



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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# Social Representations of Multiculturalism in Israel

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# Research Question

- How is 'multiculturalism' constructed in Israel?
    - ❑ Why look at multiculturalism?
    - ❑ Why focus on Israel?
    - ❑ Why use a social representations approach?
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# Why Multiculturalism?

- A contested, ambiguous concept
  - Descriptive and ideological dimensions
    - Multitude of Cultures
    - Policy towards Multi-cultures
    - Multicultural existence
  - Multiculturalism and Social Psychology
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# Why Israel?

- 'Multiple cultures without Multiculturalism'
  - From 'Melting Pot' to multiculturalism in practice (the FSU case)
  - 'Cleavages' and 'struggles':
    - National, Ethnic, Religious, Political
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# Why social representations?

- A social representations approach enables to address contemporary social problems and invites ‘practical engagement’ and intervention.
  - “system of values, ideas and practices with a twofold function...” (Moscovici, 1973)
    - Social construction
    - Group identity
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# Methodology

- Interviews

- 'Policy makers'

- Ministry of Immigrant Absorption

- Ministry of Education

- Grassroots organisations, NGOs

- Focus groups in/between different communities

- 'New-comers' (FSU, Ethiopia)

- 'Ultra-Orthodox'

- 'Israeli Arabs'

- 'Foreign workers'

- 'Talkback' Analysis

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# Questions and Comments

*Thank You!*

