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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
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Participants Presentations

European Ph.D

on Social Representations and Communication

International Lab Meeting Series 2005-2008

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Collective memory and Social Representations: On the importance of social sharing, social identity and self-conscious emotions to the evaluation of negative events of the past

- 14th International S. S on SR&C
 - Rome, 2008
 - Valencia, J. F.
 - University of the Basque Country

1.- Collective memory and social identity: The role of social sharing and social identity on the remembering of the SCW

2.- On the importance of self-conscious emotions and social identity to the evaluation of in-group or out-group's negative events of the past

3.- Group-based Guilt, apologies and social identity on the remembering of negative events of the past

- ❑ Collective memory studies and S. R. Perspective have several similarities

- ❑ Meta-Theory

- ❑ Dynamic perspective: No static object
- ❑ Constructivist focus: No split between subject-object-other
- ❑ Social dimension: No individual perspective
- ❑ Functional to the groups and societies: Performs social, political and cultural functions: A mean for something more

- ❑ Collective Memory Studies an object of study looking for a Theory

- ❑ C.M.S

- ❑ Dynamic-Procedural more than Static and based on “data”
 - ❑ Interrelates remembering and commemorating
 - ❑ Values positively the forgetting
- ❑ Illogic and complex more than lineal and rational
- ❑ Inserted in collective dynamics more than individual
 - ❑ Related to group membership
 - ❑ Partial and complemented
 - ❑ Coexist present and past memories
 - ❑ Goes beyond groups: particular and universal

- ❑ Group and Societal Function

Valencia, J. (2005) Representações sociais e memória social: vicissitudes de um objeto em busca de uma teoria. In Pereira De Sa (Ed) Imaginario e representações sociais. Museu da Republica: Rio de Janeiro.

Remembering the Spanish Civil War

- Collective memory as
- 1) shared images or meanings of relevant past events
- First study: shared memories of wars

- 2) social representations of the past as a cultural dynamic process related to social identity: political ideology and generation
- Second study: from communicative and polemical memories to emancipated social representations of the SCW

Social Representations and the Spanish Civil War

- S.R. is basically “a general theory about a metasystem of social regulations intervening in the system of cognitive functioning” (Doise 1993)
- 1) There are shared memories or common points of reference,
- 2) this does not imply consensual agreement: there are different social positionings anchored in shared knowledge and values of different groups (e.g. political left vs. right)
- 3) Differences in psycho-social processes (sharing, remembering, appraisals of events) are guided by those normative regulations of social positionings

From Polemic S.R. through Emancipated S.R towards Hegemonic S.R

The construction of common sense is aimed at:

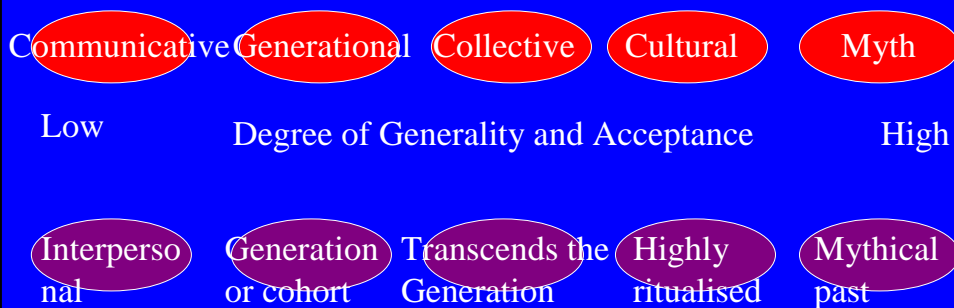
- Managing both, change and stability (Moscovici)
- Can be understood as - “ a process of struggle and persuasion in the course of human history” (Moscovici & Markova, 2000)
- the national past is something dilemmatic - collective memory has to be studied as ideology (Billig, 1995; Bavnani 1998).
- This battle for meaning 1) different **communicative modalities** are used with 2) **three types** of representations by 3) different positionings

From Polemic S.R. through Emancipated towards Hegemonic

- | | |
|--|---|
| <ul style="list-style-type: none"> ● Polemic representations – pain, controversy, struggle for meaning, communication difficult ● After 25 years (Pennbaker, 2000) - transformed into Emancipated, representations. Less pain, more silence. Discernible traces of a bias towards what will become ● In the long term – The Hegemonic representation. ● Unable to totally silence all the polemic or emancipated ones, liable to re-emerge during - for instance – : Commemorations | <ul style="list-style-type: none"> ● Propaganda, dichotomic versions, based on a We-Them, Right-Wrong accentuation ● Diffusion - everybody has the right to an opinion (some more than other...) ● Propagation emerging: “conciliation is needed” ● Conciliation - Propagation - softens the cutting edge of some emancipated rep. and further silences the polemic ones ● controversy, once again, or not... |
|--|---|

From Polemic S.R. through Emancipated S.R towards Hegemonic S.R

- Langerbacher (2003) based on Assmann offered a taxonomy of types of memories related to actors, that can be conceived as dynamic process



Study 1

Defining the most important Events
of the last 100 years: shared
memories of wars and salience of
the Spanish Civil War

Collective Memory

- Shared images and beliefs
- about relevant historical events
- “If you were writing a book about the history of the world for the last 100 years, which three events would you choose as the most important ones?” September-November 1998
- Psycho Students (n = 1132) Manchester, Ulm, Bari, Laussane, San Sebastian, Austin & Kyoto.

Top 6 Rated Events Last Century

U K	Germany	Italy	Swit	Spain	USA	Japan
WW2	WW2	WW2	WW2	<i>Spanish Civil War</i>	WW2	WW2
WW1	WW1	WW1	WW1	WW2	WW1	WW1
Space explor.	Wars	USSR fall	May 68	WW1	Space	USSR fall
Cold war	Space	Wars	Wars	Wars	Viet-nam w.	Space
Wars	Cold war	Space techn.	Viet-nam w.	Space	30 Depressi on	30 Depressi on
Women's mov	USSR fall	Misc.Italy	USSR fall	USSR fall	Comput ers	Gulf War

Nations contributions

Column Coordinates and Contributions to Inertia Input Table (Rows x Columns): 57 x 17
Standardization: Row and column profiles (100/17= 5,88)

	Column Number	Coordin. Dim.1	Coordin. Dim.2	Inertia Dim.1	Cosine ² Dim.1	Inertia Dim.2	Cosine ² Dim.2
GERMANY	1	,08123	-,35127	,001221	,002616	,024318	,048929
FRANCE	2	-,09346	-1,80695	,001408	,001748	,560585	,653307
GREATBRI	3	,19946	-,20330	,006842	,021855	,007571	,022706
USA	4	-,11097	,18030	,002146	,004988	,006033	,013165
MALAYSIA	5	,35966	1,24044	,018355	,023568	,232551	,280347
PHILIPPI	6	-,07530	,04164	,000785	,001824	,000256	,000558
NEWZEALA	7	,12078	-,30543	,002501	,008999	,017032	,057541
AUSTRALI	8	,23733	-,31289	,008280	,019941	,015329	,034659
SINGAPOR	9	-,19465	,31912	,006774	,016511	,019393	,044379
HONGKONG	10	-1,93810	,27331	,677978	,819265	,014361	,016293
JAPAN	11	,18225	-,00636	,003639	,014402	,000005	,000018
TAIWAN1	12	-,09363	,07065	,001358	,006558	,000824	,003734
SPAIN	13	,55259	,28912	,049257	,104170	,014362	,028516
BRAZIL	14	,73604	,74152	,052335	,093282	,056576	,094676
TAIWAN	15	-1,97695	,95193	,091617	,138337	,022625	,032075
ARGENTIN	16	,60847	,20206	,060752	,123728	,007135	,013644
HUNGARY	17	,27172	-,07004	,014751	,025816	,001044	,001715

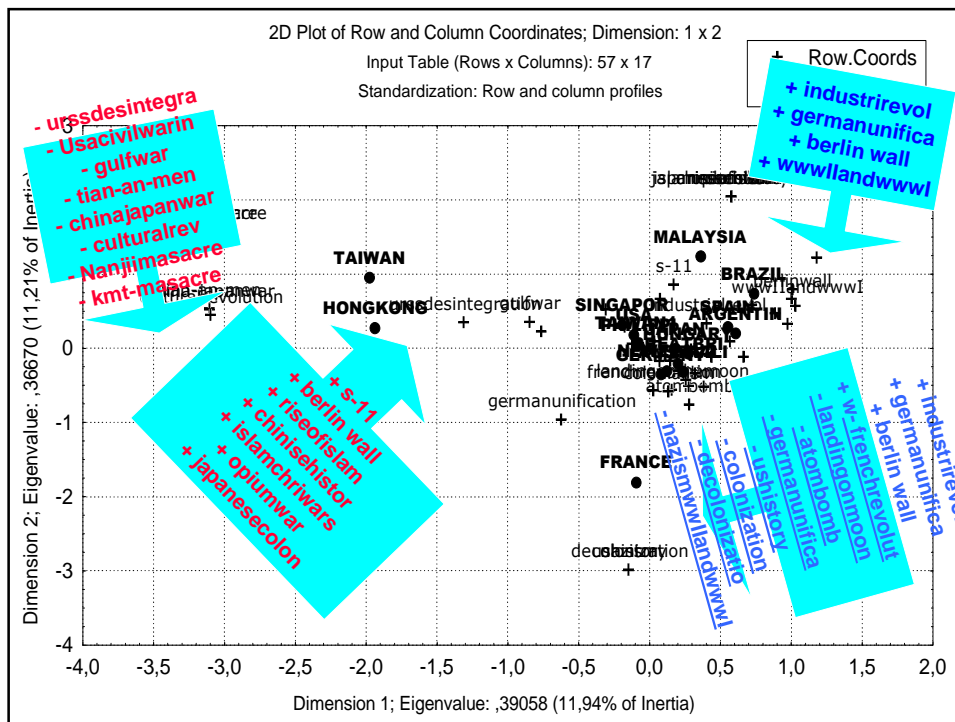
Events contributions

Row Coordinates and Contributions to Inertia Input Table (Rows x Columns): 57 x 17
Standardization: Row and column profiles (100/57=1,75)

	Row Nu	Coordin. Dim.1	Coordin. Dim.2	Inertia Dim.1	Cosine ² Dim.1	Inertia Dim.2	Cosine ² Dim.2	freq	mean
wwwII	1	-,04655	,00967	,001346	,102726	,000062	,004431	17	54,25
wwwI	2	,08275	,09399	,000529	,023962	,004640	,197425	17	33,21
frenchrevolut	7	,02492	-,56247	,000099	,000838	,053841	,427139	13	20,39
discovamerica	3	,31730	-,00232	,013275	,110612	,000001	,000006	10	20,39
industrirevol	6	,40223	,33698	,021066	,197963	,015748	,138945	10	20,13
landingonmoon	28	,15520	-,55298	,002119	,015885	,028654	,201666	7	20,25
s-11	8	,16884	,86040	,001841	,011724	,050930	,304451	6	17,11
vietnamwar	33	,14343	-,16429	,001331	,011040	,001860	,014435	6	12,00
atombomb	9	,28002	-,75385	,003890	,082834	,030027	,237960	5	12,40
birthofchrist	41	,20488	-,30138	,001810	,013712	,004172	,029680	4	16,00
germanunifica	23	-,62673	-,95790	,016498	,143084	,041049	,334253	4	15,60
ursdesintegra	22	-1,31365	,34956	,058768	,556203	,004432	,089383	4	11,00
coldwar	11	,56750	,09232	,010712	,088490	,000302	,002342	4	10,72
Usacivilwarind	21	-,76543	,23439	,020950	,168128	,002092	,015766	4	9,80
berlin wall	5	1,00124	,66653	,041366	,186122	,019526	,082483	3	18,93
gulfwar	36	-,84650	,36021	,028470	,154439	,005491	,027965	3	18,25
crusades	31	,07098	-,17236	,000117	,001062	,000736	,006259	3	11,00
renaissance	32	,07319	,66453	,000125	,001083	,010946	,089272	3	11,00
han-an-men	17	-3,10610	,54072	,267777	,824091	,008643	,024974	2	16,97
chinajapanwar	19	-3,10530	,52641	,228780	,814554	,007002	,023407	2	14,60
holocaustnazi	25	,66183	-,11277	,009945	,059833	,000308	,001737	2	14,00
womensuffrage	40	,27391	-,50970	,001576	,010615	,005811	,086755	2	13,00
romanempirfa	42	,25451	-,42233	,001360	,010024	,003990	,027602	2	13,00
wwwIIandwwwI	13	1,02892	,57506	,018628	,114591	,006198	,085794	2	11,00
irakwar	10	1,00908	,79529	,015893	,112678	,010515	,069990	2	9,83

Events contributions

hirosimabomb	14	,71940	,58572	,005111	,045280	,003609	,030015	2	6,47
americanindep	50	-,17757	,29774	,000680	,002303	,002036	,006474	1	19,50
spanish war	4	,88419	,47744	,012824	,062569	,003983	,015327	1	14,95
ushistory	52	-,14955	-2,98393	,000385	,001503	,150718	,598251	1	14,50
colonization	53	-,14955	-2,98393	,000343	,001503	,145335	,598251	1	14,00
conquefhungar	26	,43478	-,11565	,002575	,016000	,000194	,001132	1	12,50
changeregime	27	,43478	-,11565	,002468	,016000	,000186	,001132	1	12,00
riseofislam	45	,57548	2,04841	,004323	,019432	,058343	,246196	1	12,00
russianrevol	54	,12997	-,58008	,000221	,001316	,004679	,026213	1	12,00
greatdepressi	37	-,31145	,52698	,001211	,007283	,003694	,020849	1	11,50
malvinaswar	24	,97361	,33367	,010384	,064912	,001299	,007624	1	10,15
culturalrev	35	-3,10114	,45134	,103712	,729899	,002340	,015450	1	10,00
1956revolutio	29	,43478	-,11565	,001717	,016000	,000129	,001132	1	8,50
Nazism	43	-,12049	,06876	,000124	,000830	,000043	,000270	1	8,00
colonialism	57	,12997	-,58008	,000144	,001316	,003051	,026213	1	8,00
peoplepowere	44	-,12049	,06876	,000115	,000830	,000040	,000270	1	7,50
chinesehistor	46	,57548	2,04841	,002632	,019432	,035513	,246196	1	7,50
decolonizatio	55	-,14955	-2,98393	,000178	,001503	,075359	,598251	1	7,50
islamchnriwars	47	,57548	2,04841	,002444	,019432	,032977	,246196	1	7,00
opiumwar	48	,57548	2,04841	,002256	,019432	,030440	,246196	1	6,50
nazism	56	-,14955	-2,98393	,000152	,001503	,064593	,598251	1	6,50
japanesecolon	49	,57548	2,04841	,002068	,019432	,027903	,246196	1	6,00
slaveabolit	12	1,17773	1,22452	,007715	,054387	,008884	,058795	1	5,40
brazilindep	15	1,17773	1,22452	,006377	,054387	,007343	,058795	1	4,55
koreanwar	34	,29162	-,01050	,000338	,003801	,000000	,000005	1	4,00
Nanjimassacre	16	-3,16329	1,57199	,024422	,092464	,006424	,022834	1	2,65
kmt-masacre	18	-3,16329	1,57199	,019310	,092464	,005079	,022834	1	2,20
irakinvasion	20	-3,16329	1,57199	,013631	,092464	,003585	,022834	1	1,70
rsecomunism	38	-,31145	,52698	,000551	,007283	,001679	,020849	1	1,00



Characteristics of Images of the past

- A) Collective Memory : similarity between countries, particularly for 10 and 100 years
 - Spanish and American students share similar view - correlation % 80 events .71
- B) Sociocentrism: Most countries tends to introduce egocentric or national relevant events. Spanish Civil War for Spain last century.
- C) Recollections are related to social identity
 - “warfare is privileged above all other categories in open-ended nominations of the most important events ... politics and war accounted 70 % and 60 % of individuals named as the most influential”

Correlaciones

			IIWW	IWW	EVAL
Rho de Spearman	DEATH	Coefficiente de correlación	,565**	,194	-,032
		Sig. (bilateral)	,006	,388	,888
		N	22	22	22
	IIWW	Coefficiente de correlación	1,000	,400	,261
		Sig. (bilateral)	.	,065	,241
		N	22	22	22
	IWW	Coefficiente de correlación	,400	1,000	,323
		Sig. (bilateral)	,065	.	,143
		N	22	22	22
	EVAL	Coefficiente de correlación	,261	,323	1,000
		Sig. (bilateral)	,241	,143	.
		N	22	22	22
	PDI	Coefficiente de correlación	,151	-,189	,502*
		Sig. (bilateral)	,503	,399	,017
		N	22	22	22
	POSMAT	Coefficiente de correlación	-,379	-,079	-,379
		Sig. (bilateral)	,082	,726	,082
		N	22	22	22
	WINNER	Coefficiente de correlación	,158	-,013	,527*
		Sig. (bilateral)	,517	,957	,020
		N	19	19	19

**-. La correlación es significativa al nivel 0,01 (bilateral).

*. La correlación es significativa al nivel 0,05 (bilateral).

SCW as Collective memory

- Members of nations share recollections (and forgets) about relevant events (Renan)
- Different social groups attribute different meanings to events
- WW2= Pacific War (pacifist) versus Great East Asian War (nationalists) in Japan
- Political position and generation are unrelated to mention SCW as an important event: by 60 % of cohorts and political groups named SCW as the most important
- SCW as negative is shared by all groups
- Differences by respect to appraisal: low relevance for right, high for left

Not by chance that Since World War II, there have been 127 wars and between 21.8 and 40 million deaths.

Study 2 Remembering the Spanish Civil War

Generation Memories

- Collective memory is related to fresh events lived in formative years by one generation or cohort
- Subjects “recall” more events lived during 12-25 years than people born before - and of course after
- For instance, Spaniards living formative years in 1970-1980 mention more than other cohorts or generation political events related to the fall of Franco’s dictatorship (Rosa, Belleli & Barkhurst, 2001)
- However, mention of the SCW is unrelated to generation

Communicative Memories

- Marañón (1956): three generation needed to overcome a civil war - 30 years by generation, around a century
- SR of past: Consensual as dynamic and normative: different regulating logics
- From **Polemic** S.R: conflicting representations across different groups (e.g.leftist vs. rightist veterans war memories)
- Through **Emancipated** S.R: different, smoothly interacting versions in different social insertions (e.g.current generation: left and right agrees on the negative character of the SCW, with some differences on responsibilities)
- Towards **Hegemonic** S.R: consensual throughout society (e.g.popular movies: SCW as “natural catastrophe”)

How generations and political ideologies deal with the SCW?

- Instances of normative regulation in Soc. Cogni.
- Political position effect: The right has ancestors related to the SCW and Franco's dictatorship: higher avoidant and minimization coping
- Generation effect: generation committed or with direct contact with political events has more information but usually deals with distancing and minimization of negative events (e.g. War generation and denial of collective guilt in Germany)

Sample

- Survey convenience sample: Students and Student's parents
- N= 850, from Madrid, Barcelona, Granada and Basque Country
- Which are the most important events from the last 50 years in Spain?
- Survey performed in 1997

Measures

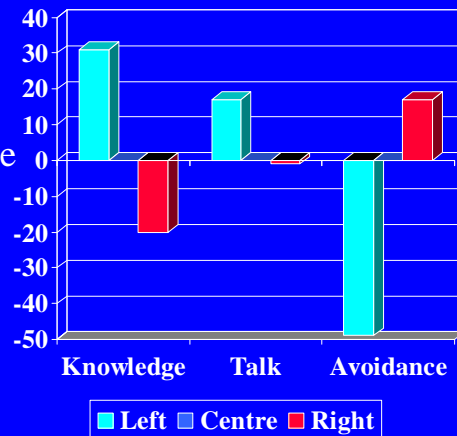
- 1.- **Attitude towards SCW:**
- a) Valence: pleasant-unpleasant ($X=1,36$); positive-negative ($1,65$) (Alpha = ,81)
- b) Relevance: important- not important ($X=2,04$); have sense, understandable/ not understandable ($X=4,97$); close, proximal / distant, distal ($X=4,01$), (Alpha = ,60)
- 2.- **Knowledge:** clarity of images ($X=1,69$), actors ($X=2,89$, causes ($X=2,82$), context and consequences ($X=2,89$) (Alpha = ,84)
- Likert scale 1 to 5 - higher score more positive valence, less meaning and more information

Measures

- 3.- **Social sharing** about SCW: a) frequency you spoke about the SCW ($X=2,23$); b) you avoid to talk ($X=1,96$) 1=never to 5=very often; (Alpha = ,81)
- 4.- **Perceived influence:** your attitudes towards the SCW is based on
- a) personal experience ($X=1,72$); b) peers opinions ($X=2,01$); c) mass media ($X=2,85$), d) teachers learning ($X=2,44$) (Alpha=,77)
- Likert scale 1 to 5 - higher score more influence

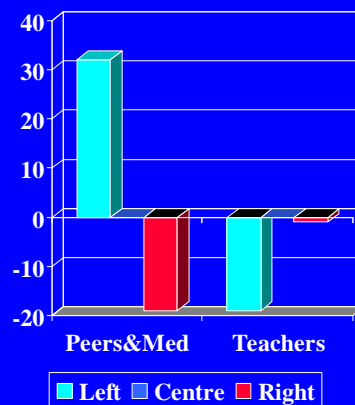
Political Position and SCW

- The Right shows
- lower knowledge
- less sharing about the SCW
- avoids more to talk about the past in general
- z factor scores



Political Position and SCW

- The Right shows
- less information and sharing about the SCW, and also
- less influence of peers and mass media
- higher teachers influence
- more official and less communicative memories

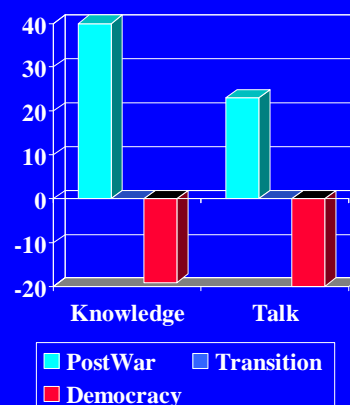


Political Position and SCW

- The Right shows lower information, shares less, avoids more to talk, shares less and attributes lower influence to peers and mass media
- They also minimize the negative character of the SCW - mean z score right = .14 versus -.16 left (lower score more negative appraisal)
- However right's scores are below mid point – i.e they share a negative evaluation of the SCW

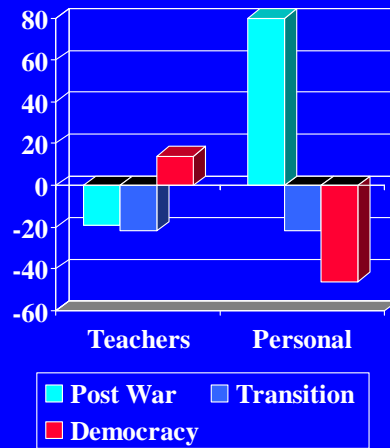
Generation and SCW

- Cohort 1 (Post-War) born in 1955 and before
- Cohort 2 (Transition) born between 56-74
- Cohort 3 (Democracy) born after 75
- Oldest cohort shows higher knowledge and sharing
- z factors scores



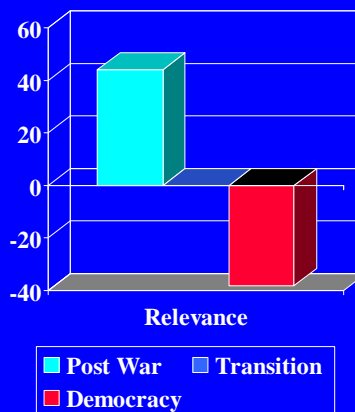
Generation and SCW

- Oldest cohort shows
- higher influence of direct experience
- lower influence of teachers
- Youngest cohort shows
- lower influence of direct experience
- Higher influence of teachers



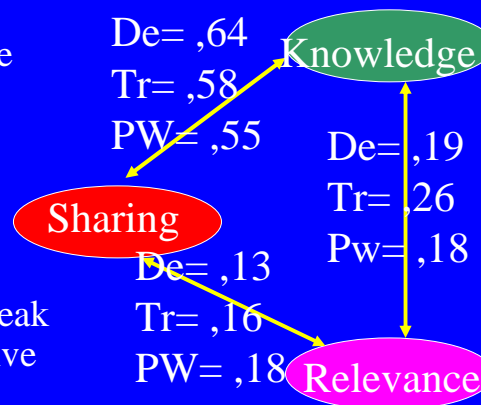
Generation and SCW

- Oldest cohort
- despite higher knowledge, sharing and direct experience
- attributes lower meaning to SCW
- Youngest cohort, however, perceives SCW as close, meaningful or lowest scores



Generation and SCW

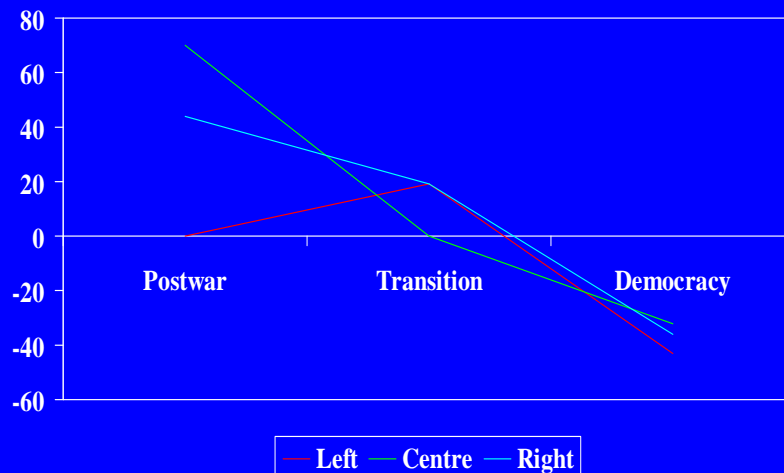
- Correlations inside cohorts show a consistent pattern of relations
- Higher Social Sharing is related to higher Knowledge
- Higher Knowledge related positively to relevance: the more they know the higher relevance they give to
- Higher social sharing and relevance: the more they speak the higher relevance they give to



Generations, social sharing and evaluation of the SCW

- Oldest generations talk more about the SCW but attribute lower meaning and importance
- report being more influenced by personal and peers experience
- Young generation talks less
- reports being more influenced by teachers and mass media
- Young generation attributes more importance and meaning than older generation to SCW

Relevance by Generation and Political Position: normalization towards meaning



Political Position and “forgetting” versus remembering the SCW

- Rightists cope with a negative past events related to ancestors by means of lower social sharing, avoidance of information and rely more on official information (teachers) – minimizing thus the responsibility of perpetrators from the in-group.
- Rightist newspaper in 70's and 80's (e.g. ABC) also avoid to mention and to discuss about the SCW (Aguilar, 1993)
- Leftists show a profile of a “devoir de memoire” duty of memory related to victims

From communicative and generational memory to collective memory

- The Oldest and intermediate generations cope with the negative past by means of higher social sharing, but also by means of denial of meaning and importance or relevance
- Beliefs and attitudes of the oldest generation are shared memories, based on direct experience and communication

From Polemic S.R. through Emancipated S.R towards Hegemonic S.R

- Close, face to face information transmission is vanishing in the last generation - grand parents that suffered the SCW are dying
- a convergence of young cohort of different political positions in a general appraisal: SCW is an important, meaningful and negative event, that everybody remembers
- not a communicative or generation memory, but a consensual image of a social catastrophe

From Polemic S.R. through Emancipated S.R towards Hegemonic S.R

- Results show that the sharing of common points of reference (e.a. the common naming of the SCW) does not imply consensual agreement: different social positionings anchored in values and knowledge of different groups were found for Generation and Ideology
- Moreover, Individual differences in psycho-social processes were found (in social sharing, knowledge, and relevance) which were guided by those normative social regulations of social positionings in Generation and Ideology

From Polemic S.R. through Emancipated S.R towards Hegemonic S.R

Dynamic	Type Memory	Features	Type of S.R.	Type Experience
Disensus, Conflict	<u>Communica- tive</u>	Vivid, living memories	<i>Polemic</i>	Direct or oral
	<u>Generational</u>	Autobiograph. and Semantic Knowledge	<i>Polemic and or Emancipated</i>	Direct and mass media
Consensus, Reconciliation	<u>Collective</u>	Abstract	<i>Hegemonic</i>	Indirect, mediated, rituals