European/International Joint PhD
in Social Representations and Communication
International Lab Meeting - Spring Session 2015

European Commission REA-Research Executive Agency
FP7 - PEOPLE Initial Training Networks
So.Re.Com. Joint-IDP
(PITN-GA-2013-607279)

Funded by the European Union

SEMINAR ***LACCOS AND ITALY***

THE FRUITFUL RELATIONSHIP BETWEEN LACCOS AND THE EUROPEAN JOINT PHD IN SR & C

TERESA FORTE, PHD RESEARCH FELLOW

MAIN TUTOR: ANNAMARIA DE ROSA (SAPIENZA UNIVERSITY, ROME)

CO-TUTOR: BRÍGIDO CAMARGO

MASTER STUDENTS: ANDREA AMEDEO AND GIULIA SORRENTINO

LACCOS, UFSC, FLORIANÓPOLIS, BRAZIL 18/11/2015

Presenting the European/International Joint Ph.D in SR & C

- The European/International Ph.D on Social Representations and Communication is an EU- approved training structure , designed in 1993 and operational since 1996, **that provides advanced research training for early stage researchers in a cross-disciplinar paradigmatic field based on the SR theory and Communication studies** (de Rosa, 2004, 2007; 2009a, 2009b, 2010).

- It is grounded on Social Psychology however it privileges the contact with sociology, anthropology, communication studies, socio- economic and political science, education, environmental studies and other thematic fields related with social issues

Presenting the European/International Joint Ph.D in SR & C

- The main goal is to **prepare researchers for traditional academic careers as well as providing the private and public sectors with researchers expert in the Social representations field** (de Rosa, 2009)
- The program meets the strong demand for **interactive networking** and **innovative research training in social sciences**, providing the opportunity for the trainees to **work in different cultural and linguistic settings while offering a didactic structure of a wide range of research methodologies and complementary skills** (de Rosa, 2009)
- **Selected by DG Education and Culture as an example of "best practices" for dissemination in higher education**

Presenting the European/International Joint Ph.D in SR & C Research Centre and Multimedia Lab- ROME

Presenting the European/International Joint Ph.D in SR & C

- The European doctorate is co ordinated by the Sapienza University of Rome, site of **European Ph.D. Research Centre and Multimedia Lab**, which integrates the three research pillars:

- **documentation services** (specialised intelligent eLibrary, full bibliographic inventory, meta-analysis inventory)

- **networking** (interactive web-videoconference, on-line virtual community)

- **research training** (European PhD "Virtual Campus": video-courses in streaming, European Ph.D. Web-Auditorium, distant tutoring and co-tutoring, on-line evaluation on the personalised research trainee's web spaces, etc.).

Presenting the European/International Joint Ph.D in SR & C

The joint doctoral degree is awarded by 8 universities in 5 European countries:

- **Italy**: Sapienza University- **Rome, coordinator**
- **Czech** Republic: **Masaryk** University- **Brno**
- **France**: Universities of **Aix- Marseille, Montpellier II, Lyon 2**
- **Romania**: University **Alexandru Ioan Cuza, Iasi**
- **Spain:** University of **Basque Country** and **Valencia**

European/International Joint PhD in Social Representations and Communication
Co-ordinated by "La Sapienza" University of Rome
the Rectors of the
on behalf of the partner Universities of the network and in accordance with article 6 of the regulations governing the European/International Joint PhD in Social Representations and Communication
in agreement with the report of the Final Jury awarded to
born in on the
the degree of
European/International Joint PhD in Social Representations and Communication
The present qualification is valid in every respect of the law.
Rome, the Reg. n.

Presenting European/International Joint Ph.D in SR & C
Partners and development

The original network of 13 European universities has grown to 25 universities and 4 non-academic partners in 12 EU and 6 extra EU countries

Presenting the European/International Joint Ph.D in SR & C Non academic partners- transferable skills

ELSEVIER

Knowledge of bibliometric tools, publishing strategies, editorial policy, etc.; cross-fertilising knowledge from Computer Sciences Engineering (Big Data, Bibliometrics, etc.) and from Social Sciences

IFSTTAR

Exposure to a variety of approaches thanks to the multidisciplinary research teams in fields such as: urban and environmental studies, transportation and telecommunication, epidemiology, ergonomics, psychology, sociology, statistics, artificial intelligence, etc.

CONERI

Courses in communication and team processes related to online meetings. Research trainees actively participate in organizing e-meetings and virtual team building related to online meetings

CONTATTO LAVORO

Employer branding, qualitative and quantitative analysis, new media and training on WEB 2.0 corporate identity management, design and implementation of corporate blogs, forums and wiki websites. Small-company entrepreneurship skills, including sales and marketing, multi-layered identity

Presenting the European/International Joint Ph.D in SR

So.Re.Com Thematic NETwork of excellence

It benefits from the **So.Re.Com Thematic NETwork of excellence ,a "network of networks"**, which is aimed at:

- enhance co-operation between the *Euro PhD on S.R.&C.* and academic, professional, international and commercial institutions throughout Europe and around the world;
- conduct and disseminate research on societal issues relevant for European policies;
- encourage wider application of "*best practices*" *in developing* a joint European curriculum for post-graduate students and to promote harmonisation of European masters curricula in Social Sciences via the "Tuning" approach and methodology

Presenting the European/International Joint Ph.D in SR

So.Re.Com Thematic NETwork of excellence

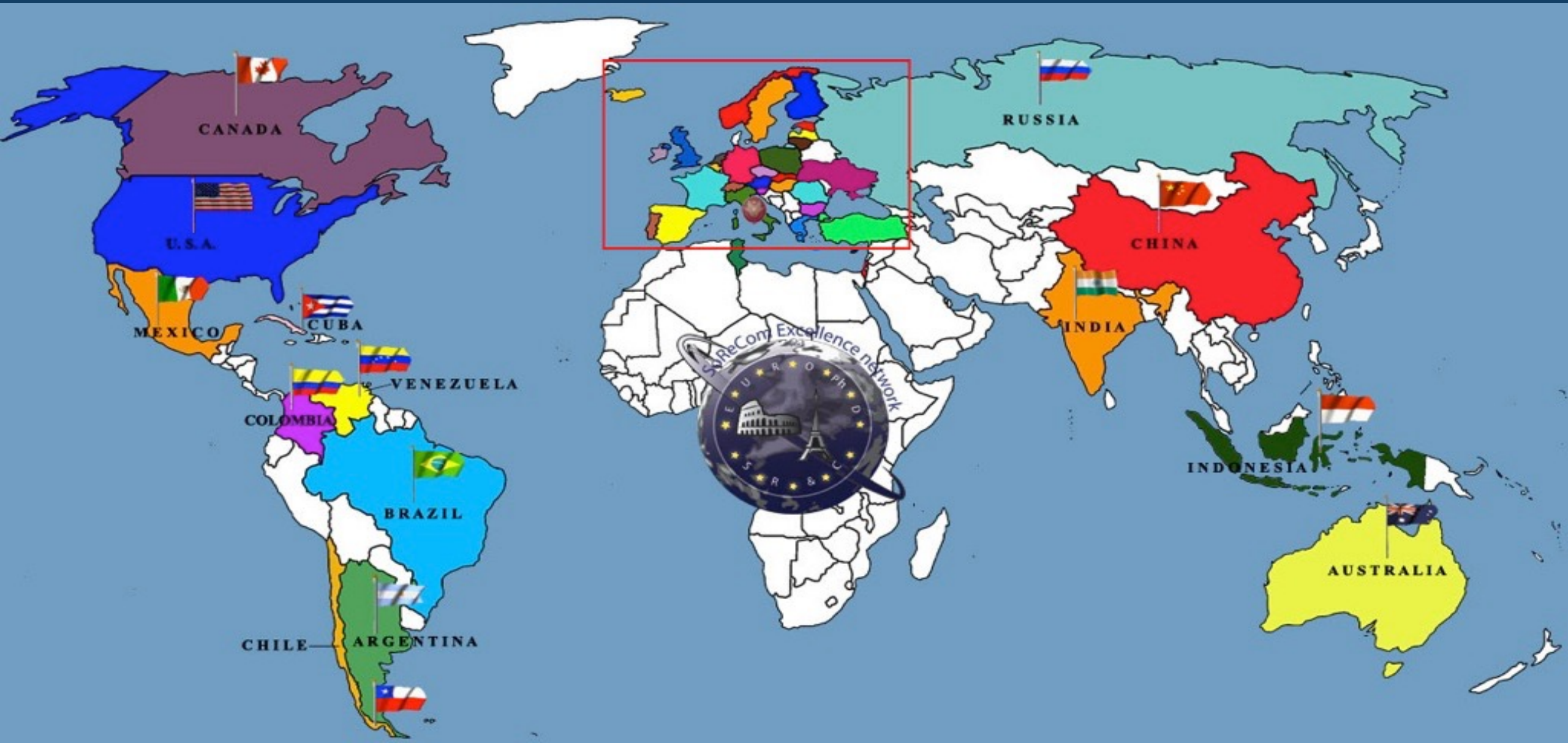
- produce web based multimedia tools to disseminate research of special interest to academics and professionals in the field of Social

- achieve synergies with other EU programme's goals to develop e-learning for distant teaching and tutoring and to transform the Euro PhD web site into a PORTAL.

- expand joint programmes producing multimedia research training materials and ODL tools and disseminates "*Innovative activities*" begun within the *Internationalisation* program co-funded by the Italian Ministry of Scientific Research and Sapienza University of Rome It also develops the SoReCom @-Library and videoconference Research Training @-Infrastructure on Social Sciences

The So.Re.Com.THEmatic NETwork at a glance: the European countries of partner Institutions

The So.Re.Com.THEmatic NETwork at a glance on global scenario



Presenting the European/International Joint Ph.D in SR & C

THEMATIC AREAS and Research Teams

Presenting the European/International Joint Ph.D in SR & C

Research Teams

Team 1: Theoretical and methodological development of the social Research field

Team 2: Science and social representations

Team 3: Culture, Globalization and Social Representations

Team 4: Communication, Media and Social Representations

Presenting the European/International Joint Ph.D in SR & C

Research Teams

- Team 5: Collective memory, emotions and social representations
- Team 6: Identity and Social Representations
- Team 7: Social Representations and Politics
- Team 8: Family, Youth, Communication, Education and SR of Institutional Policies
- Team 9: Social Representations and Environment

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Research Teams

Team 10: Social Representations and Economy

Team 11: Social Representations, advertising, marketing and organizational contexts

Team 12: Social representations, Community and Health Applied Research

Team 13: Risk, Social Representations and Community Life

European/International Joint Ph.D in SR & C :
Researchers enrolled in 2015-2016:

New researchers enrolled in the a.y. 2015-16

European/International Joint Ph.D in SR & C

Presenting *So.Re.Com Joint-IDP -The project*

- Research program led by Prof A.S. de Rosa built on the experience of an on going project led by her over two decades is aimed at **taking stock stock of the scientific field developed in more than 50 years** by conducting an **empirical meta-theoretical analysis of the literature on Social Representations**, using the specific web tools designed by her, **full bibliographic repository, meta-analysis repository, specialised SoReCom "A.S. de Rosa" @-Library and search engine connected with all the above mentioned repertoires**, including a very rich documentation(de Rosa 2009a, 2009b, 2010)

European/International Joint Ph.D in SR & C
Presenting *So.Re.Com Joint-IDP- Goals*

Through the meta theoretical analysis of the whole body of literature, we aim to map:

- **the development of different paradigms**
- **the related research methods**
- **the thematic areas and**
- **their impact on the various applied fields within the multi-generational community of scientists and across different geo-cultural contexts.**
- **the prevalence of theoretical and meta-theoretical issues debated among defenders and opponents of the theory itself or of particular constructs**

European/International Joint Ph.D in SR & C
Presenting *So.Re.Com Joint-IDP- Goals*

- Thus, monitoring and exploiting its **added value to respond to social demand in the multiple contexts of the social arena: from economics to the environment, politics, health and community issues, science communication and other social relevant fields**

- **Contributing to a comprehensive image of the state-of-the-art within the field, its critical grounds and existent misunderstandings** that need to be addressed to give way to a theoretical advancement of the status and level of scientific formalization of SR theory(de Rosa,1994)

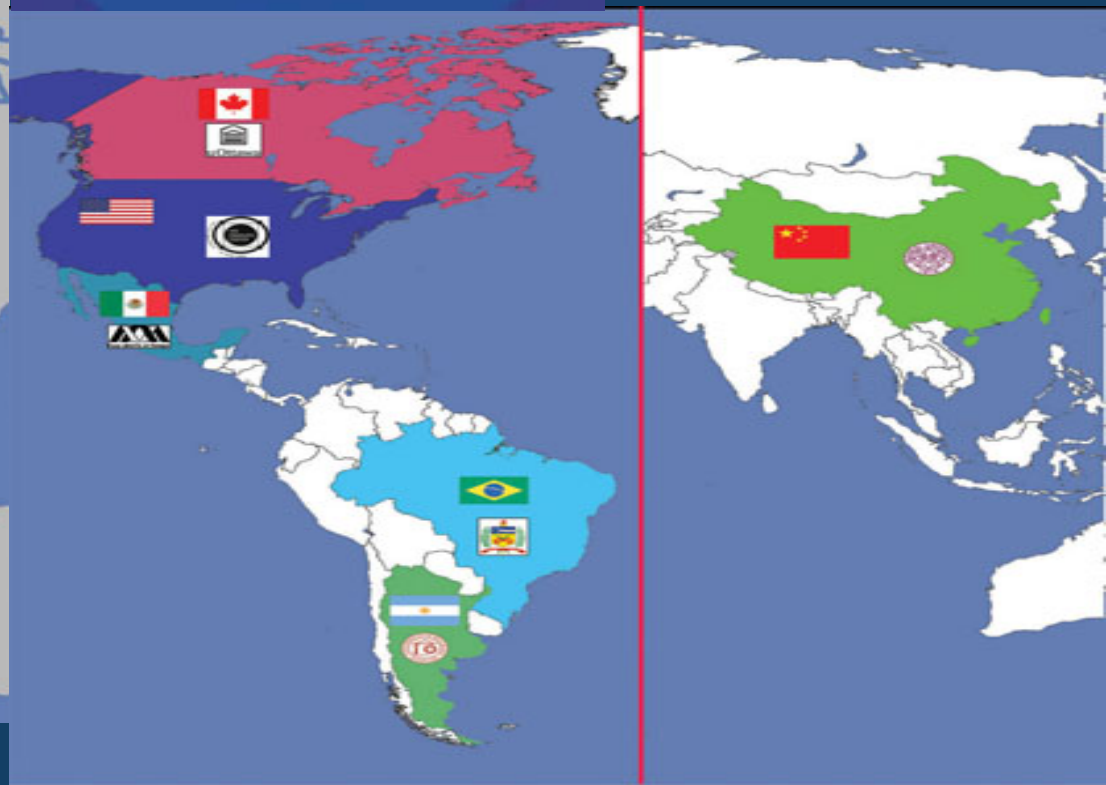
European/International Joint Ph.D in SR & C Presenting *So.Re.Com Joint-IDP- Methods*

- The meta analyzed inventory of the theoretical and empirical literature of the field is done according to **an online grid** designed by de Rosa (de Rosa, 1994) that **integrates two levels(**de Rosa, 2013 a, b):

1) **Descriptive**, in line with a traditional biblliometrical approach
2) **Meta theoretical** comprising a multiple perspective analysis of **five main areas**:

a) general and specific theoretical references to SR constructs
b) theoretical references to other constructs and theories
c) Methodological profile
d) Paradigmatic coherence between the theoretical assumptions
e) Methdological research design

The SoReCom Joint-IDP institutional network



European/International Joint Ph.D in SR & C and So.Re.Com Joint Idp
Presenting Themes and fellows

13 Early stage research fellows

in 13 specific project focuses, organized by 3 main vectors:

- **1) PARADIGMATIC APPROACHES**
- **Genesis and development of the "structural paradigmatic approach"** in more than 50 years of social representation theory: mapping theory, methods, thematic areas and applications- **IOANA GARULIC -Romenia**

- **Genesis and development of the "socio-dynamic paradigmatic approach"** in more than 50 years of social representation theory: mapping theory, methods, thematic areas and applications- **MARIA ADELA GJORGJIOSKA- Macedonia**

European/International Joint Ph.D in SR & C and *So.Re.Com Joint Idp*
Presenting Themes and fellows

- **Genesis and development of the "dialogical, conversational and narrative paradigmatic approaches"** in more than 50 years of social representation theory: mapping theory, methods, thematic areas and applications - **MARYIA KUKHARAVA-Belarus**

- **Genesis and development of the "anthropological and ethnographic paradigmatic approach"** in more than 50 years of social representation theory: mapping theory, methods, thematic areas and applications- **LAURA ARHIRI-Romania**

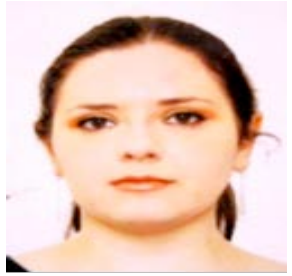
- **Genesis and development of the "modelling paradigmatic approach"** in more than 50 years of social representation theory: mapping theory, methods, thematic areas and applications- **AGNESE PASTORINO- Italy**

European/International Joint Ph.D in SR & C and *So.Re.Com Joint Idp*
Presenting Themes and fellows

2) GEOCULTURAL CONTEXTS

- **Mapping the impact and dissemination of the social representation theory across different geo-cultural contexts: "Europe", the theory's homeland-**

  ANA TOMICIC-Croatia



- **Mapping the impact and dissemination of the social representation theory across different geo-cultural contexts: "North-America and other continents (Oceania, Asia, Africa)", the new emerging scenarios-**

  MIHAELA-ALEXANDRA GERMAN- Romania

- **Mapping the impact and dissemination of the social representation theory across different geo-cultural contexts: "Latin America", the most fertilised scenario-**

  TERESA FORTE- Portugal

European/International Joint Ph.D in SR & C and *So.Re.Com Joint Idp*
Presenting Themes and fellows

3) THEMATIC FIELDS

- Taking stock of the literature in the thematic field of **"Science, Social Representations and Communication"- AMINAT RAMAZANOVA-Russia**

- Taking stock of the literature in the thematic field of **"Social Representations and Environment"-**

  BORJA DE MADARIA-Spain

- Taking stock of the literature in the thematic field of **"Social Representations, Economy, Advertising, Marketing and Organizational Contexts"-**

  GABRIELA PANZARU- Romania

European/International Joint Ph.D in SR & C and *So.Re.Com Joint Idp*
Presenting Themes and fellows

- Taking stock of the literature in the thematic field of **"Social Representations, Community & Health"- CARLOS MIGUEL AGUILAR-Mexico**

- Taking stock of the literature in the thematic field of **"Social Representations & Politics: Multidimensional identities, intergroup relations, social movements and active minorities"-**

FILOMENA BERARDI- Italy

European/International Joint Ph.D in SR & C and *So.Re.Com Joint Idp*
Tasks and methodology

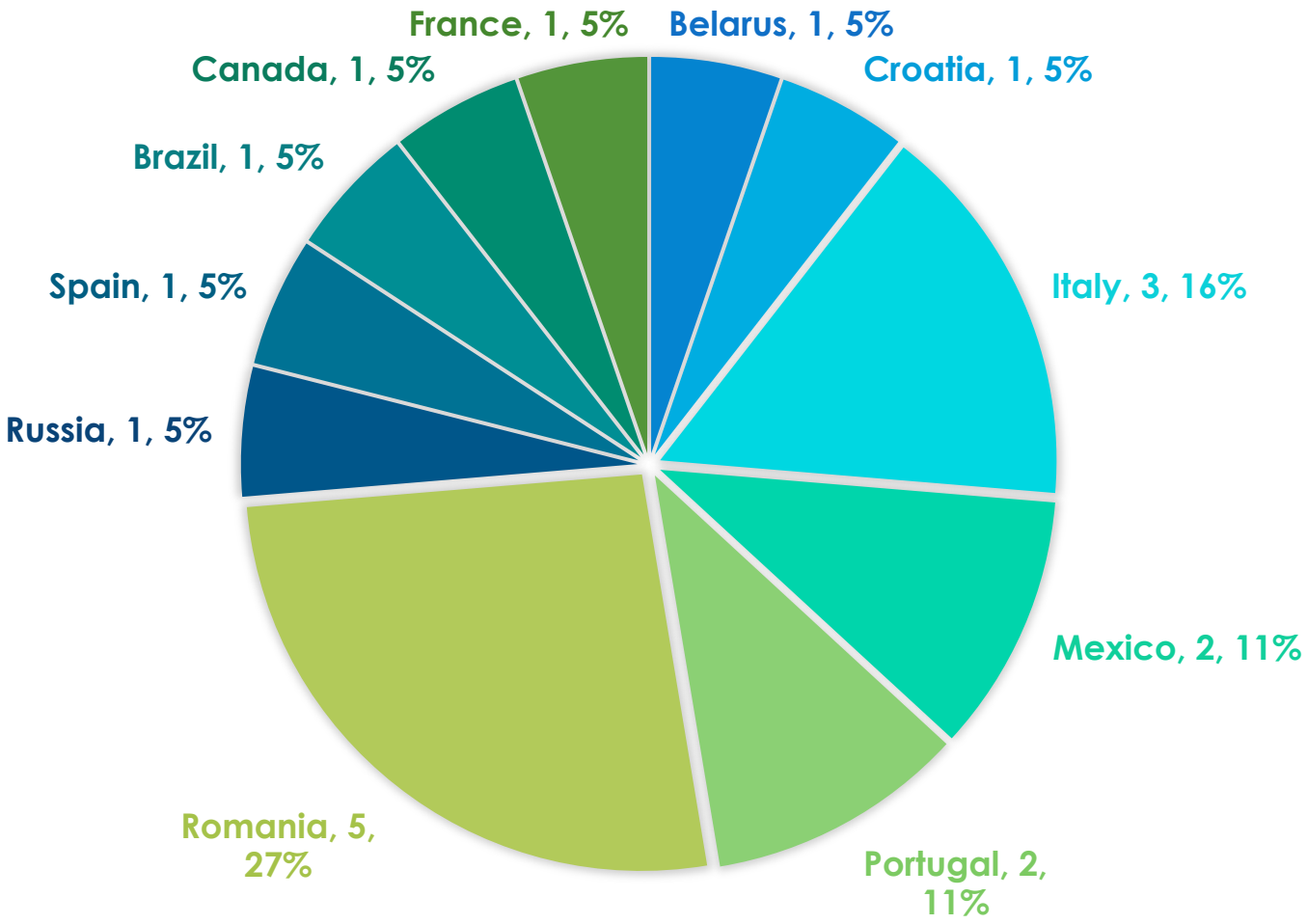
1) detect and retrieve publications not yet inserted in the specialized SoReCom "A.S. de Rosa" @-Library,

a multipurpose digital environment of interrelated relational databases conceived in the logic of the semantic web, including multiple web interfaces aimed to integrate documentation services, with networking and research training. This @-library supports access to multiple repositories and web-tools. By implementing additional capabilities such as enriching publications with additional bibliographic metadata, bibliometric indicators, authors and institutions profiles, researchers networking tools, etc., this platform will not only allow comprehensive and accurate bibliographic searches, but will also enable sophisticated analyses aimed at identifying relevant dynamics within the researchers community, such as collaboration patterns, semantic clusters, research trends, scientific impact and other emerging properties that can be captured with a bottom-up analytical approach (de Rosa, 2014a, 2014b)

European/International Joint Ph.D in SR & C and *So.Re.Com Joint Idp*
Tasks and methodology

- **Meta-analyse the whole body of the literature on Social Representations** produced according to the "specific focus on the individual research project" over the world and not only in the geo-cultural context/continent of the host institution for mobility stage (de Rosa, 2013a, 2013b)
- **to fill the new information and upload the related PDF files into the specialized SoReCom "A.S. de Rosa" @-Library;**
- **to carry out statistical analyses on the complete meta-analysed body (extracted from the SoReCom "A.S. de Rosa" @-Library inventories after the integration** of the new information);
- **to produce *video-interviews*** – according to an outline designed by the project leader - with the key scientists who contribute to the development of the "specific focus on the individual research project" to Social Representations;
- **to fully describe, visualize and comment the results obtained in intermediate reports and in the PhD thesis** (in the double format of detailed report in English and a short article)

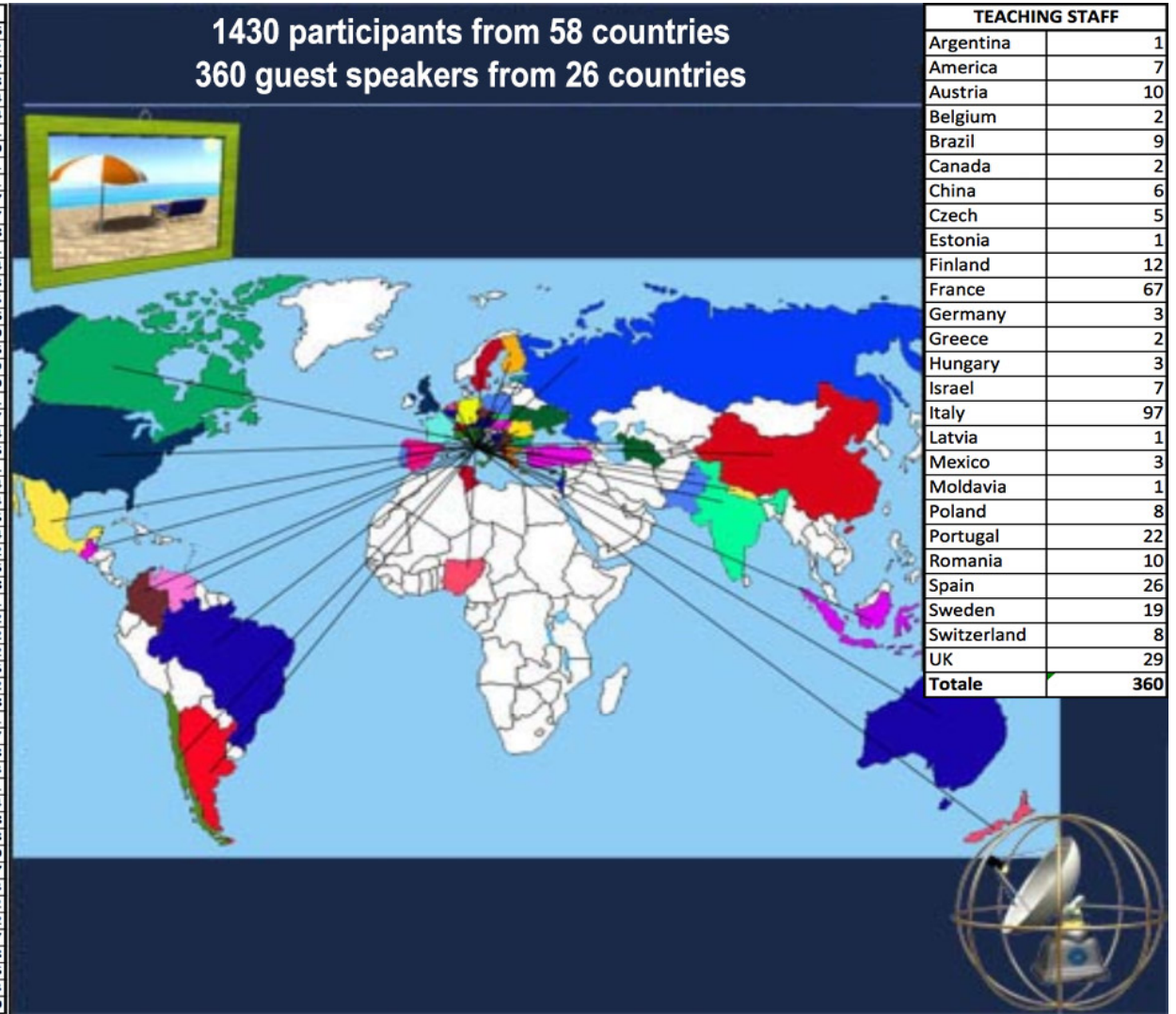
European/International Joint Ph.D in SR & C and So.Re.Com Joint IDP



20 Research trainees from 11 countries currently enrolled for the year 2015-2016

European/International Joint Ph.D in SR & C and So.Re.Com Joint IDP: Participants in 49 International Summer Schools and Lab Meetings

PARTICIPANTS	
Albania	6
Argentina	22
Australia	5
Austria	18
Belarus	4
Belgium	4
Bosnia	1
Brazil	60
Bulgaria	11
Canada	11
Chile	7
China	27
Colombia	8
Costa Rica	1
Croatia	4
Cyprus	3
Czech	25
Estonia	6
Finland	20
France	126
Germany	19
Greece	20
Guatemala	1
Hungary	27
India	4
Indonesia	36
Iran	1
Israel	4
Italy	394
Lebanon	5
Macedonia	4
Malta	2
Mexico	36
Moldavia	8
Montenegro	1
Nepal	2
Netherlands	2
New Zealand	2
Nigeria	5
Pakistan	2
Palestine	8
Poland	51
Portugal	57
Romania	178
Russia	13
Serbia	11
Slovakia	24
Slovenia	8
Spain	28
Sweden	10
Switzerland	7
Tunisia	13
Turkey	12
Turkmenistan	2
Ukraine	17
UK	18
USA	16
Venezuela	13
Totale	**1430**



TEACHING STAFF	
Argentina	1
America	7
Austria	10
Belgium	2
Brazil	9
Canada	2
China	6
Czech	5
Estonia	1
Finland	12
France	67
Germany	3
Greece	2
Hungary	3
Israel	7
Italy	97
Latvia	1
Mexico	3
Moldavia	1
Poland	8
Portugal	22
Romania	10
Spain	26
Sweden	19
Switzerland	8
UK	29
Totale	**360**

European/International Joint Ph.D in SR & C and *So.Re.Com Joint IDP TRAINING EVENTS*

Event	Title	Date
2016 Winter Lab Meeting	Training in the meta theoretical analysis of the specialized literature on S.R. & Communication	24th-27th January 2016
2016 Spring Lab Meeting	The Structural paradigmatic approach to Social Representations	17th-20th April 2016
2016 International Summer Schooll	The methodological polytheism in the Social Representations literature and its implication in the contemporary communication era: distinctiveness and dialogue between multiple research methods	17th- 20th July 2016
2017 Winter Lab Meeting	Training in the meta theoretical analysis of the specialized literature on S.R. & Communication	29th January-1st February 2017
2017 Spring Lab Meeting	The "Socio- Dynamic" paradigmatic approach to Social Representations	16th- 19th April 2017
2017 International Summer School	Social Representations in the social arena faced with social demand: the impact of supra- disciplinar research field on the wide range of societal issues investigated in the various thematic áreas in multiple applied contexts	16th-22nd July 2017

European/International Joint Ph.D in SR & C *PhD Holders*

Relationship between the European/International Joint Ph.D in SR & C and LACCOS UFSC

- **International agreement between LACCOS and European/International Joint PhD in SR&C, supervised by Prof** Brígido Camargo in UFSC and Prof. Annamaria de Rosa from University of Rome- La Sapienza

- **LACCOS as a partner in European/International Joint PhD in SR&C**

- Professor Brígido Camargo as part of the teaching workforce of the **European/International Joint PhD in SR&C**

Relationship between the European/International Joint Ph.D in SR & C and LACCOS UFSC

Under the supervision of Prof. A.S. de Rosa (Sapienza Università di Roma), Prof. Brigido Vizeu Camargo (UFSC-Universidade Federal de Santa Catarina) was responsible and collaborated in:

1) the implementation of prof. De Rosa's research on "**Social Representations of the body, of beauty and of aesthetic surgery**" in Brazil
2) the comparative analysis between the Brazilian data and those of the other countries (in Italy, Spain and Romania) and China.
3) Use of the technique " associative network" (de Rosa, 2002) in Brazil in Master thesis (Luana Michele da Silva Vilas Boas. Beleza e Cirurgia estética: Representações Sociais de estudantes universitários. 2012. Dissertação (Psicologia) - Universidade Federal de Santa Catarina.)

Relationship between the European/International Joint Ph.D in SR & C and LACCOS UFSC

Dissemination of results in 12a Conferência Internacional sobre Representações Sociais e IV Colóquio Luso-Brasileiro sobre Saúde, Educação e Representações Sociais. São Paulo, Brasil, 20-23 July 2014, in a round table organized by A.S. de Rosa:

"***Be Beautiful!***

Social Representations of beauty and aesthetic surgery in young people from three European countries, Brazil and China**"**:

Relationship between the European/International Joint Ph.D in SR & C and LACCOS UFSC

Participation of Prof Brígido Camargo on several activities of the European/ International Joint PhD in SR&C:

- **Keynote speaker** in 20th and 21th Summer Schools (Rome, 13-19 July 2014; 18-25 July 2015)
- Member of the European/International Joint PhD International Evaluation Board(Final Jury)for the 2013 theses defense sessions(2013)
- Member of the European/International Joint PhD Recruitment Board for selecting candidates for a.y. 2014-2015 (2014)

Relationship between the European/International Joint Ph.D in SR & C and LACCOS UFSC

- Member of the European/International Joint PhD Scientific Board Co
- UFSC representative as a partner in SoReCom Joint IDP
- Co tutor of PhD thesis

- International scientific visit of Prof de Rosa to UFSC- **2013 e 2014**
- Participation in seminar
- Conference: "From the Couch of the Psychoanalyst to the Social Networks: discussing Actuality of the 'Opera Prima' Fifty Years Later"
- Meetings for bilateral agreement

Relationship between the European/International Joint Ph.D in SR & C and LACCOS UFSC

- **Protocol for students exchange**

University La Sapienza- Rome

2013:

Emanuele Catucci –Estudante de Mestrado

2015:

Andrea Amedeo- Estudante de Mestrado

Giulia Sorrentino- Estudante de Mestrado

Teresa Forte- Estudante de Doutorado

Secondment in LACCOS UFSC

Research focus:

Mapping the impact and dissemination of the social representation theory across different geo-cultural contexts: "**Latin America**", the most fertilised scenario

- **Secondment institution – LACCOS , UFSC under the supervision of co-tutor Brígido Camargo**

Secondment in LACCOS UFSC

- **Outcomes of secondment of Early stage researcher Teresa Forte and Master Students Andrea Amedeo and Giulia Sorrentino**

1) Retrieval of **160 new pdfs** from relevant Latin America authors so far

2) Inserting the references in the database for "A.S. de Rosa" @-library

3) Producing of **vídeo interviews** with:
   - Professor Brígido Camargo,
   - Professor Clélia Nascimento- Schulze;
   - Professor Andreia Barbará
   - Professor Andréia Giacommozi from the LACCOS team

Secondment in LACCOS UFSC

- 4) Meta theoretical analysis of book chapters, articles and conference presentations
- 5) Networking opportunities with LACCOS members
- 6) Possibility to attend classes and seminars with fondamental topics for the Social Representations field

Thank you LACCOS!

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If you wish to know more, please consult our dedicated web-site platform:

http://www.europhd.eu

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