14th INTERNATIONAL LAB MEETING OF THE EURO Ph.D ON S.R. & C.

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- Initial report -

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Initial report

Drivers' social representation of death as an outcome of road traffic accidents
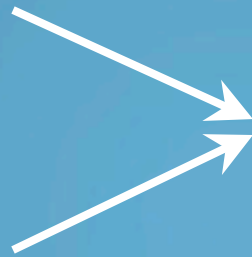
Initial report

- Tutors:
  - Prof. A. Neculau (RO)
  - Prof. J.C. Abric / Farida Saad (FR)
  - Prof. J.A. Perez (ES)

- Erasmus application
- Articles for meta-analyses
- Theoretical background for thesis

Theory

- The role of
  - Engineering
  - Ergonomics

  → quite impressive results

  - Psychology → how does the driver behaviour function and how can it be changed?

Applied Social Psychology
- putting theory into practice -

- Applying theories in order to solve a societal problem
- Two ways of succeeding:

    1. find a good theory and apply it well

    2. find an intervention strategy that works and then build a theory on it

- SR theory → data → use the data for intervention → ...?

Research report

- Proposal plan with 3 stages
  - A descriptive stage (SR)
  - A second inferential stage (SR links with media and human motivation)
  - An experimental stage (developing interventions)

- At least 3 empirical investigations

I. The descriptive stage

Study 1 – Research design

- Exploring the concept of death in the context of traffic

- N = 300

- Independent variables:
  – Age (<25 / 26-64 / 65+)
  – Gender (M / F)
  – License (yes / no)

- Methods
  – Free association technique (Abric, 1973)
  – Ranking task (Verges, 1992)

I. The descriptive stage

Study 1

- Hypotheses
  - The central core is the same for "car accident" and "deadly car accident"
  - Young people's discourse is more *biased* compared to other age categories
  - Women's discourse more *dramatic* than in women than in men
  - Which are the differences between drivers and non-drivers?

II. The inferential stage

Study 2 – Research design
- Analyze the headlines and discourses on traffic accidents in news reports
  - TV news
  - Newspapers

- Variables:
  - Magnitude of accident: fatal vs. non-fatal

- Hypotheses: mass-media influences people's SR

II. The inferential stage

Study 3 – Research design

- SR and the MMM (Meaning Maintenance Model – Heine, Proulx & Vohs, 2006)
  - Self reflection, awareness of one's mortality
  - Need for meaning
  - Fluid compensation →alternative representations

MMM

- Meaning is relation

- 3 domains between which people try to achieve stability
  - Elements in external world
  - The self
  - The self in relation to the outside world

MMM

- Fluid compensation within 4 domains
  - Self-esteem needs
  - Certainty needs
  - Affiliative needs
  - Symbolic immortality needs

- A lack of meaning in one domain can be compensated by increasing meaning in another in order to achieve coherence.

III. The experimental stage

- ...as a step forward towards intervention.

- Question: How can we efficiently use death priming in order to influence risky behaviour, norm violation etc.?

- Study 4...

III. The experimental stage

- Road safety campaigns

- Principle: provoke anxiety, fear…

- Too much anxiety leads to less persuasion, which can be caused by inattention or too much arousal

Persuasive message

Persuasive message

- My assumption: use the ideas, beliefs, schemas etc. people already have

Questions, remarks, suggestions?