



12th International LAB Meeting - Summer Session 2008  
14th International Summer School

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

"Social Representations, Collective Memory and Socially  
Shared Emotions: narrative and experimental approaches"

From 26th July to 3rd August 2008  
[http://www.euophd.eu/html/\\_onda02/07/14.00.00.00.shtml](http://www.euophd.eu/html/_onda02/07/14.00.00.00.shtml)

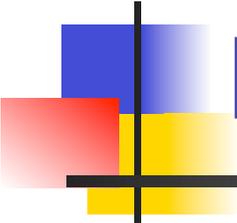
Participants Presentations

European Ph.D

on Social Representations and Communication

International Lab Meeting Series 2005-2008

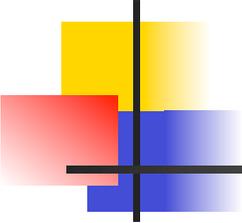
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# The social representation of Polish customers interested in buying investment fund units

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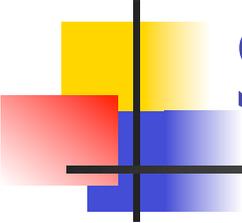
The role of advertisements in  
creating the image of Polish  
investors



# Main points

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- Social representation in advertising
- History of investment funds in Poland and their current situation
- Advertising investment funds
- Polish investors through the prism of advertising investment funds

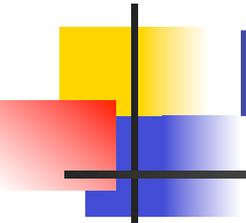


# SR in advertising

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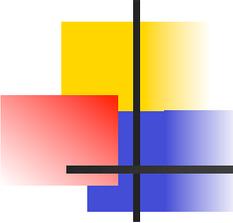
- *Social representations are miniatures of behaviour, copies of reality, and forms of operational knowledge used to reach and implement everyday decisions* (Usunier and Lee 2005)
- Social representations are not static
- Logo (semiotic approach, Barthes)
- Pictorial metaphor in advertising
- Perception Theory, Representation Theory

# History of investment funds in Poland



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- Investment and mutual funds in other countries
- 1992- Pioneer (the first mutual fund in Poland)
- 1997- investment fund
- 2004- Poland joined the EU
- Investment funds in 2008

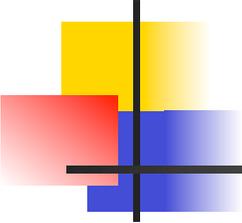


# Advertising investment funds

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- Behavioral Finance- *homo heuristicus*,  
*Anchoring Heuristic*,  
*Representativeness Heuristic*  
(Kas and Jordan 2003)
- legal aspects of advertising investment funds

# Polish investors through the prism of advertising investment funds

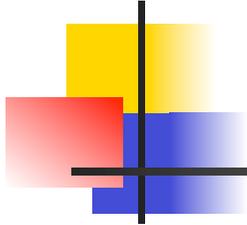


- Research materials:

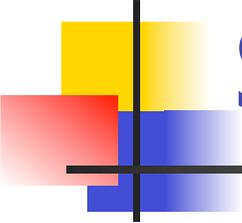
Some advertisements of investment funds from Polish newspapers (Gazeta Wyborcza, Gazeta Prawna, Rzeczpospolita, Puls Biznesu) and magazines (Forbes, Manager Magazin, businessman.pl)

Comparative studies (German and Spanish magazines- Wirtschaftswoche, Manager Magazin, Pymes de compras, La Esfera Empresarial)

# Polish investors through the prism of advertising investment funds



- Polish advertisements of investment funds are long and full of details
- Advertisements reflect the knowledge about investment funds (investment funds are quite new in Poland)
- Advertisements reflect the needs and national character of potential investors



# Summary

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- SR is very useful in studying the advertisements of investment funds in Poland
- Advertisements mirror the image of potential investors