed in the A facet region) indicates the consideration for the crucial role of communication - a key word since the EU beginning - for national and international politics;
- *world wars*: (belonging to the C facet but placed in the A facet region) statement of the memory of the outcomes of Europe of the States' politics and of the fear of further development of such a political system faced with huge economic problems.

Facet Diagram of the words saturating on Nation (facet A), Europe (facet B) or World factors (facet C). Regionality Coefficient: 0,810



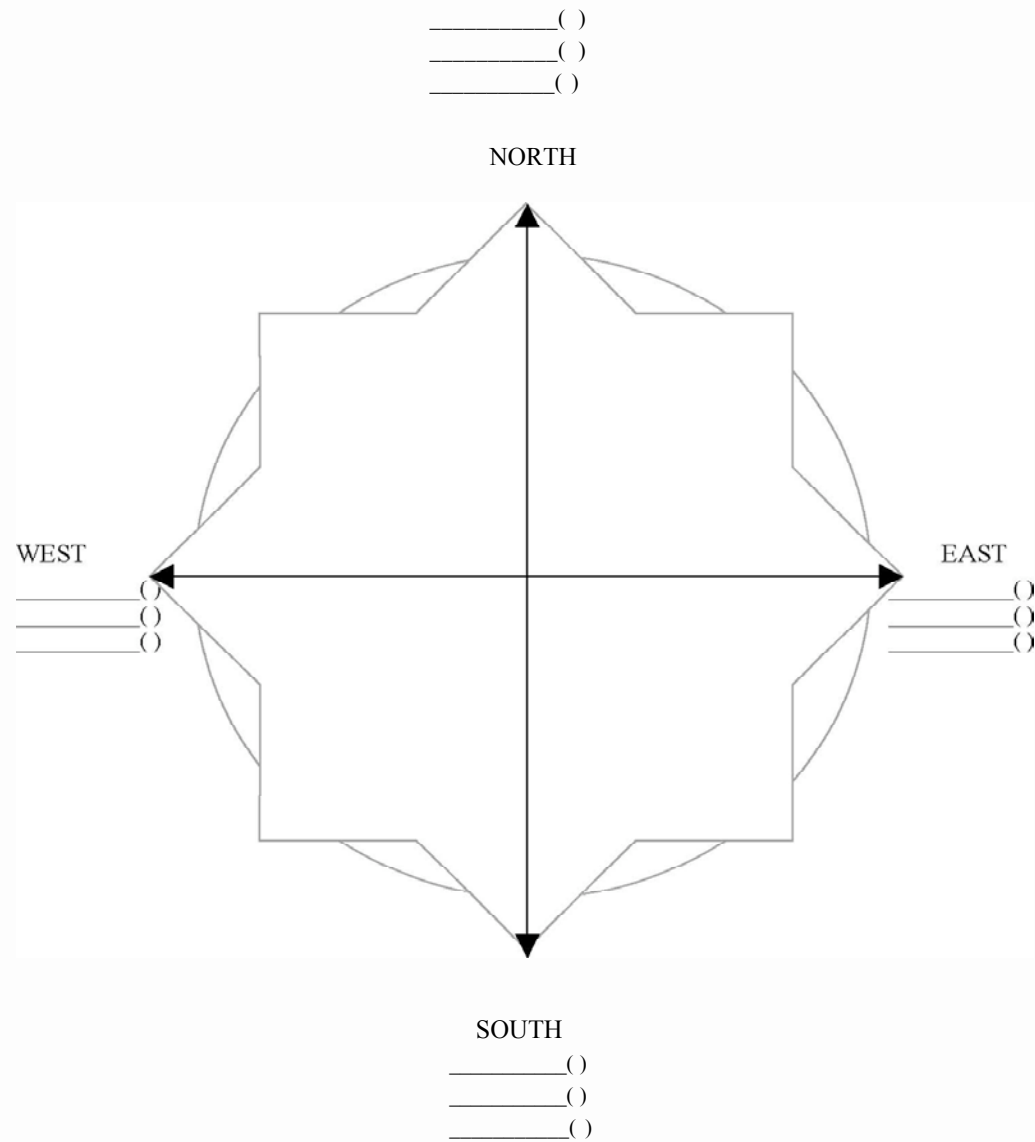


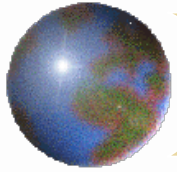
Some considerations

According to the Facet Analysis results, the hypothesis that SRs of *Nation*, *Europe* and *World* fit in a comprehensive representational system seems to be confirmed:

- The spatial configurations identified via F.A. enable us to overcome a simplistic model based on the inclusive scale criterion (World-Europe-Nation).
- The concentric modular organization of the three representational fields underlines the dialectic relations between SR of *Nation* (the most contrastive and complex) and SR of *World*, expressing more anxiety (confirmed by the lowest Polarity Indexes for this stimulus). In such dialectic relations SRs of *Nation* and *World* include, as synthesis outcome, a SR of *Europe* focused on the EU politico-economic alternative.

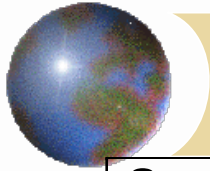
European Sky Compass



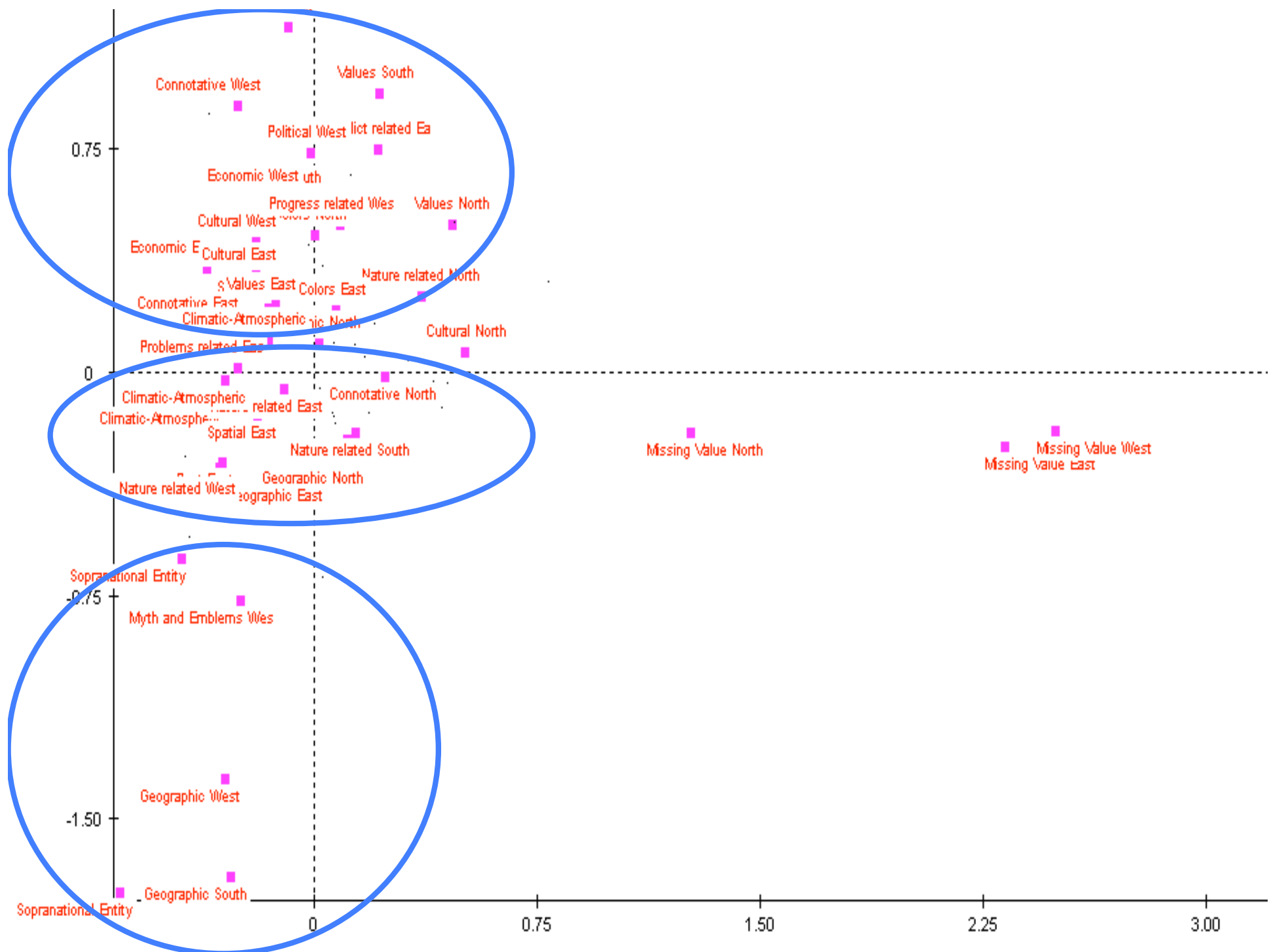


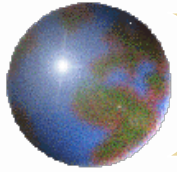
Mother Research 1996: Selected Key results on Geo-political Representations

- ✚ The geographic parameters **North-South-East-West SR** were anchored to the **political-economic dimension** of the representations of the European Union.
- ✚ A clear **opposition** was noted between a **rich and developed North-West** and the **poor and backward East**, (sometimes associated with the **South**, in turn essentially defined on the basis of **climatic and naturalistic dimensions**.)



Semantic categories	North	East	South	West
Climatic-Athospheric	37,1%	7,2%	32,6%	5,3%
Economic	17,3%	13,9%	19,5%	17,8%
Cultural	4,9%	17,4%	6,5%	9,3%
Colours	2,7%	2,2%	1,2%	1,0%
Sovra-national Entity	0,2%	0,2%	2,3%	7,1%
Past	0,2%	2,1%	0,1%	0,2%
Present	0,2%	0,4%	0,1%	1,2%
Values	4,1%	3,1%	4,0%	4,9%
Myths and Emblems	0,5%	0,5%	0,2%	3,4%
Spatial	3,2%	3,5%	1,4%	1,9%
Nature	7,3%	3,9%	8,8%	9,3%
Beonging and Identity	0,6%	0,6%	1,6%	0,6%
Leisure activities	0,2%	0,6%	1,8%	0,8%
Connotative	3,4%	4,9%	3,9%	3,9%
Progress	0,8%	1,9%	0,4%	3,5%
Political	1,3%	6,7%	0,7%	6,2%
Problems	0,2%	2,1%	1,1%	0,5%
Conflicts	0,2%	2,2%	0,6%	1,1%
M.V.	3,3%	6,3%	4,50%	7,10%



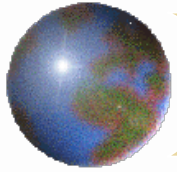


Quantitative analysis of the data collected via EuroSkyCompass

In order to carry out a quantitative analysis of the data collected via EuroSkyCompass, we conceived the North-South and East-West geographical axes as a Cartesian X-Y axis system, in which each one of the points drawn by the subjects is defined by the abscissa (East-West) and the ordinate (North-South) coordinate.

Such a procedure allowed us to treat the data on the basis of two main parameters:

- The calculation of the average point;
- The calculation of the average distances between couples of points (i.e. Me-MyC, Me-EU etc);



The average points

Then, we codified for each subject the positioning on the North-South and East-West axis, for the socio-political entities “*Me*”, “*My Country*”, “*My Favourite Country*”, “*Italy*”, and “*EU*”.

Thus, we calculated the position of the average points on the basis of the identification of the values of each X-Y entity projection coordinate.

The average points represent a synthetic measure of the positioning of the different entities with regards to a geographical space which - thanks to the association for all cardinal points - also represents a semantic object.

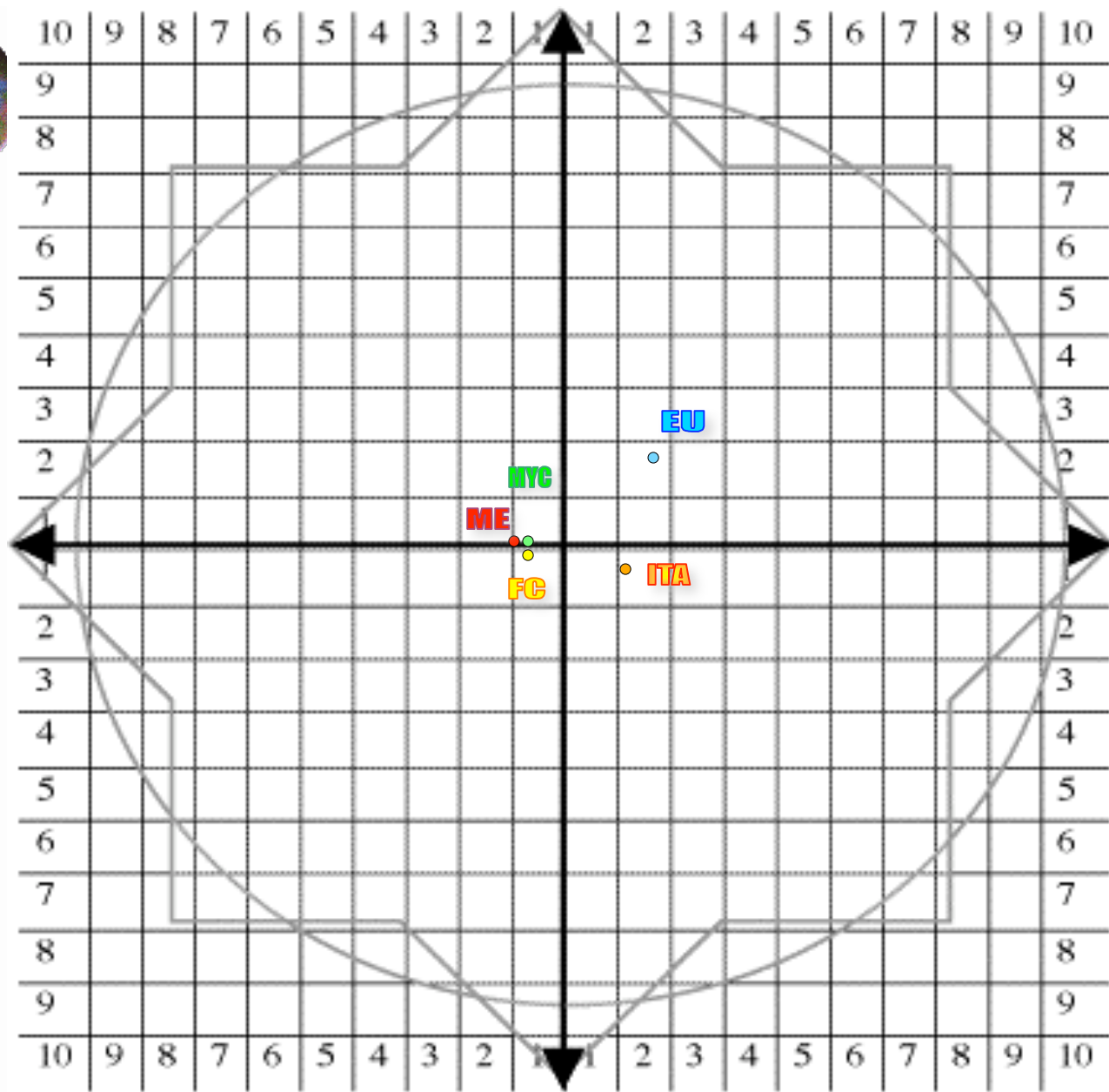
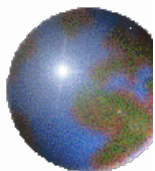
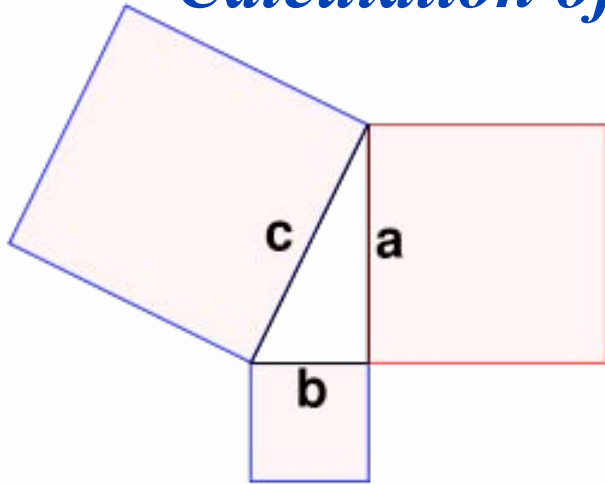


Figura 1. Rappresentazione grafica della proiezione dei punti medi collocati per Me, MYC, FC, EU ed ITA sul cielo dell'EuroskyCompass degli studenti dell' Università di Madrid.

European Sky Compass: Calculation of the Distance between two points

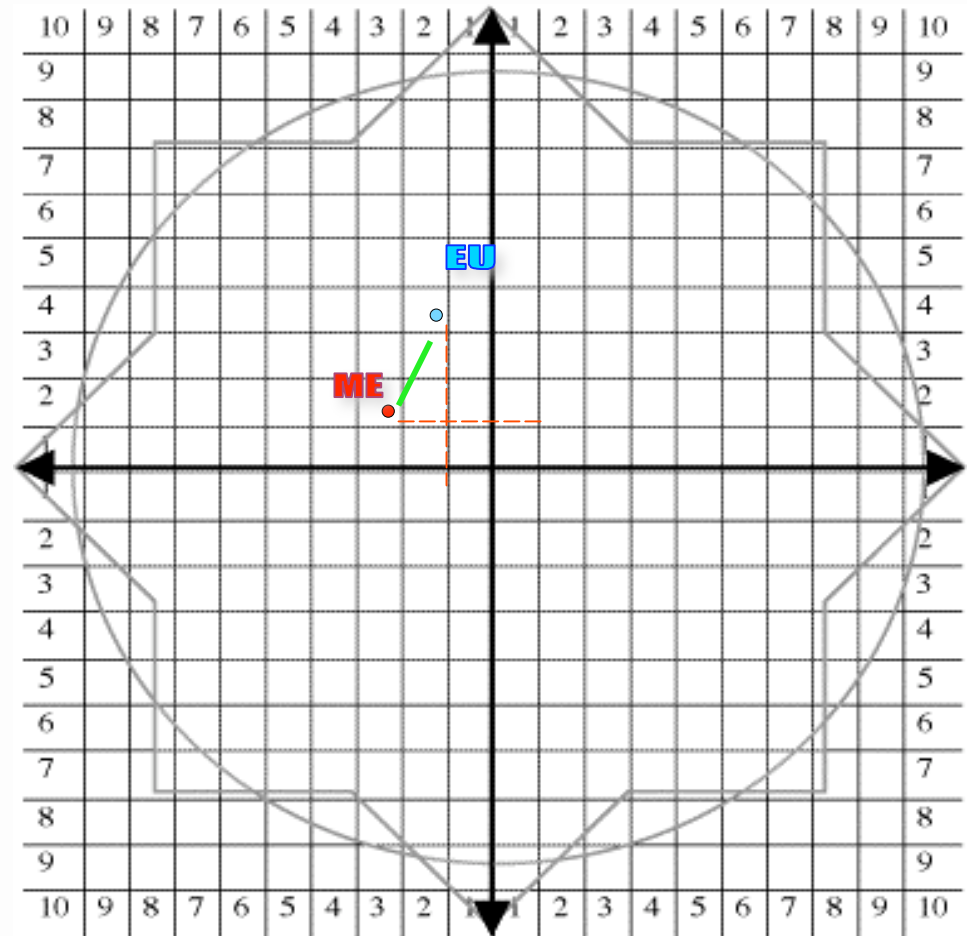


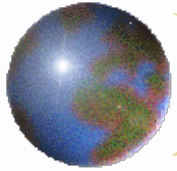
*Given a right triangle ABC
right in C, we find that:*

$$AB^2 = AC^2 + BC^2$$

So:

$$AB = \sqrt{AC^2 + BC^2}$$

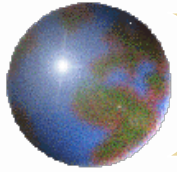




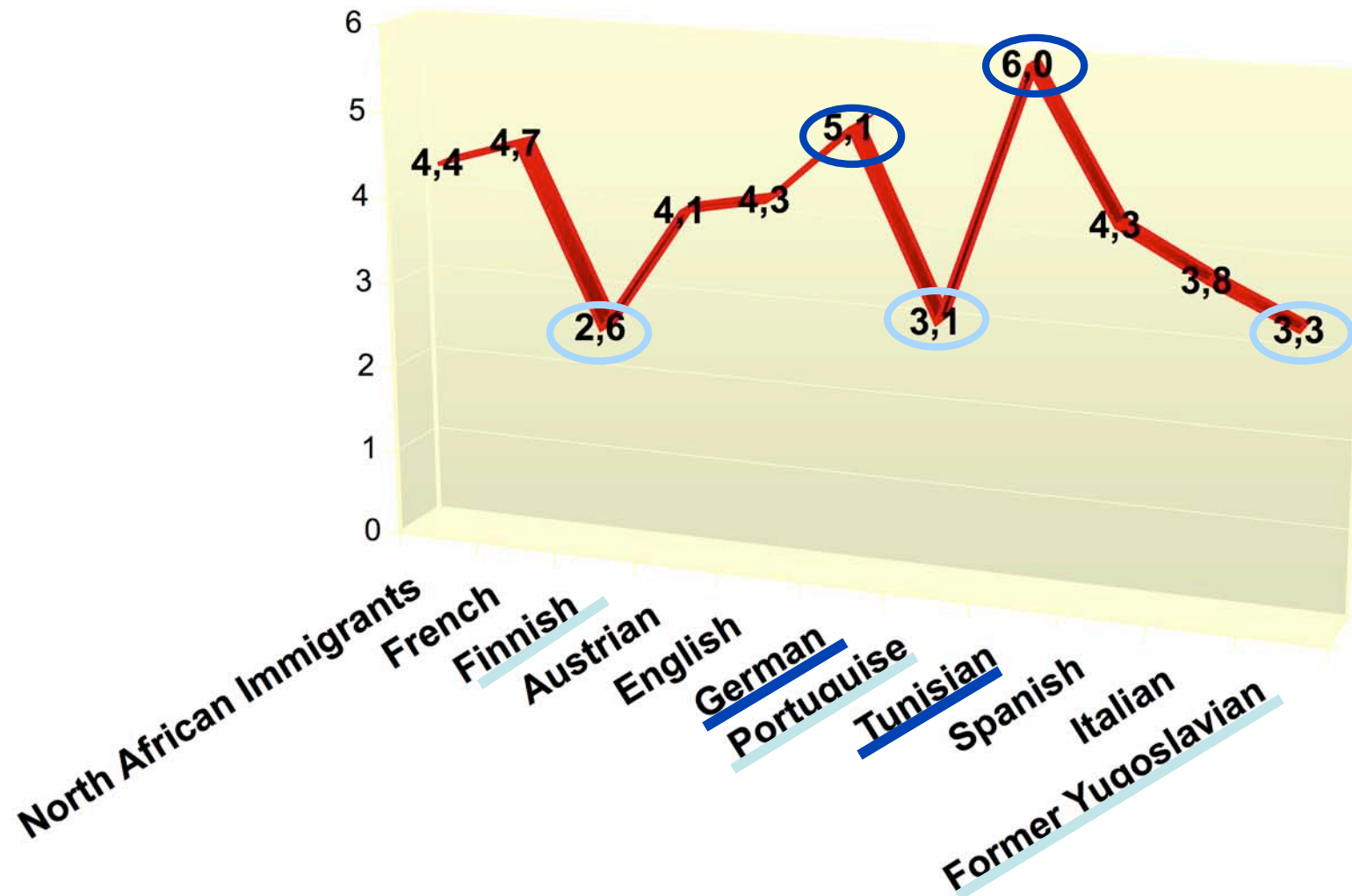
The average distances and the cross-national comparison

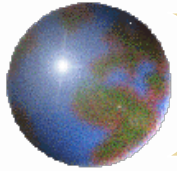
In order to cross-culturally compare the level of identification with the proximal object, My Country (MyC), and the distal one, EU, we calculated the average distance for each national sample and carried out several Variance Analyses (ANOVA) with regards to the distance the subjects of different nationalities expressed between:

- Me and My Country (MyC),
- Me and EU,
- MyC and EU

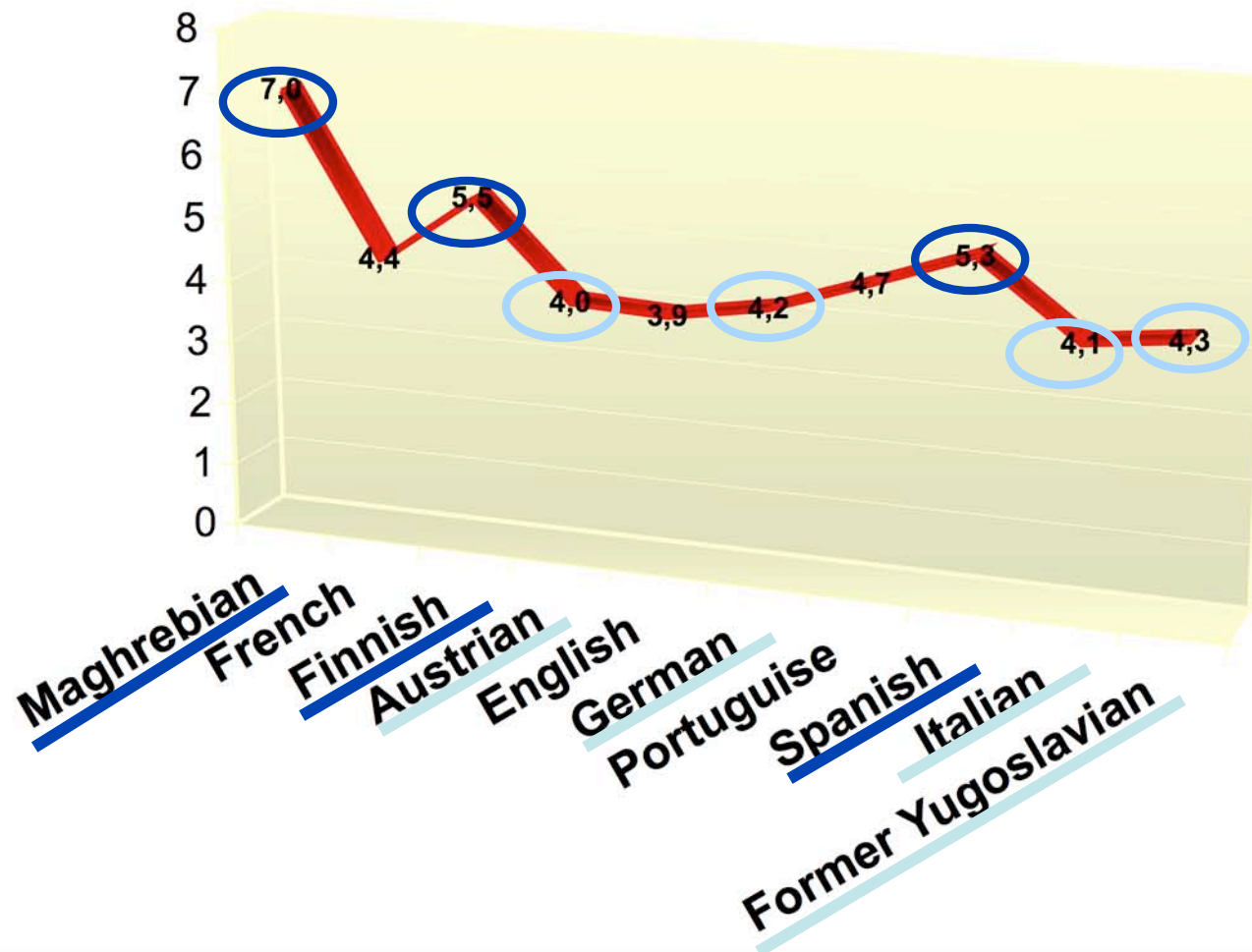


Average Distances between the projection of Myself and My Country on the EuroSKYCompass according to Nationality





Average Distances between the projection of *My Country* and *EU* On the EuroSKYCompass according to *Nationality*



COOKING...



... LIKE A BRIT
AVAILABLE...



... AS A BELGIAN



FLEXIBLE...
... AS A SWEDE



SOBER...
... AS THE IRISH

THE PERFECT EUROPEAN

SHOULD



BE ...

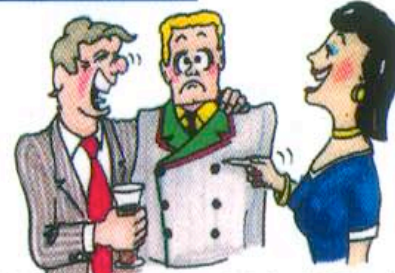
DRIVING...



... LIKE
THE FRENCH



TALKATIVE... AS A FINN



HUMOROUS... AS A GERMAN



TECHNICAL...
... AS A PORTUGUESE



CONTROLLED...
... AS AN ITALIAN



PATIENT...
... AS AN AUSTRIAN



HUMBLE...
... AS A SPANIARD



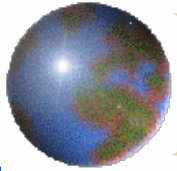
GENEROUS...
... AS A DUTCHMAN



ORGANISED...
... AS A GREEK

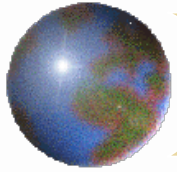


DISCREET...
... AS A DANE



Average of answers to the question: “To what extent do you like each of the following countries (1 = not at all, 7 = very much)?”

Italy	5.34	Germany	4.35	Lithuania	3.42
Spain	4.98	Iceland	4.27	Romania	3.39
France	4.90	Belgium	4.00	Slovenia	3.38
Greece	4.84	Hungary	4.00	Bulgaria	3.36
Portugal	4.75	Austria	3.95	Slovakia	3.33
Netherlands	4.74	Luxembourg	3.91	Macedonia	3.27
Sweden	4.74	Czech Republic	3.89	Ukraine	3.22
Ireland	4.64	Poland	3.82	Federal Republic of Yugoslavia	3.18
Great Britain	4.60	Turkey	3.68	Moldova	3.15
Norway	4.60	Russia	3.58	Bosnia	3.05
Switzerland	4.54	Estonia	3.50	Belarus	2.97
Finland	4.46	Latvia	3.47	Albania	2.69



Results:

Attitudes vis-à-vis European countries

The PCA carried out on data collected through the Attitude Scale with respect to European nations shows 6 components with eigenvalue > 1 .

If we place the factors in a chromatic map of Europe, aggregations of different countries emerge:

The first component (dark green) is clearly made up of Eastern countries;

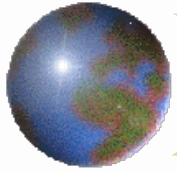
The second component (sky-blue) reveals an explicit Northern dimension;

The third component (yellow) imposes again the theme of the Golden Triangle of the Big Bosses (France, Germany and Britain), though including Switzerland and Luxembourg, whose identities can be considered mixed and close to French and German cultures;







The fourth component (blue) surely represents the Mediterranean soul of EU 15 (enlargement was not yet accomplished at the data collection time);

The fifth component (pink) emphasizes two countries of Central Europe that used to play main character roles, with a relevant symbolic content, though quite little in size;

The sixth component (red), finally, consists uniquely in Russia, the historical Eastern limit of Europe, where Western culture and politics and the *otherness* dimension of the Western Roman Empire fade into the Don landmark.



Results: *Attitudes vis-à-vis European countries*

-  = I Factor :
Eastern Countries
-  = II Factor: the
Northern Dimension
-  = III Factor: the
Golden Triangle of
the Big Bosses
-  = IV Factor: the
Mediterranean soul
-  = V Factor: the
border countries of
Central Europe
-  = VI Factor:
Russia

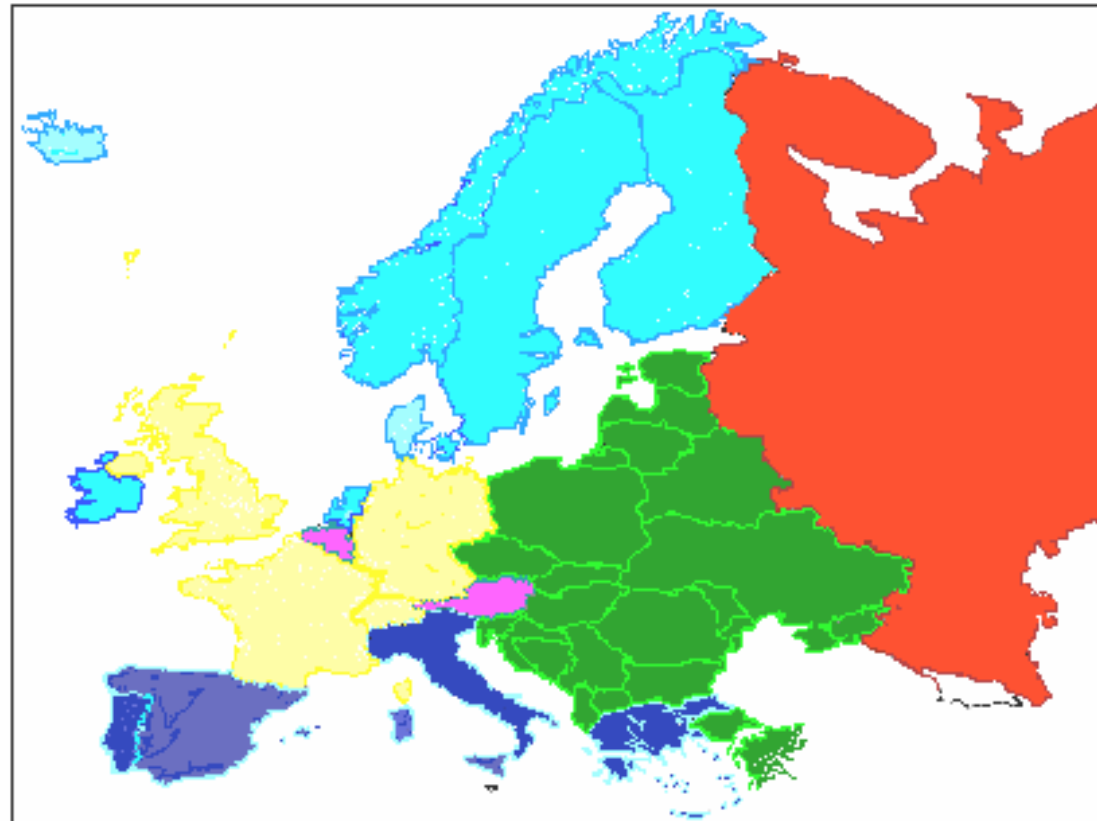
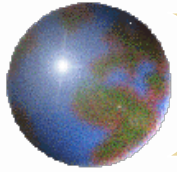
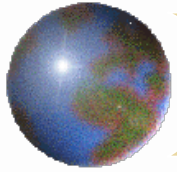


Figure1: **Representation of the 6 factors in a chromatic map of Europe.**

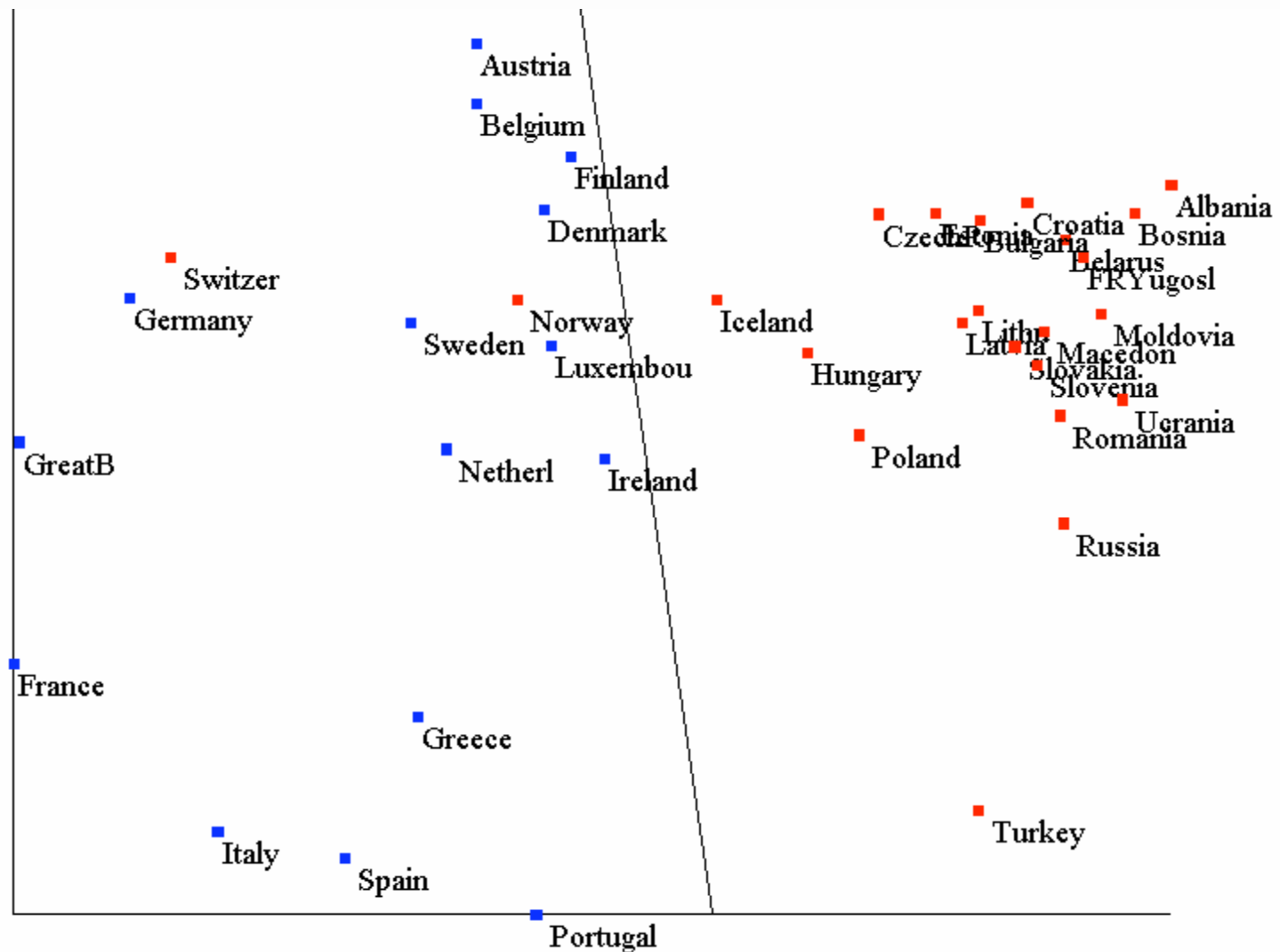


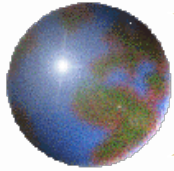
Smallest Space Analysis of the results of rating 38 European countries





SSA of states with EU membership as Facet





As concerns the enlargement of the EU Enlargement, EuroBarometer results from December 2006 show the extremely heterogeneous positions reported in different countries.

Country Results

	Poland	76%
	Slovenia	74%
	Greece	71%
	Slovakia	69%
	Lithuania	68%
	Cyprus*	66%
	Malta	66%
	Czech Republic	65%
	Hungary	65%
	Latvia	63%
	Estonia	59%
	Portugal	54%
	Sweden	53%
	Spain	51%
	Denmark	48%
	Ireland	48%
	Italy	47%
	European Union (25)	46%
	Belgium	46%
	The Netherlands	45%
	Finland	43%
	United Kingdom	36%
	France	34%
	Luxembourg	32%
	Austria	31%
	Germany	30%

* Cyprus (2006) = 54%

Other Countries

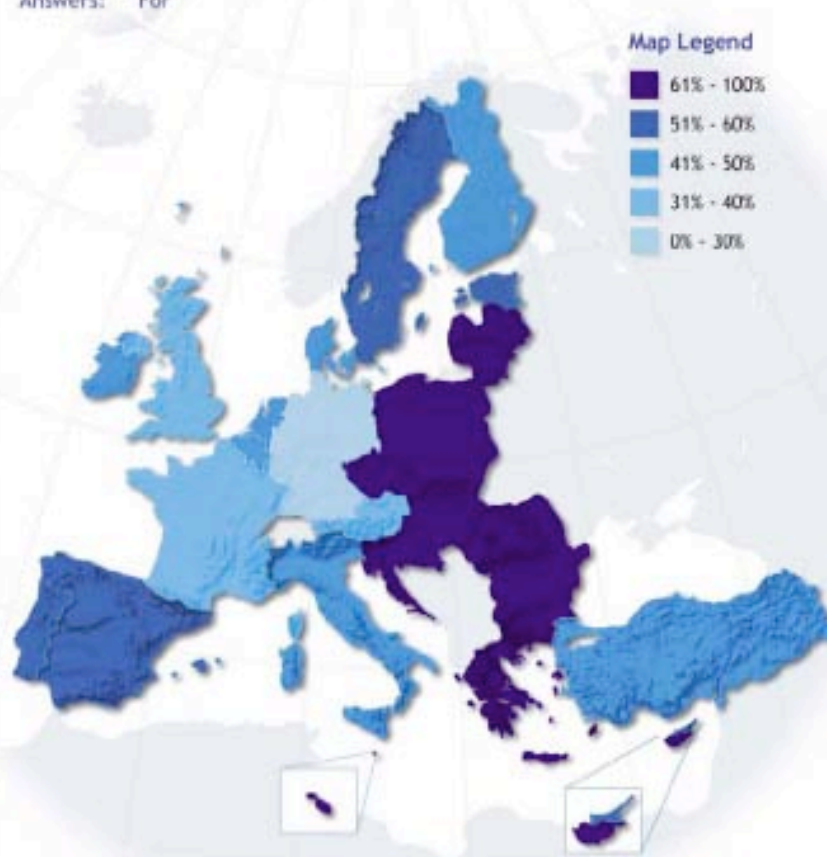
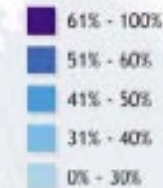
	Romania	68%
	Bulgaria	67%
	Croatia	64%
	Turkey	50%

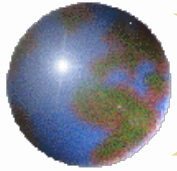
Question: QA25_4. What is your opinion on each of the following statements? Please tell me for each statement, whether you are for it or against it.

Option: Further enlargement of the EU to include other countries in future years

Answers: For

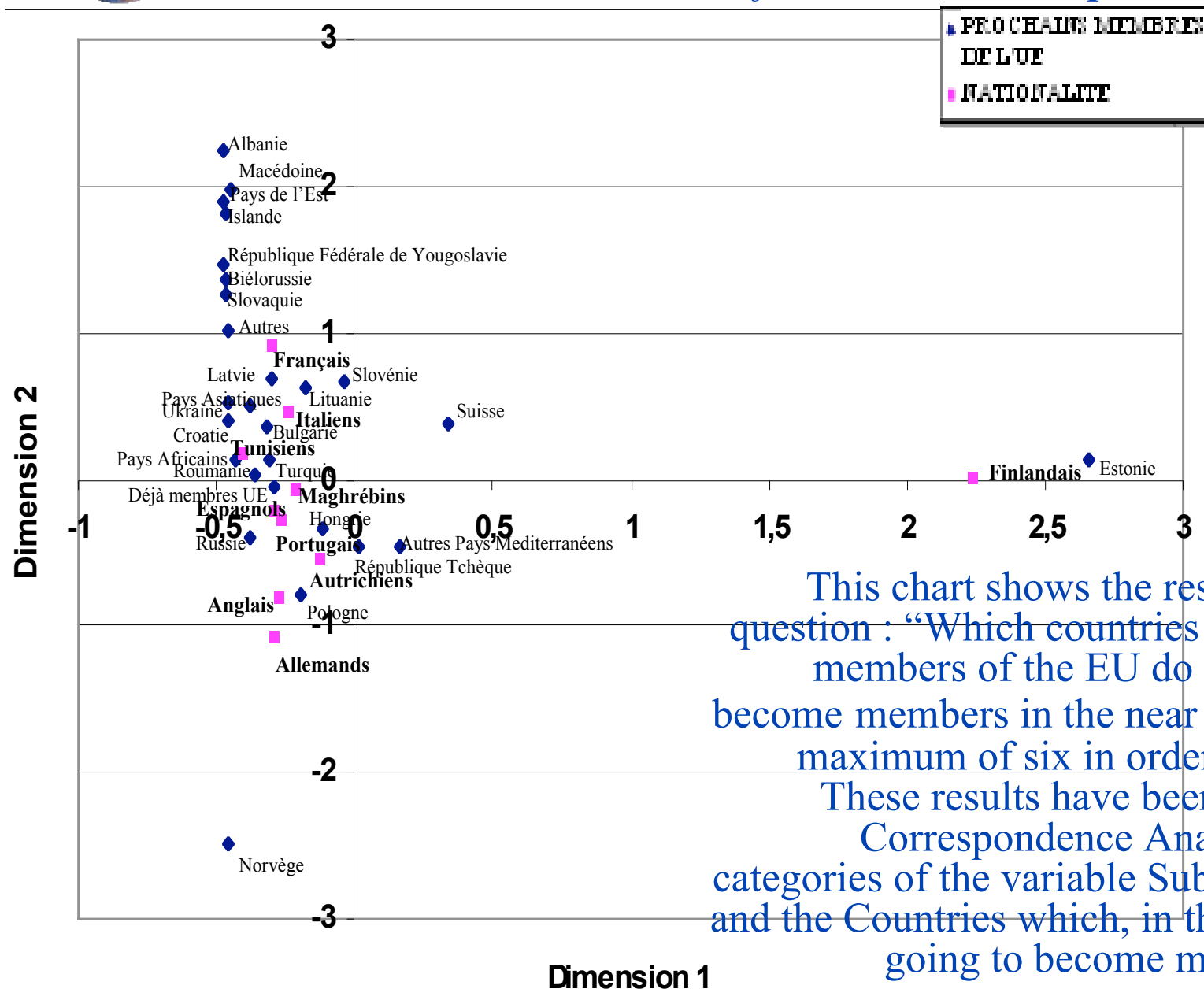
Map Legend





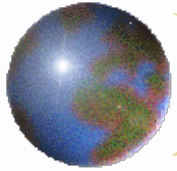
Correspondence Analysis carried out via SPSS v.11.5.

Variables: *Next Members of EU* and *Participants' Nationality*.



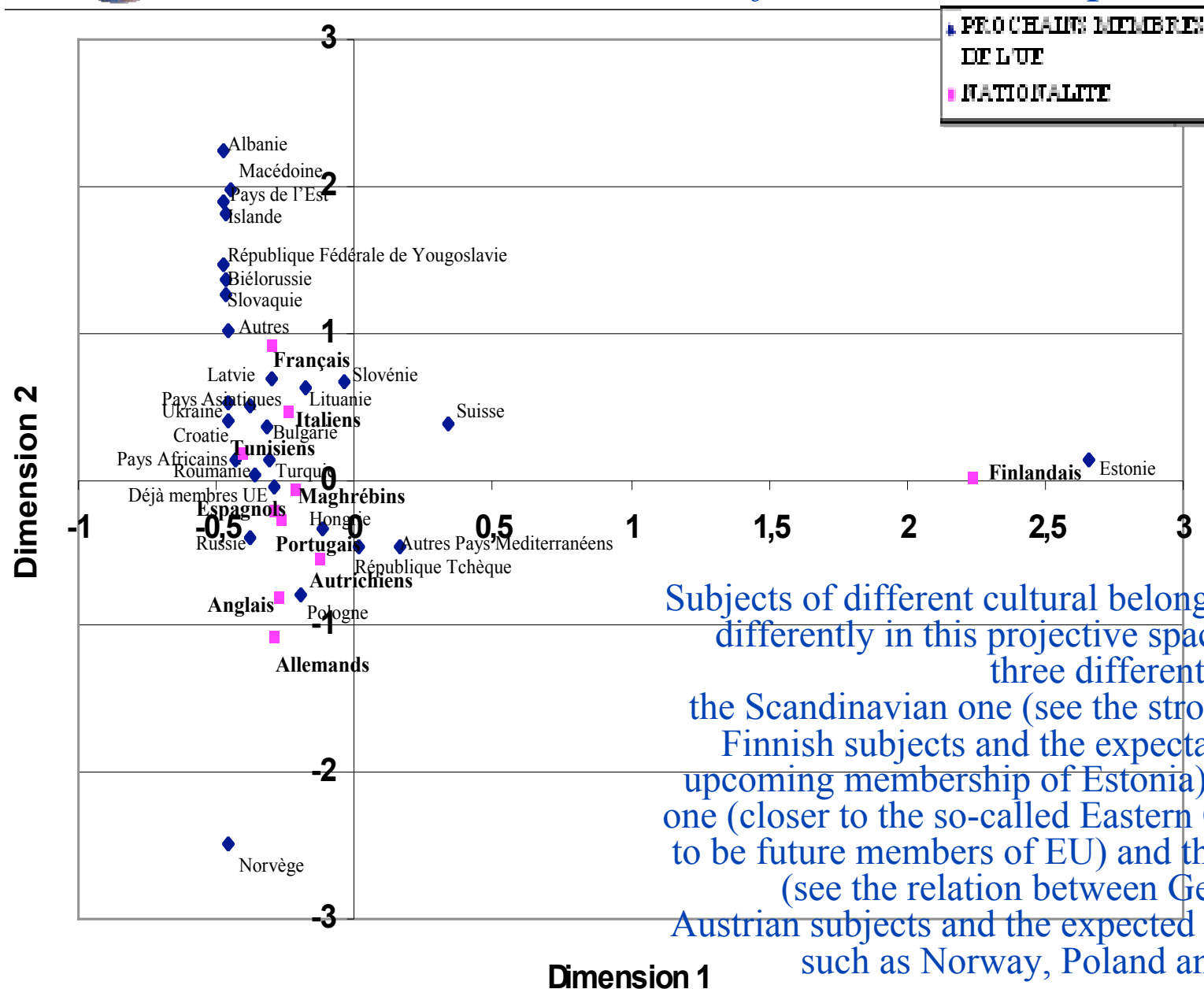
This chart shows the results related to the question : “Which countries that today are not members of the EU do you believe could become members in the near future?(indicate a maximum of six in order of importance)”.

These results have been carried out via a Correspondence Analysis between the categories of the variable Subjects' Nationality and the Countries which, in their opinion, were going to become members of the EU

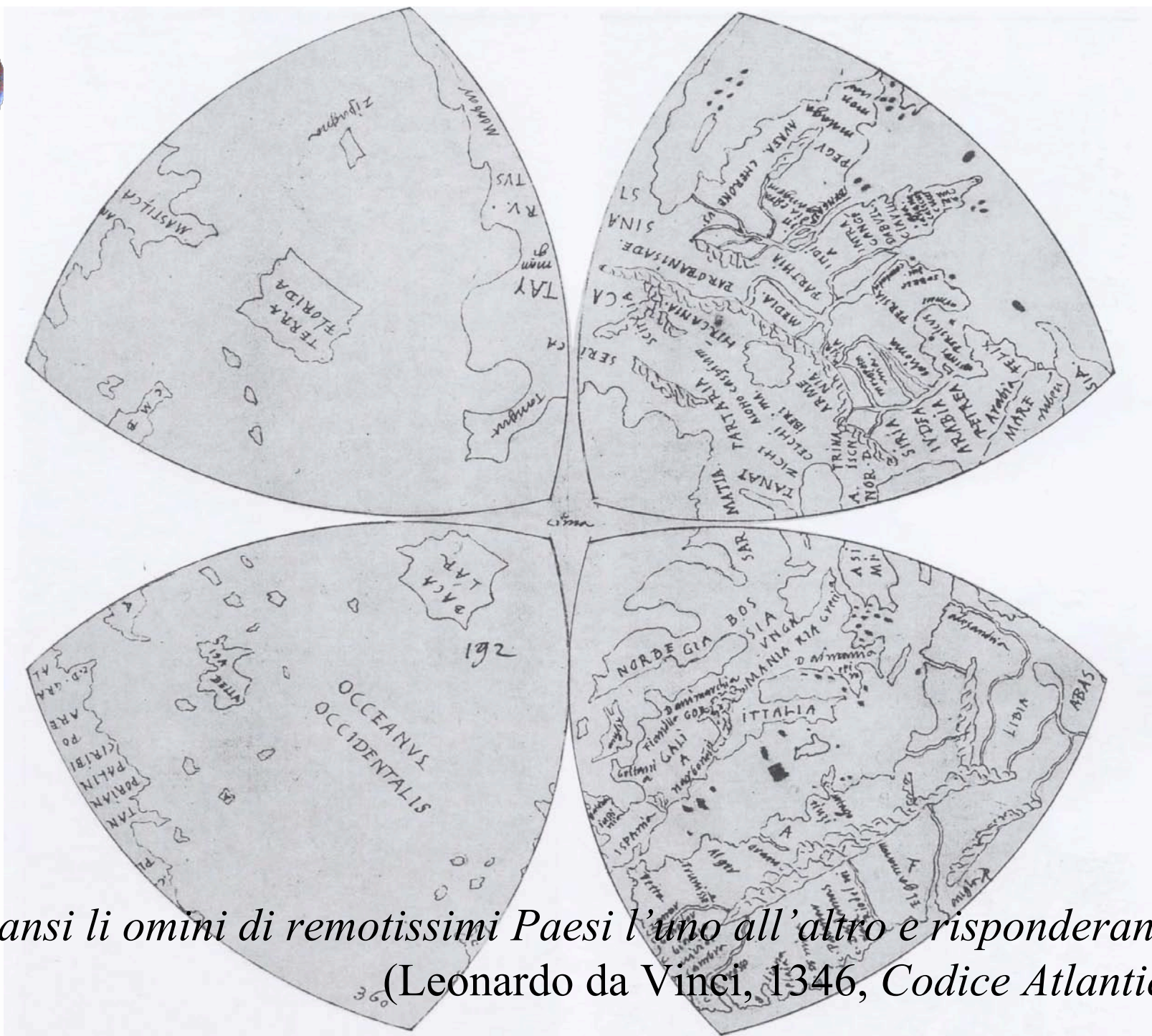
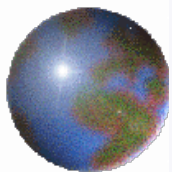


Correspondence Analysis carried out via SPSS v.11.5.

Variables: *Next Members of EU* and *Participants' Nationality*.

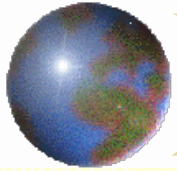


Subjects of different cultural belongings set themselves differently in this projective space: we can point out three different “souls” of the EU : the Scandinavian one (see the strong relation between Finnish subjects and the expectation concerning the upcoming membership of Estonia), the Mediterranean one (closer to the so-called Eastern Countries, expected to be future members of EU) and the Anglo-Saxon one (see the relation between Germans, English and Austrian subjects and the expected future EU members such as Norway, Poland and Czech Republic).



“Parleransi li omini di remotissimi Paesi l’uno all’altro e risponderansi”
(Leonardo da Vinci, 1346, Codice Atlantico)





Correspondence Analysis carried out via SPSS v.11.5.
Variables: Next Members of EU and Participants' Nationality.

APPENDICES

APPENDIX A PROJECTIONS

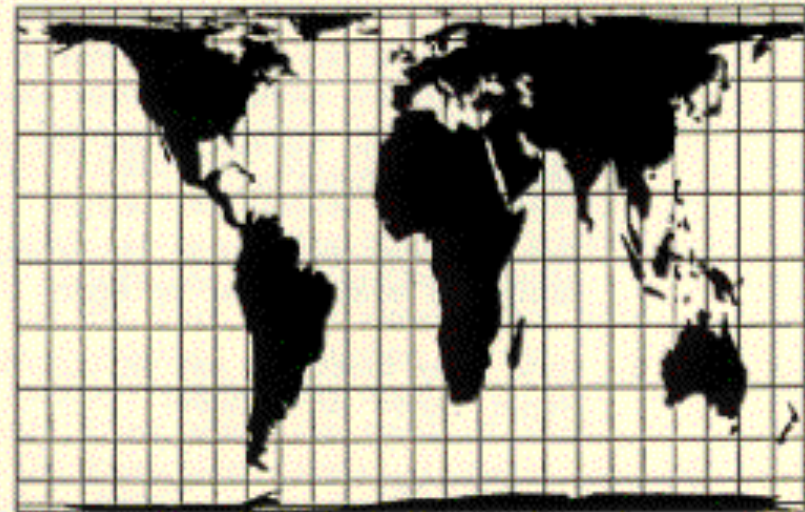
MERCATOR

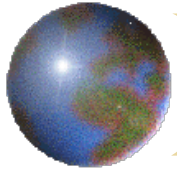


GOODE



PETERS



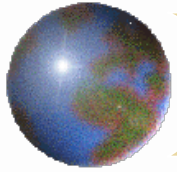


THE INSTRUMENT: THE "SILENT MAP OF EUROPE"

We are interested in knowing your personal image of Europe, more than your geopolitical knowledge. Therefore, freely indicate what you know without fear of making mistakes. Below is a map of Europe:

- Draw a line on this map to show the cultural/geographical boundary between North and South. The line need not be straight and can be curved.**
- Draw another line to show the cultural/geographical boundary between East and West. The line need not be straight and can be curved.**

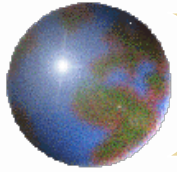














After the end of the II WW, the image of Europe's geography has been reconstructed according to the political division brought about by the Cold War. Within this framework the geographical landmarks between East and West have been dramatically changed by ideological ones (Duveen, 2000).

Assuming that geographic maps are tools designed to express and, with all the power of visual language, to influence representations of geopolitical balances, new questions arise at the end of this paper. In particular:

- How different and changeable will mental maps be in reference to the cardinal points North-South-East-West as orientation elements, depending on the social belonging of subjects to different cultural and geographical contexts?**
- How much will the perception of both the borders and axis orientation change, following the recent inclusion of new countries in the European Union and the new geo-political patterns in the Mediterranean Sea?**

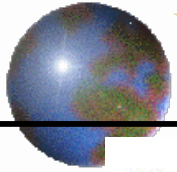


MAIN RESULTS: COUNTRY POSITIONING

French	German	Spanish	Legend
			<ul style="list-style-type: none">N/E N/W S/E S/W 
Portuguese	Italian	Austrian	
			



English	Finnish	Maghrebian	Legend
			<ul style="list-style-type: none">N/E N/W S/E S/W Divided in 4
Tunisian	Former Yugoslav		



Zoom to the spanish sample



Madrid sub-sample



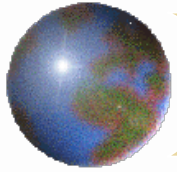
San Sebastian sub-sample



Valencia sub-sample

Legend





- ⊕ N/E 
- ⊕ N/W 
- ⊕ S/E 
- ⊕ S/W 
- ⊕ Divided in 4 



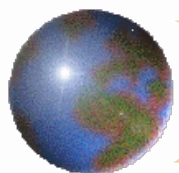
Typical consensual configuration

The analysis of the recurring positions of European countries as shown by the results obtained with the usual means of the “Silent Map of Europe” gives evidence of general consent by the majority of the interviewed population in grouping some countries within a specific geographic area. Such a result allows us to underline four prototypic images: i.e. N/E, N/W, S/E, S/W. In our study we therefore have classified these countries into four representational clusters:

Legend:

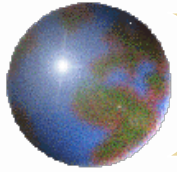
- North/East 
- North/West 
- South/East 
- South/West 





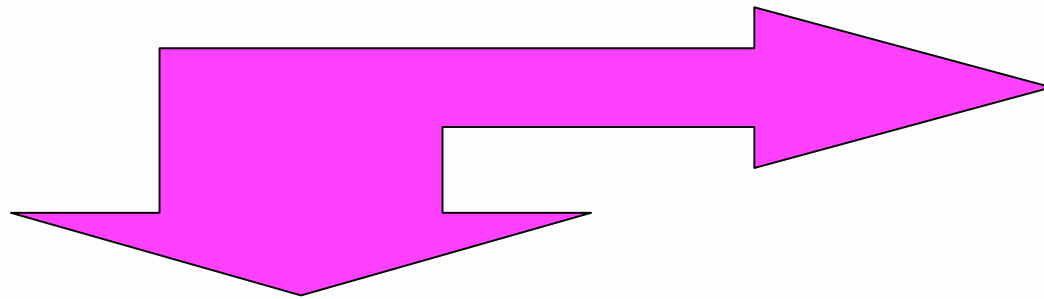
Europe's "barycentre"

SUBSAMPLE COUNTRY	Austrian	Finnish	French	Maghrebian in France	German	English	Italian	Portuguese	Former Yugoslavian	Spanish	Tunisian	Tot
Austria	6	0	3	3	12	2	2	8	0	4	1	41
Hungary	3	1	2	1	3	3	1	3	5	6	2	30
Russia	2	1	3	0	2	1	0	4	8	0	5	26
Germany	2	0	5	4	2	0	0	3	0	5	4	25
Czech Republic	2	1	3	4	2	2	2	3	2	1	1	23
Italy	1	0	3	6	0	1	4	1	3	2	1	22
Poland	2	3	2	4	5	0	1	4	1	0	1	22
Romania	2	1	0	3	1	1	0	3	9	0	1	21
Turkey	2	0	0	2	0	0	0	2	14	0	0	20
Federal Republic of Yugoslavia	0	2	1	3	0	1	0	0	10	0	0	17
Slovakia	4	0	1	3	0	0	0	4	5	0	0	17
Croatia	1	0	1	1	0	1	1	1	7	2	1	16
Albania	0	0	0	1	0	0	0	1	12	0	1	15
Bulgaria	0	0	0	1	0	0	0	2	12	0	0	15
Ukraine	2	1	2	0	0	0	1	3	6	0	0	15
Bosnia- Herzegovina	0	1	0	1	0	1	0	0	8	1	1	13
Macedonia	0	0	0	0	0	0	0	1	12	0	0	13
Belarus	2	0	0	0	1	1	0	4	3	0	1	12
Greece	0	0	0	0	0	0	0	1	11	0	0	12



ANSWERS MODALITY RESULTS

MACRO-CATEGORIES

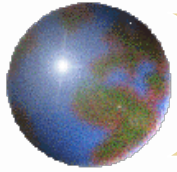


CONVENTIONAL:

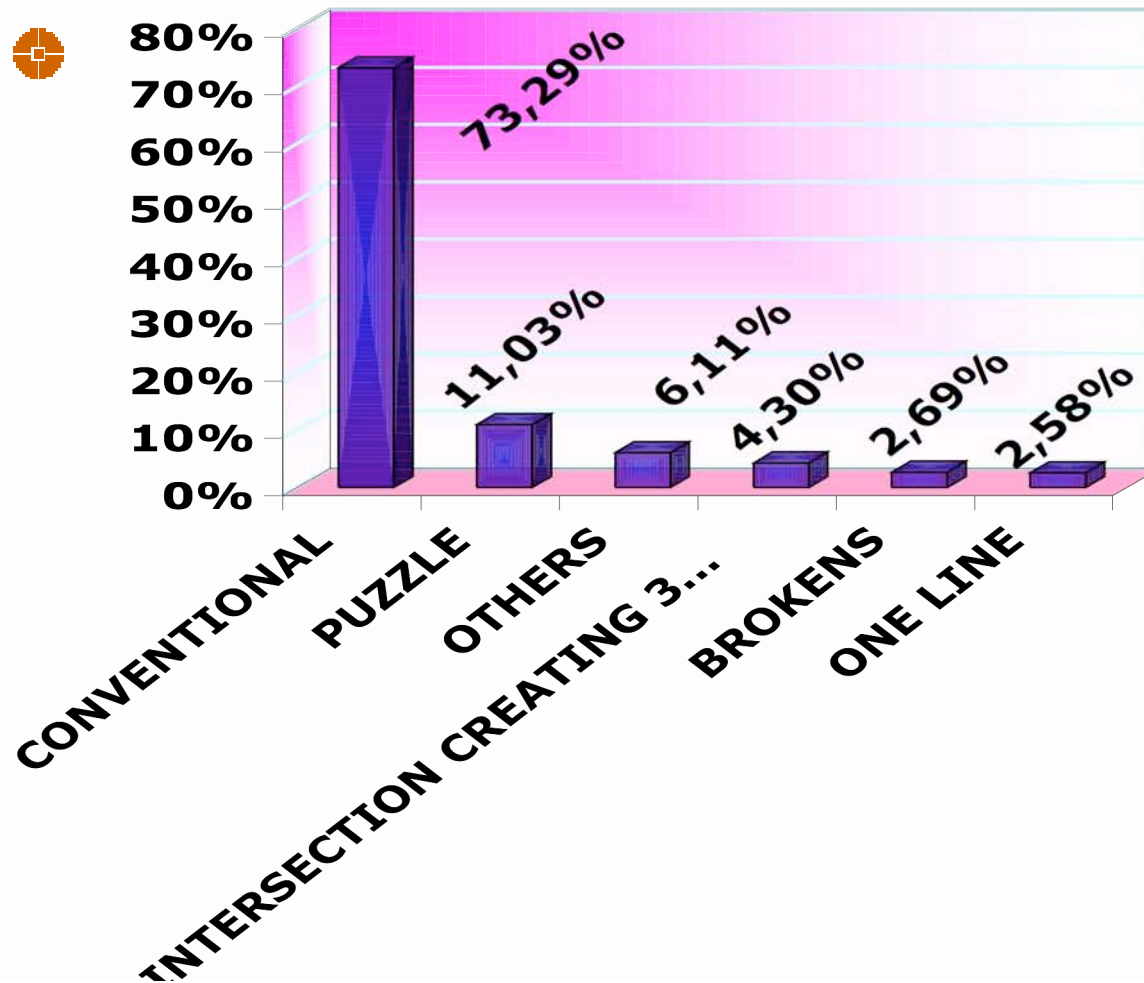
- **Two lines**
- **Following borders**
- **Intersection on the Sea**

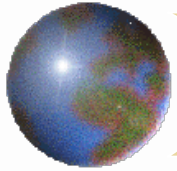
ALTERNATIVE:

- **One line**
- **Grids**
- **Parallel lines**
- **Broken lines**
- **Bubble**
- **Puzzle**
- **Incomplete lines**
- **Concentric lines**
- **Intersection
creating 3 areas**
- **Lines off the map**
- **Unclassifiable**



ANSWERS MODALITY PERCENTAGE

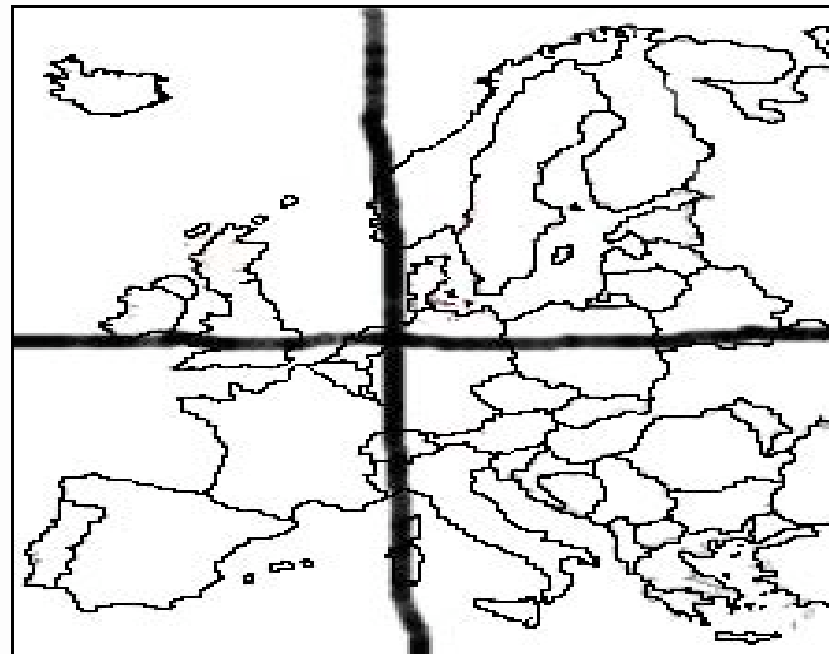


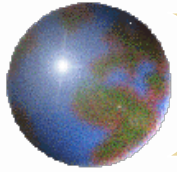


CONVENTIONAL

TWO LINES

- the *two-line* response indicates that the sample followed the instructions, dividing Europe into four quadrants with two lines that did not follow national borders.



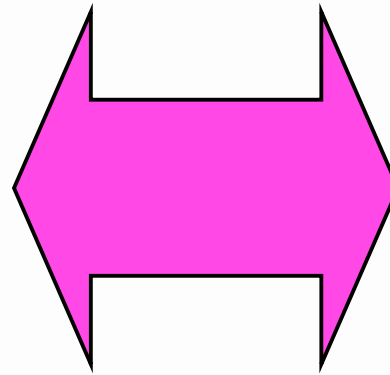


CONVENTIONAL FOLLOWING BORDERS

The interviewed subjects divided Europe drawing two lines crossing the land along the national borders to underline political, geographical and cultural unity within the four areas.

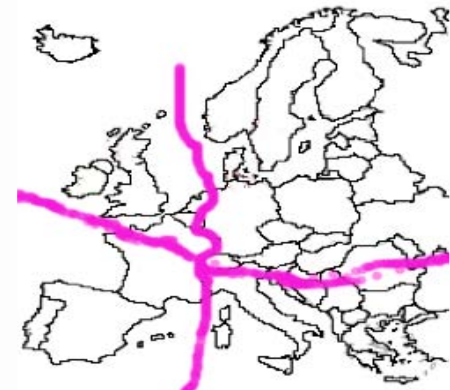
Four Quadrant following borders:

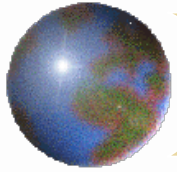
Following the borders, two lines managed to divide Europe into **four parts**



One of Two lines following borders :

The subjects divided Europe into **four parts**, of the two crossing lines only one follows national borders.





CONVENTIONAL

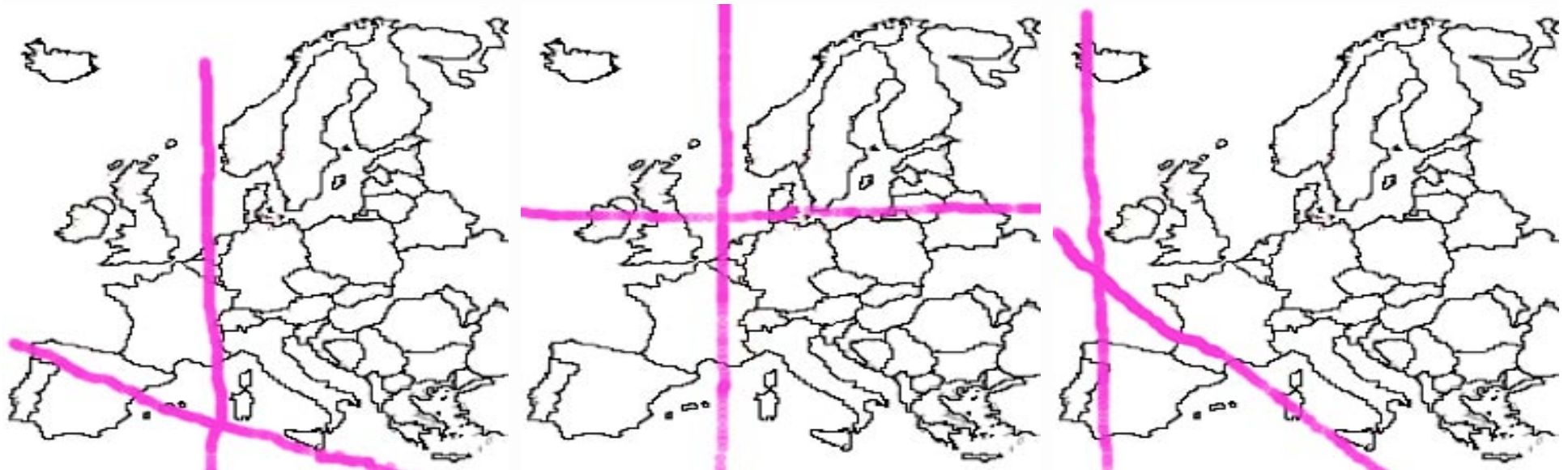
INTERSECTION ON THE SEA

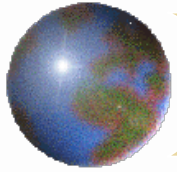
The interviewed subjects divided Europe by North-South and East-West axis crossing in the sea (without any attention to the national borders).

Cross Mediterranean

Cross North Sea

Cross Ocean Atlantic

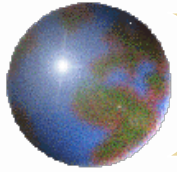




- Analysing the convergence between the results related to the “Silent Map of Europe” and the “attitude scale”, we can underline:
 - ✓ some specific clusters of countries are prototypical in relation to the four geographical regions of Europe and are the object of different kinds of attitude. They also shows how SR of Europe are articulated around the idea of a puzzle of geographical areas with the related meanings.

23,56% of the subjects answered to the “Silent map” questionnaire in a non-conforming way:

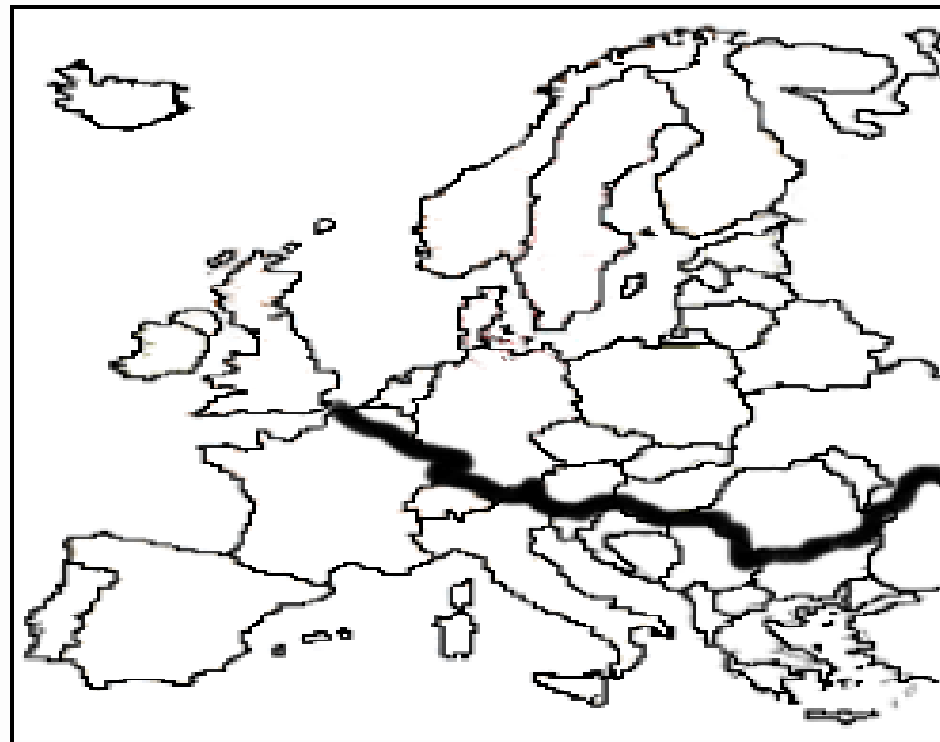
- according to the qualitative analysis, 23,56% of non-conforming answers seem to be guided by specific criteria.
- In fact those kinds of configurations can be assumed to be indicators of representations shared by specific social groups that express a particular position in relation to the representational object of Europe.

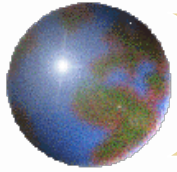


ALTERNATIVE

ONE LINE

The interviewed subjects divided Europe into two areas, drawing a single line that followed national borders.



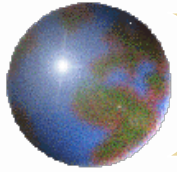


ALTERNATIVE

GRIDS

The interviewed subjects have drawn an ambiguous grid
(was their purpose to underline or to deny a part of Europe?).



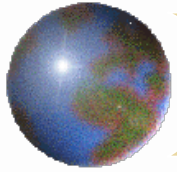


ALTERNATIVE

PARALLEL LINES

The interviewed subjects divided Europe drawing two parallel lines that never crossed each other.



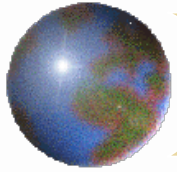


ALTERNATIVE

BROKEN LINES

The interviewed subjects have drawn a series of broken lines that never crossed each other.





ALTERNATIVE

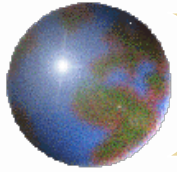
BUBBLE

The interviewed subjects represented a Europe with circled areas without following the national borders.

CONCEIVED CLUSTERS:

- **West Countries**
(48,78%)
- **Mediterranean Countries**
(19,51%)
- **Scandinavian Countries**
(17,07%)
- **English-speakers**(14,63%)





ALTERNATIVE

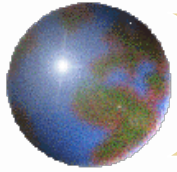
PUZZLE

The interviewed subjects divided Europe by drawing irregular and adjacent curving lines, delimiting different areas, which include all countries like a crossing game of geo-cultural areas.

CONCEIVED CLUSTERS:

- ***Eastern Countries***
(27,11%)
- ***Scandinavian Countries***
(24,97%)
- ***West Countries***
(20,22%)
- ***Mediterranean Countries***
(16,38%)
- ***English-speakers Countries*** ***(11,31%)***



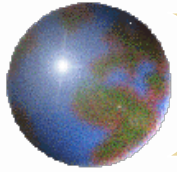


ALTERNATIVE

INCOMPLETE LINES

The interviewed subjects represent Europe drawing short lines that don't divide all of Europe.

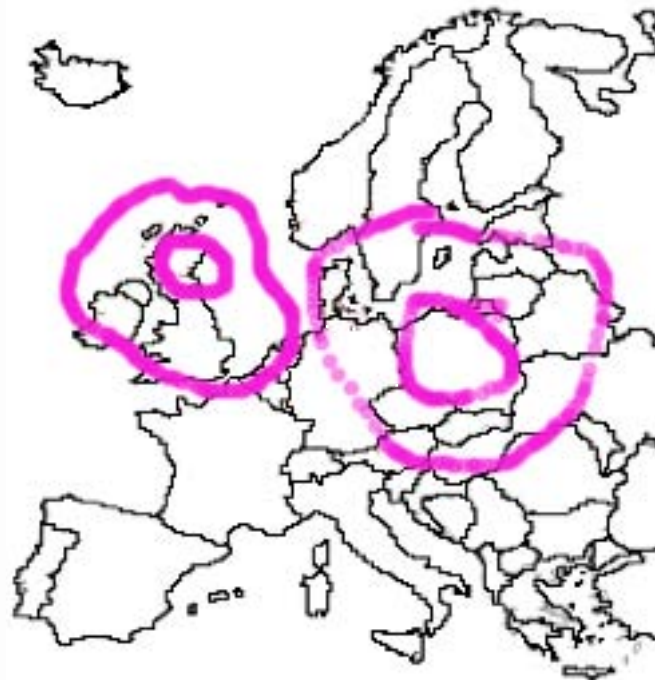


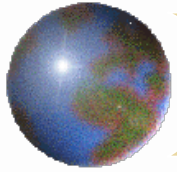


ALTERNATIVE

CONCENTRIC LINES

The interviewed subjects divided Europe drawing curved concentric lines. This kind of representation seems to underline the prevalence of differentiation based on the centrality of European countries (political, economic, geographical and cultural) in respect of a differentiation based on the North, South, East, West axis.

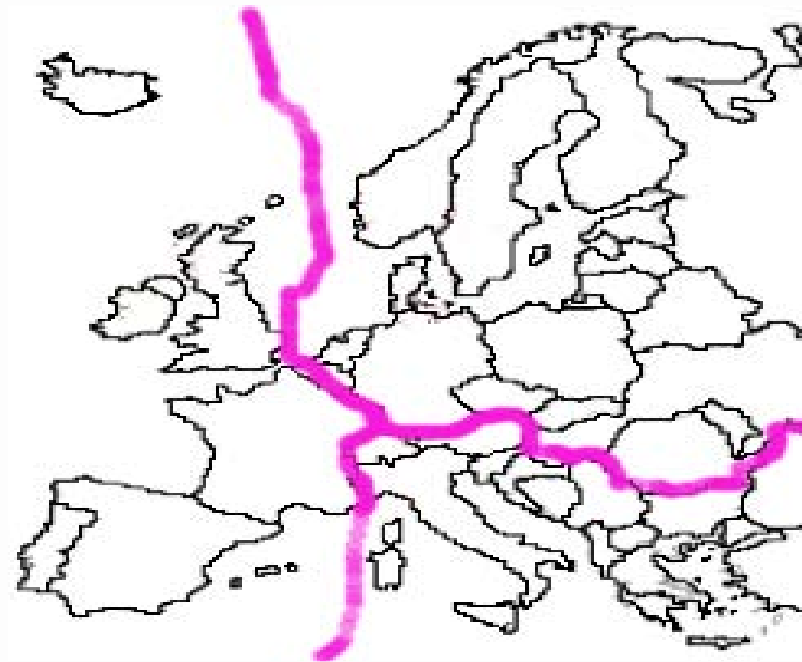


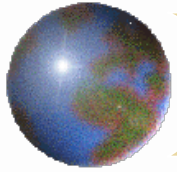


ALTERNATIVE

THREE AREAS CROSSING BORDERS

The sample divided Europe into only three parts drawing three crossing lines that follow national borders.



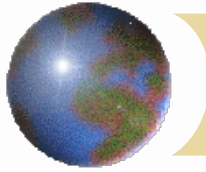


ALTERNATIVE

LINES OFF THE MAP

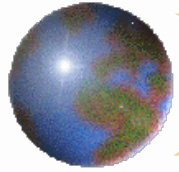
The subjects divided Europe drawing two lines outside the map





Conclusive remarks

- About the **meaning attached to the cardinal points** our results confirm most of what the mother research already pointed out in 1996: **political-economic opposition between a rich and developed North-West and a poor and backward South-East; the climatic-atmospheric dimension concerns both the North and the South.** What is **new** is a sensible accent on the **cultural dimension concerning the East.**
- On the basis of the data collected via **EuroSkyCompass** we found that the perception of proximity between *My Country* and the EU and *Myself* and Nation is more differentiated for the students of 11 cultural belongings than the proximity between *Myself* and European Union (rhetorical bias or stronger identification?).
- In Facet Diagram a **polar model** of interpretation of the results **confirms** that **membership to the EU constitutes a salient discriminating factor with respect to the attitude expressed towards European countries**, clearly opposing EU members and non-EU member countries.
- However the **map based on the attitudes towards the European countries organized in six blocks**, which simply shifts the Berlin wall to the border between the new entries of Eastern countries and Russia, shows that the enlargement process is perceived more as an annex than an integration.



Personal Contributions on European Issues: Mother Research (de Rosa, 1996).

de Rosa, A.S. (1996). Reality changes faster than research. National and supranational identity in Social Representations of European Community in the context of changes in International relations. In Breakwell, G. & Lyons, E. (eds) *Changing European Identities. Advances in Social Psychology*, Pergamon Press: 381-402.

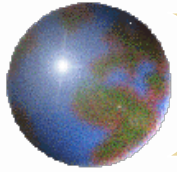
de Rosa, A.S. (2000). North-South-East-West: The four points of the compass in the European Skies. A comparison of views from different latitudes in the Social Representations of young people in ten European Countries. In M. Chaib & B. Orfali (Eds) *Social Representations and Communicative Processes*. Jönköping, Jönköping University Press, 51-91

de Rosa, A.S. (2001). Nord, est, ouest, sud: points cardinaux dans le ciel européen et objets de représentations sociales de jeunes Européens, *Bulletin de Psychologie*, tome 54 (6), 456: 701-710.

de Rosa, A.S., Mormino, C. (1997). Social memory, national identity and social representations: converging constructs? G. Bellelli, (ed.) *Collective Memory, Identity and Social Affectivity*, Napoli. Liguori: 100-110.

de Rosa, A.S., Mormino, C. (2000). Memoria sociale, identità nazionale e rappresentazioni sociali: con strutti convergenti. Guardando all'Unione Europea e i suoi stati membri con uno sguardo verso il passato. In G. Bellelli, D. Bakhurst, A. Rosa Rivero, a cura di, *Tracce. Studi sulla memoria collettiva*, Napoli, Liguori: 329-356.

de Rosa, A.S., Mormino, C. (2002). Au confluent de la mémoire sociale: étude sur l'identité nationale et européenne. In LAURENS S., ROUSSIAU N. (eds.) *La mémoire sociale. Identités et Représentations Sociales*, Les Presses Universitaires de Rennes (PUR), Rennes: 119-137.



Personal Contributions on European Issues: EuroSKYCompass (de Rosa, 2002-2004).

de Rosa, A.S., d'Ambrosio, M., Bocci, E. (2005). EuroSKYcompass: Nation, Europe, World, Social Representations Systems In Action And Construction. In *Psicologia Sociala.Buletinul Laboratorului 2 Psiologia campului social*, 15: 47-80.

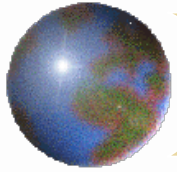
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