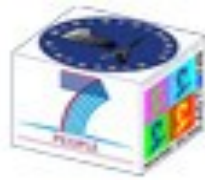




European/International Joint PhD in Social Representations and Communication International Summer School 2015



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

The Worldwide Diffusion of the Social Representations Theory in the Thematic Field of “Economics, Advertising, Marketing and Organisational Context”

2015 IAREP-SABE Joint Conference
Sibiu, Romania, 3rd-6th September, 2015
PSYCHOLOGY and ECONOMICS together for a better life



SAPIENZA
UNIVERSITÀ DI ROMA



The Worldwide Diffusion of the Social Representations Theory in the Thematic Field of “Economics, Advertising, Marketing and Organisational Context”

Authors: Annamaria Silvana de Rosa, **Gabriela Monica Panzaru**, Laura Dryjanska

2015 IAREP-SABE Joint Conference

Sibiu, Romania, 3rd-6th September, 2015

PSYCHOLOGY and ECONOMICS together for a better life

Research Project institutional background

SoReCom Joint IDP
built on the long term
experience started in 1996 of

**European/International Joint
PhD in Social Representations
and Communication**

**Joint Degree awarded by 8
universities
in 5 countries
(IT, FR, RO, CZ, ES)**

**Collaboration with a wider
network of universities and
non-academic partners in EU
& extra-EU countries**

**SoReCom THEmatic NETwork
of Excellence**

**“network of networks” that promotes co-
operation between academic, professional
research and commercial institutions and facilitates
the dissemination of scientific results throughout
Europe and around the world**

Institutional History of the European/International Joint PhD in S.R. & C.



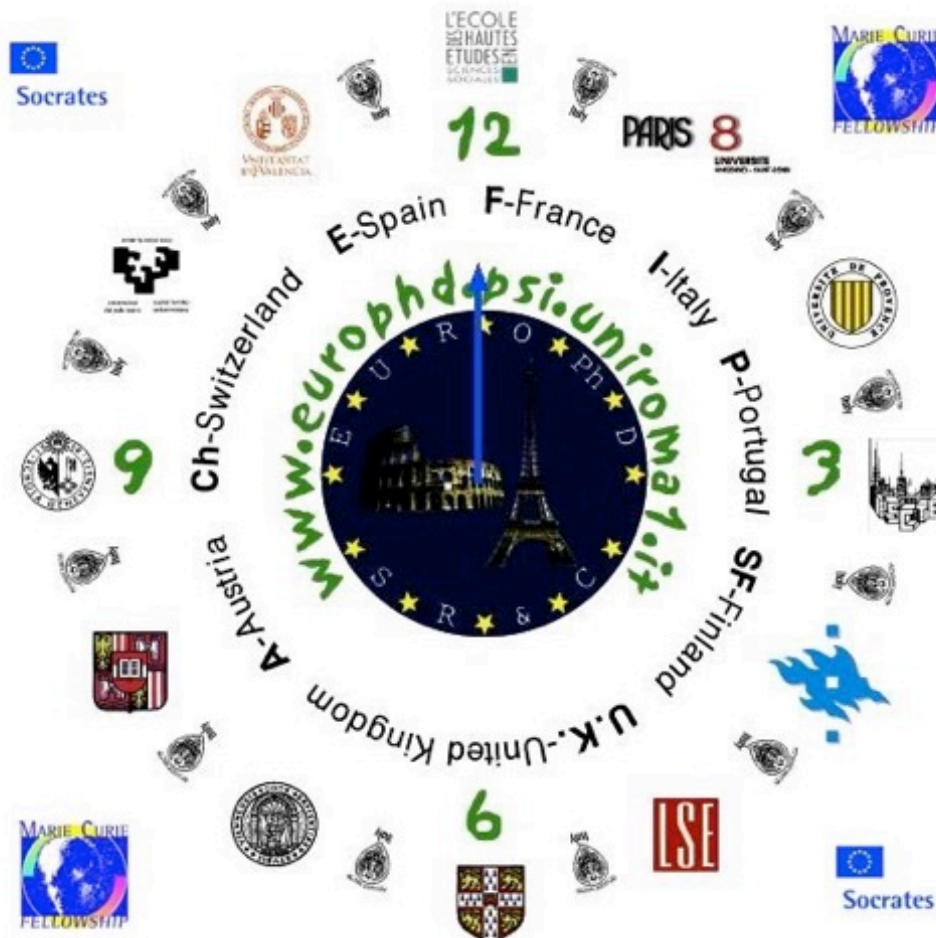
The SoReCom Joint-IDP
(2013-2017)

just the last step of
more that 20 years of
Institutional History and Recognition
(1993-2015)



Funded by the European Union

The first “i” of the triple “i”: the International dimension



1993:

13 Universities in 9 EU countries
founders of the
European/International Joint PhD
in Social Representations and
Communication

European/International Joint PhD in Social Representations and Communication in 2015

25 academic and 4 non-academic partners in 12 EU and 6 extra-European Countries



SoReCom Joint-IDP Partnership

14 Universities and 3 non-academic partners in 8 EU and 6 extra-Eu Countries

Project Beneficiary and Coordinator	Università degli Studi Roma La Sapienza (Italy)
Academic Associate Partners	<ol style="list-style-type: none"> 1. Masarykova Univerzita (Czech Republic) 2. Universitatea Alexandru Ioan Cuza (Romania) 3. Universität Wien (Austria) 4. Universidad del Pais Vasco (Spain) 5. Universidad de Valencia (Spain) 6. Université de Genève (Switzerland) 7. Université de Lausanne (Switzerland) 8. University of Ottawa (Canada) 9. City University of New York (USA) 10. Universidad de Belgrano (Argentina) 11. Universidade Federal de Santa Catarina (Brazil) 12. Universidad Autonoma Metropolitana (Mexico) 13. Nankai University (China)
Non-Academic Associate Partners	<ol style="list-style-type: none"> 1. Institut Français des Sciences et Technologies des Transports, Aménagement et des Réseaux (France) 2. ContattoLavoro s.r.l. (Italy) 3. Conny Ericsson Försäljning AB (Sweden)

The SoReCom Joint-IDP Network





*Marie
Curie Actions*

Three Forms of ITN

Multi-ITN: Multi-partner training network

EID: European Industrial Doctorate

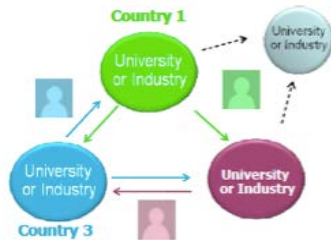
IDP (now EJD): Innovative Doctoral Programme – European “Joint” Doctorate



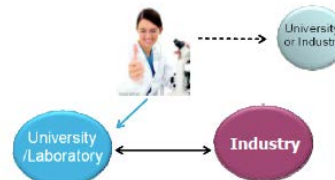
Three Forms of ITN

Marie Curie Actions

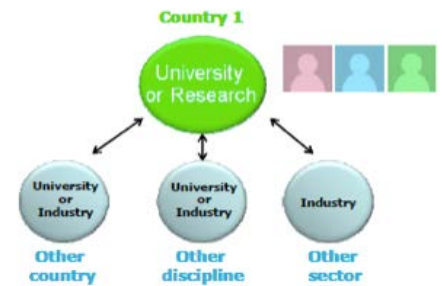
Multi-ITN



EID



IDP

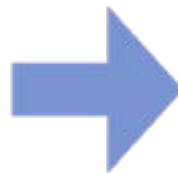




Funded by the European Union



"Joint" Diplomas:
the end starts from
the beginning



I. Scientific aspects

SoReCom Joint-IDP main objectives

- * Attract the best early-stage researchers from abroad to **undertake their research training at the European/International Joint PhD in S.R. & C. Research Centre and Multimedia Lab in Rome (Italy) , as mono-contractor Institution and project leader, and at the host Institutions in other 7 EU and 6 extra EU countries during their secondment**
- * **Involve** internationally recruited, trained, and monitored **early-stage researchers in a cooperative unified research program**
- * **Provide doctoral training in the field of Social Representations** by structured training-through-research in an internationally recognised networked research environment
- * **Offer** via one integrated contract **activities that until 2013 have been funded by several different contracts : International Lab Meetings, International Summer Schools, Research Activities, development of the SoReCom “A.S. de Rosa” @-library, etc.**
- * **Promote European excellence beyond the boundaries of the European Union** in synergy with well-reputed scientists and research centres in some non-EU countries of great strategic value for the expansion of the scientific field led by European scientists
- * Make **research careers** more attractive via **cooperation between academia, public research centres, and SMEs**



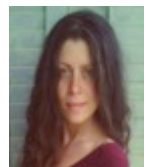
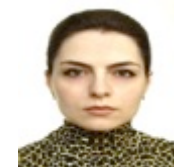
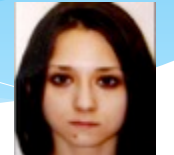
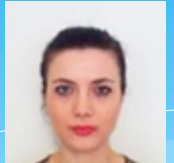
I. Scientific aspects

Unified research framework

- * Main characteristic of the **Social Representations supra-disciplinary field** is its great consistency in terms of epistemological and theoretical inspiration and its **rich diversity** from the **paradigmatic point of view**, in terms of **methodological approaches**, from the **thematic point of view** and with respect to the **applied contexts and domains of expert and lay knowledge production and transmission**.
- * The objective of this **multi-year research program – launched in 1994** by the project leader - is to **evaluate the impact of the scientific production** driven by the **Social Representations theory** in the social arena faced with social demand. The aim is to **take stock of the scientific field developed in more than 50 years** by conducting an **empirical meta-theoretical analysis of the literature** on Social Representations, **mapping 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 **unified research project framework** have been **articulated into 13** precise objectives concerning the **specific research lines** to be developed by each recruited ESR

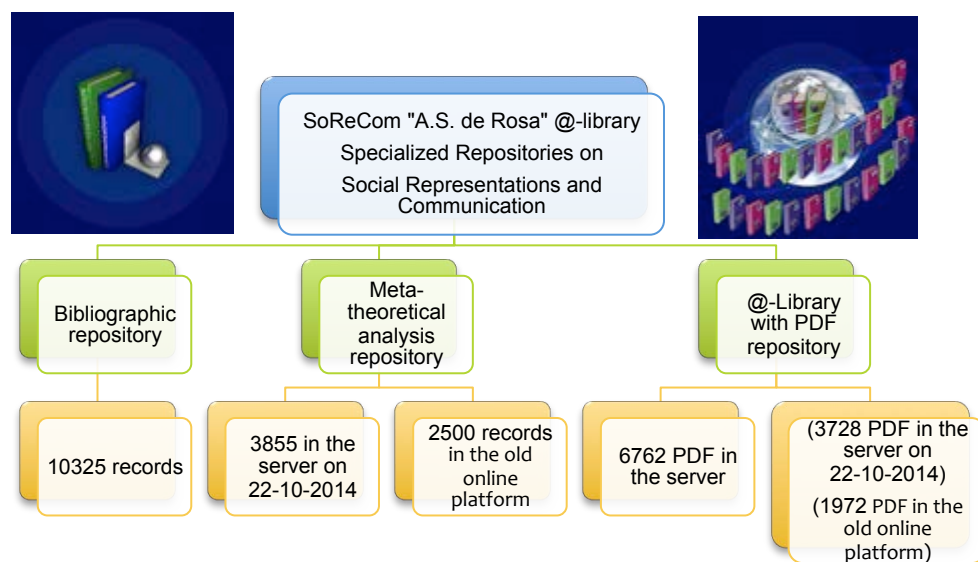
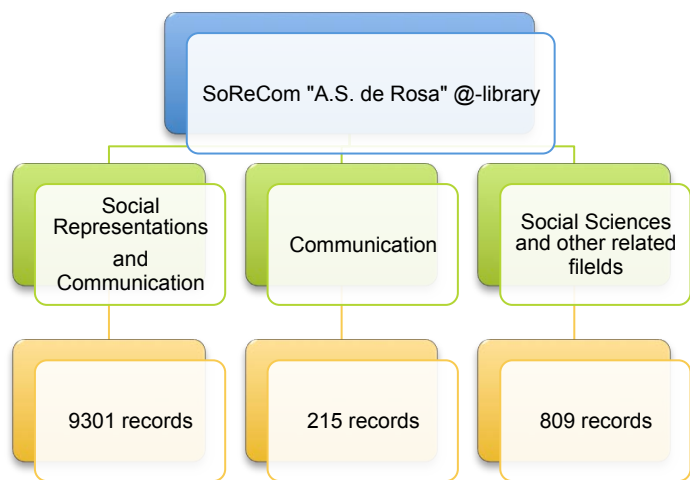
13 ESRs' Individual Research Focus

Full Name	Nationality	Research Project
Guraliuc Ioana	Romania	Genesis and development of the “structural paradigmatic approach” in more than 50 years of social representation theory: mapping theory, methods, thematic areas and applications
Gjorgjioska Marija Adela	Macedonia	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
Kukharava Maryia	Belorussia	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
Arhiri Laura	Romania	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
Pastorino Agnese	Italy	Genesis and development of the “modelling paradigmatic approach” in more than 50 years of social representation theory: mapping theory, methods, thematic areas and applications
Tomicic Ana	Croatia	Mapping the impact and dissemination of the social representation theory across different geo-cultural contexts: “Europe”, the theory's homeland
Gherman Mihaela Alexandra	Romania	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
Teresa Forte	Portugal	Mapping the impact and dissemination of the social representation theory across different geo-cultural contexts: “Latin America”, the most fertilised scenario
Ramazanovna Aminat	Russia	Taking stock of the literature in the thematic field of “Science, Social Representations and Communication”
De Madaria Borja	Spain	Taking stock of the literature in the thematic field of “Social Representations and Environment”
Panzaru Gabriela	Romania	Taking stock of the literature in the thematic field of “Social Representations, Economy, Advertising, Marketing and Organizational Contexts”
Miguel Aguilar Carlos Filiberto	Mexico	Taking stock of the literature in the thematic field of “Social Representations, Community & Health”
Berardi Filomena	Italy	Taking stock of the literature in the thematic field of “Social Representations & Politics: Multidimensional identities, intergroup relations, social movements and active minorities”



Source of the big-data and meta-data

- * As of July 2015 the total of 10,325 records
- * Total of 9301 publications present in the **So.Re.Com "A.S. de Rosa" @-Library** that refer to social representations and communication
- * Based on the selected information concerning the bibliographic item
- * Destined to grow as a result of our collaborative team work in the future



The SO.RE.COM. “A.S. de Rosa” @-LIBRARY

- * A multiform digital environment of integrated relational data-bases conceived in the logic of the **semantic web**, including a series of web interfaces, aimed to integrate:
- * A) **documentation services** (bibliographic repository, meta-theoretical analysis repository, intelligent @-Library)
- * B) **networking** (interactive web-videoconference, on-line So.Re.Com. virtual community)
- * C) **research training** (European/International Joint PhD “Virtual Campus”: video-courses in streaming, distant tutoring and co-tutoring, on-line trainee evaluation, etc. <http://www.europhd.eu>);
- * It includes over **10,000 references**, and a vast and growing collection of bibliographic entries and a series of specific web-tools designed by **Annamaria Silvana de Rosa**, who is also the creator and the program director of the European/International Joint PhD in Social Representations and Communication and of the So.Re.Com. THEmatic NETwork).



II. Methodology

- * Specific web-tools have been designed by de Rosa for the meta-theoretical analysis and the related web-inventories) implemented in the institutional website (<http://www.europhd.eu>) currently in transition into a new digital platform of the **So.Re.Com. “A.S. de Rosa” @-library**

Research tools

The **grid for meta-theoretical analysis of literature on Social Representations** is organized in five main areas:

- * **Theoretical reference to Social Representations constructs** monitors whether a publication refers to Social Representations Theory in a very generic way or addresses specific paradigmatic elements of the theory (i.e. the genesis, processes, functions, structure, transmission, and transformation of Social Representations) or whether the contribution refers to the theory itself as an object of critical analysis (meta-theory);
- * **Theoretical reference to other constructs and theories** identifies whether the publication refers to other constructs, concepts and theories related to Social Representation as well as the focus of the reference: integration, differentiation, comparison, replacement;
- * **Thematic analysis** categorizes the contents of empirical contributions by identifying the general thematic areas (i.e. health, environment, etc.) and the specific object of each study (i.e. AIDS, pollution, etc.), as well the specific typology (closed, open, polemic) of the Social Representations;
- * **Methodological profile of each study** (its research design, its location, its nature, instruments for data collection, channels used as source of information, techniques for data analysis) and characteristics of the selected population (size of sample, variables considered, unit of analysis);
- * **Paradigmatic coherence** between the theoretical assumptions and the methodological research design.

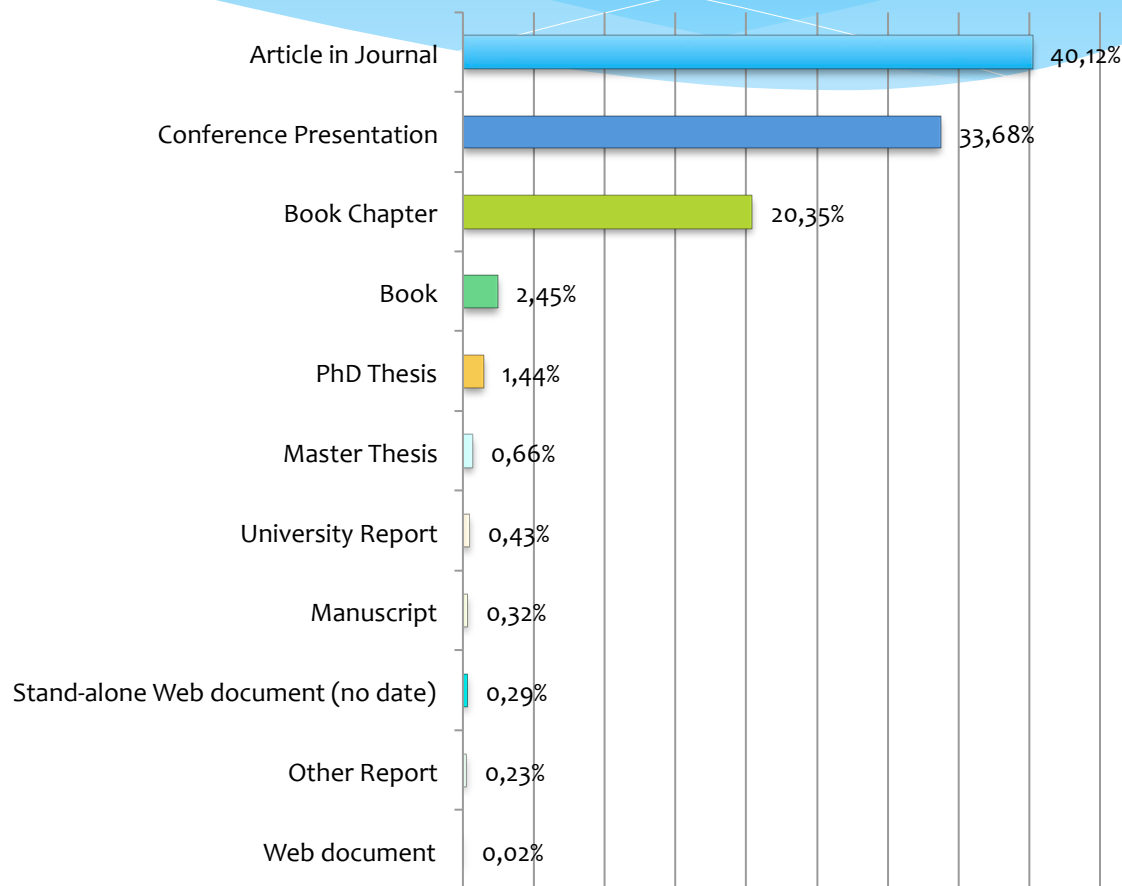


III. Research goals

- * Built on an on-going project led since 20 years by the director of the European PhD on Social Representations and Communication Research Centre and Multimedia Lab who has ***designed specific web-tools (including the on-line grid for the meta-theoretical analysis and the related web-inventories)*** for the purpose of conducting an empirical meta-theoretical analysis of the literature on Social Representations, ***the specific project aim is to take stock of the scientific field developed in more than 50 years by conducting an empirical meta-theoretical analysis of the literature on Social Representations, mapping its development, 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.***

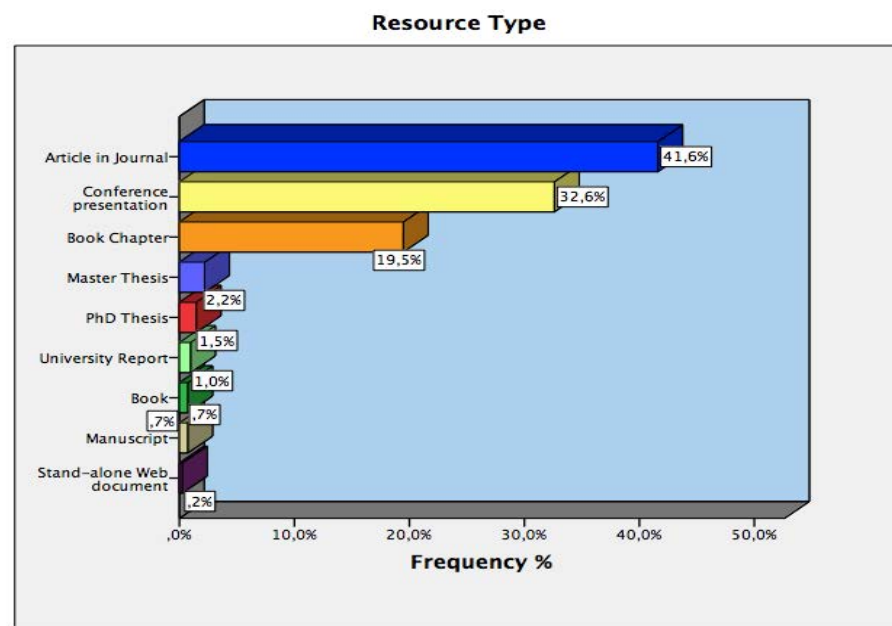
The frequencies distribution of 9301 items specifically related to Social representations and Communication filed in the repositories of the SoReCom “A.S. de Rosa” @-Library by the “Resource Type”

Resource Type	Absolute Frequency	Frequency %
Article in Journal	3732	40,12%
Conference Presentation	3133	33,68%
Book Chapter	1893	20,35%
Book	228	2,45%
PhD Thesis	134	1,44%
Master Thesis	61	0,66%
University Report	40	0,43%
Manuscript	30	0,32%
Stand-alone Web document (no date)	27	0,29%
Other Report	21	0,23%
Web document	2	0,02%
Total	9301	100,0%



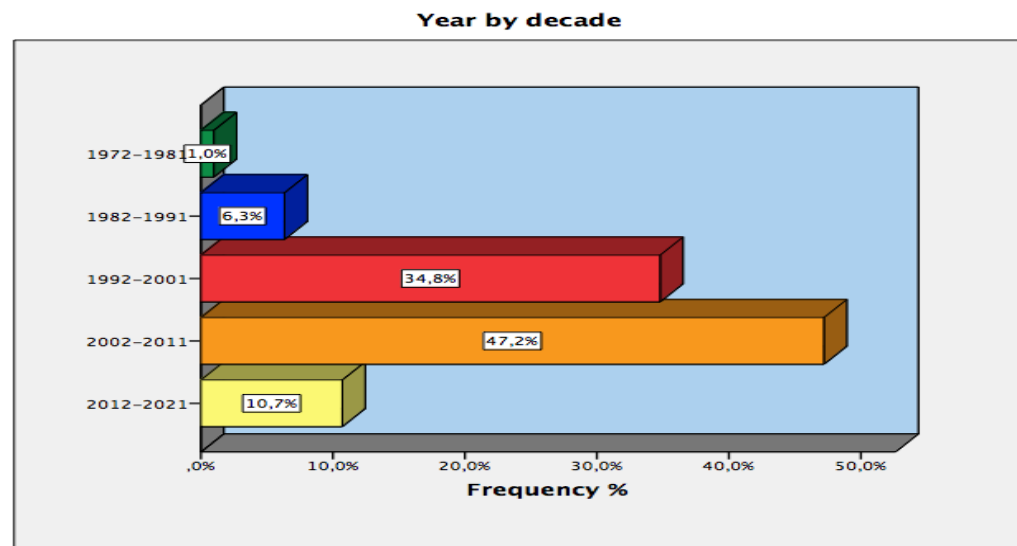
The frequencies distribution of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
filed in the repositories of the SoReCom “A.S. de Rosa” @-Library
by the “Resource Type”

Resource Type	Frequency	Absolute Frequency %
Article in Journal	171	41,6%
Conference Presentation	134	32,6%
Book Chapter	80	19,4%
Master Thesis	9	2,1%
PhD Thesis	6	1,4%
University Report	4	0,9%
Book	3	0,7%
Manuscript	3	0,7%
Stand-alone Web document	1	0,2%
Total	411	100%



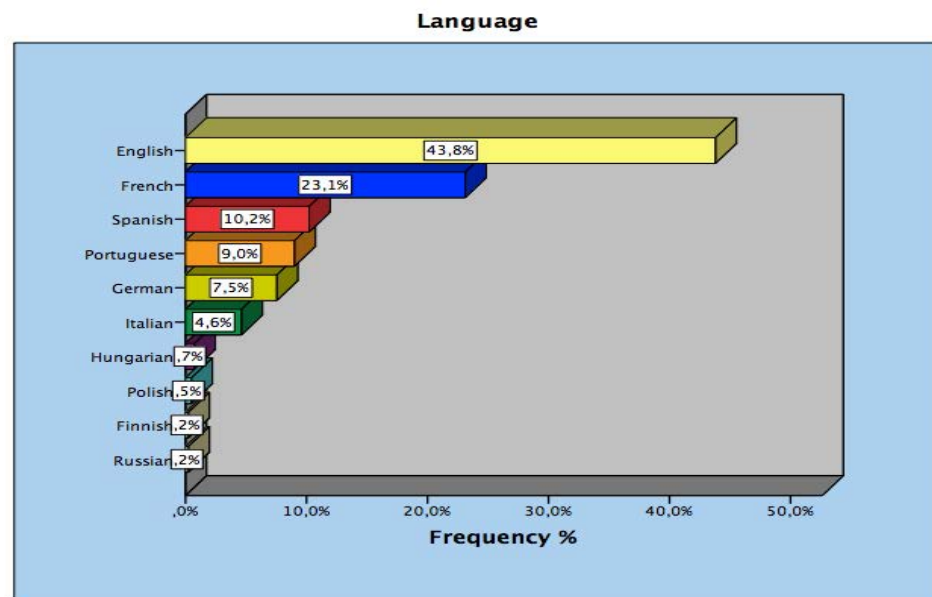
The frequencies distribution of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
filed in the repositories of the SoReCom “A.S. de Rosa” @-Library
by “Year of Publication regrouped by DECADE”

Year (Decade)	Absolute Frequency	Frequency %
1972-1981	4	1,00%
1982-1991	26	6,30%
1992-2001	143	34,80%
2002-2011	194	47,20%
2012-2021	44	10,70%
Total	411	100%



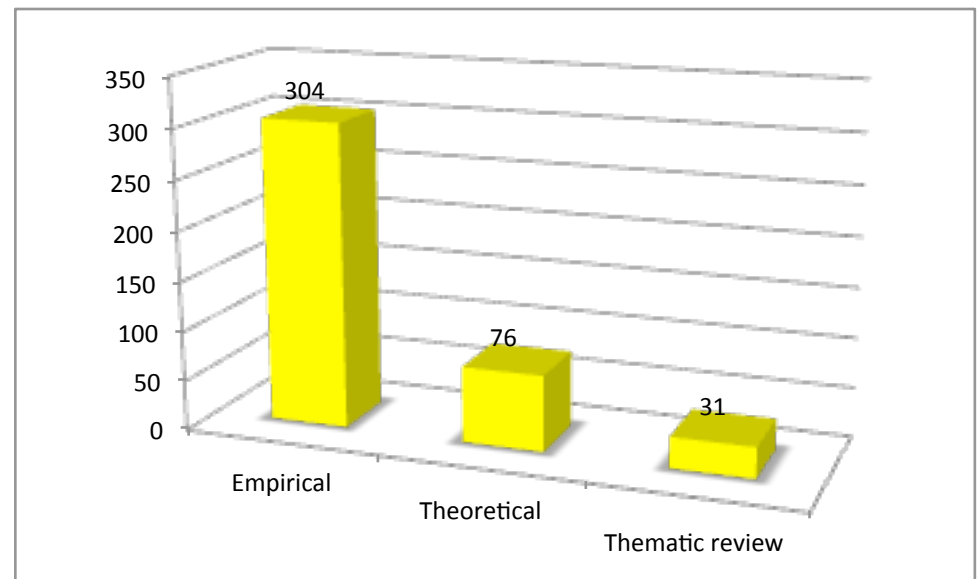
The frequencies distribution of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
 filed in the repositories of the SoReCom “A.S. de Rosa” @-Library by the
 “Language of Publication”

Language	Frequency	Frequency %
English	180	43,80%
French	95	23,10%
Spanish	42	10,20%
Portuguese	37	9,00%
German	31	7,50%
Italian	19	4,60%
Hungarian	3	0,70%
Polish	2	0,50%
Finnish	1	0,20%
Russian	1	0,20%
Total	411	100%



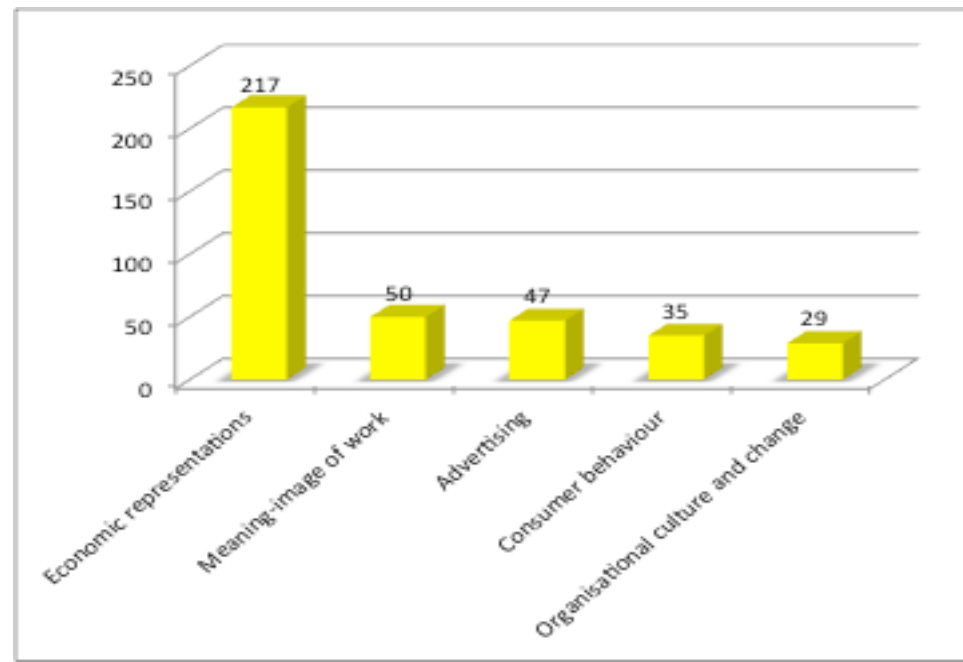
The frequencies distribution of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
filed in the repositories of the SoReCom “A.S. de Rosa” @-Library by the
“Type of paper”

Type of paper	Frequency	Frequency %
Empirical	304	74,0%
Theoretical	76	18,5%
Thematic review	31	7,5%
Total	411	100,0%



The frequencies distribution of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
filed in the repositories of the SoReCom “A.S. de Rosa” @-Library by the
“Thematic areas”

Thematic area	Frequency	Frequency %
Economic representations	217	52,80%
Meaning-image of work	50	12,17%
Advertising	47	11,44%
Consumer behaviour	35	8,52%
Organisational culture and change	29	7,06%



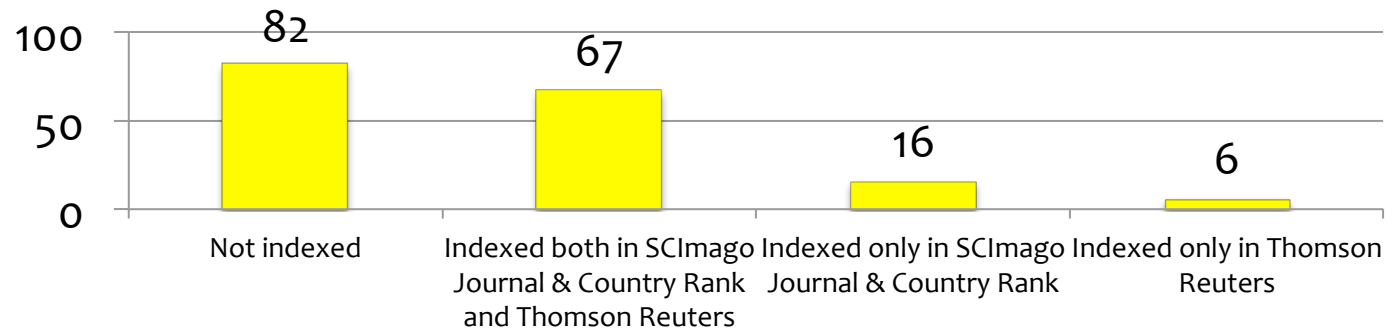
The frequencies distribution of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
 filed in the repositories of the SoReCom “A.S. de Rosa” @-Library
 by the “Journal Title”

Journal Title	Absolute Frequency	Frequency %
Bulletin de Psychologie	9	5,26%
Journal of Economic Psychology	8	4,68%
Cahiers Internationaux de Psychologie Sociale	5	2,92%
Journal of Socio-Economics	5	2,92%
Papers on Social Representations	4	2,34%
Applied Psychology	3	1,75%
Journal of Community and Applied Social Psychology	3	1,75%
Revue Internationale de Psychologie Sociale	3	1,75%
British Journal of Social Psychology	2	1,17%
Connexions	2	1,17%
Cuicuilco	2	1,17%
Jahrbuch der Absatz und Verbrauchsforschung	2	1,17%
Journal of Business Research	2	1,17%
Journal of Consumer Behaviour	2	1,17%
Psicologia Sociale	2	1,17%
Psicologia: Reflexão e Crítica	2	1,17%
Psychologie du Travail et des Organisations	2	1,17%
Psychology and Marketing	2	1,17%
Recherche et Applications en Marketing	2	1,17%
Reflets: Revue d'intervention sociale et communautaire	2	1,17%
Revista de Psicología Social	2	1,17%
Other Journals (105 different titles)	105	61,40%
Total	3732	100,00%



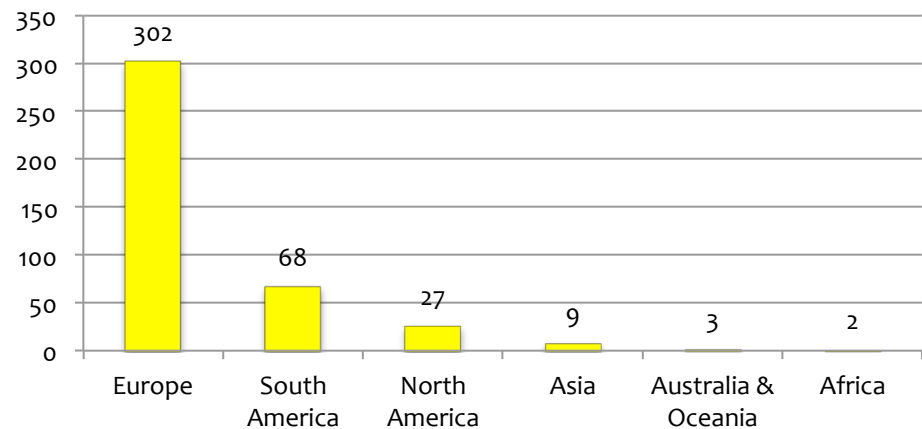
The frequencies distribution of 171 Journal Articles (on 411 total bibliographic items) related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
filed in the repositories of the SoReCom “A.S. de Rosa” @-Library
by the “**Journal Bibliometric Index**”

Indexing	Absolute Frequency	Frequency %
Not indexed	82	47,95%
Indexed both in SCImago Journal & Country Rank and Thomson Reuters	67	39,18%
Indexed only in SCImago Journal & Country Rank	16	9,36%
Indexed only in Thomson Reuters	6	3,51%
Total	171	100,00%



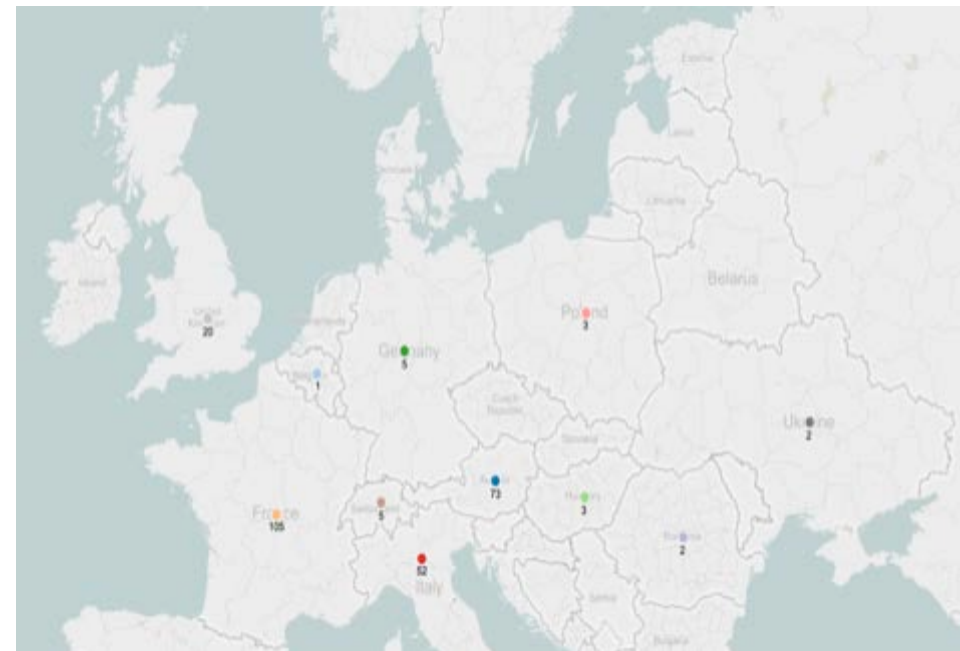
The frequencies distribution of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
 filed in the repositories of the SoReCom “A.S. de Rosa” @-Library
 by the “Author’s Institution Continent and geo-cultural context”

Author 1 Institution Continent	Frequency	Frequency %
Europe	302	73,5%
Latin America	68	16,5%
North America	27	6,6%
Asia	9	2,2%
Oceania	3	0,7%
Africa	2	0,5%
Total	411	100,0%



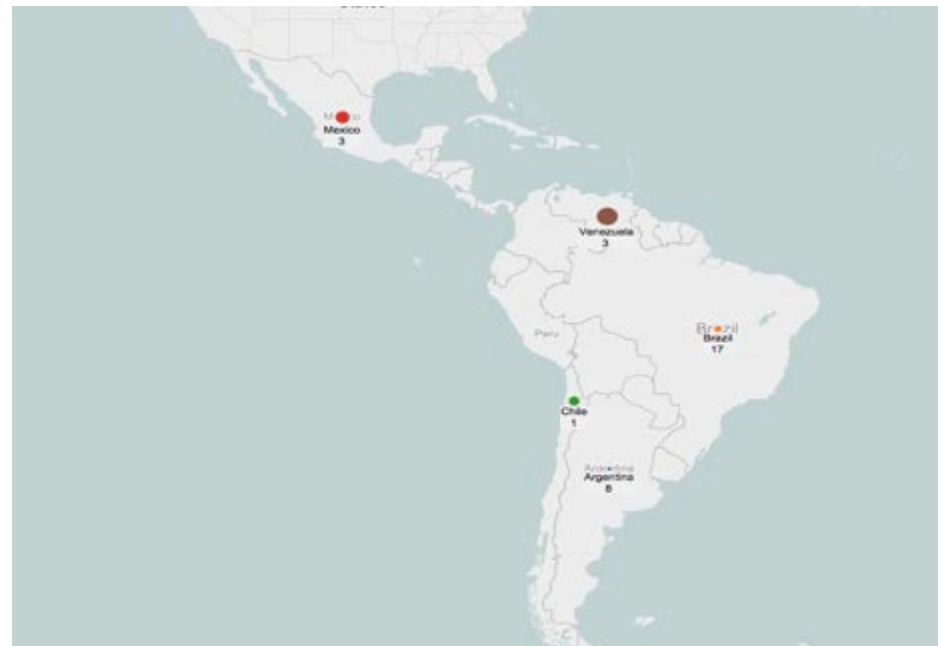
The frequencies distribution of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
 filed in the repositories of the SoReCom “A.S. de Rosa” @-Library
 by the “Continent EUROPE according to the COUNTRY of the author’s institutional affiliation”`

Country Name	Absolute Frequency	Frequency %
France	105	34,7%
Austria	73	24,1%
Italy	52	17,2%
United Kingdom	20	6,6%
Spain	17	5,6%
Portugal	9	3,0%
Switzerland	5	1,7%
Germany	5	1,7%
Turkey	3	1,0%
Poland	3	1,0%
Hungary	3	1,0%
Ukraine	2	0,7%
Romania	2	0,7%
Finland	2	0,7%
Belgium	1	0,3%
Total	303	100,0%



The frequencies distribution of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
 filed in the repositories of the SoReCom “A.S. de Rosa” @-Library
 by the “ Continent AMERICA. geo-cultural context LATIN AMERICA according to the
 COUNTRY of the author’s institutional affiliation ``

Country Name	Absolute Frequency	Frequency %
Brazil	17	53,1%
Argentina	8	25,0%
Mexico	3	9,4%
Venezuela	3	9,4%
Chile	1	3,1%
Total	32	100,0%



The frequencies distribution of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
filed in the repositories of the SoReCom “A.S. de Rosa” @-Library
by the “ Continent AMERICA: geo-cultural context NORTH AMERICA according to the
COUNTRY of the author’s institutional affiliation”

Country Name	Absolute Frequency	Frequency %
Canada	15	57,7%
United States	11	42,3%
Total	26	100,0%



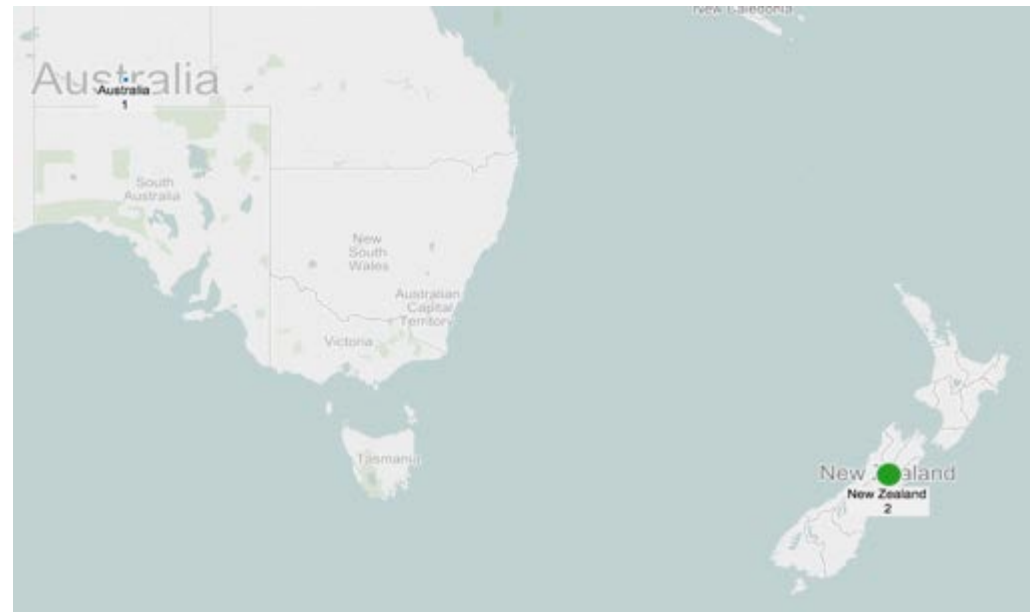
The frequencies distribution of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
filed in the repositories of the SoReCom “A.S. de Rosa” @-Library
by the “ Continent ASIA according to the COUNTRY of the author’s institutional affiliation”

Country Name	Absolute Frequency	Frequency %
Indonesia	3	33,3%
Israel	2	22,2%
Japan	2	22,2%
South Korea	1	11,1%



The frequencies distribution of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
filed in the repositories of the SoReCom “A.S. de Rosa” @-Library
by the “Continent AUSTRALIA & OCEANIA according to the COUNTRY of the author’s
institutional affiliation”

Country Name	Absolute Frequency	Frequency %
New Zealand	2	66,7%
Australia	1	33,3%
Grand Total	3	100,0%



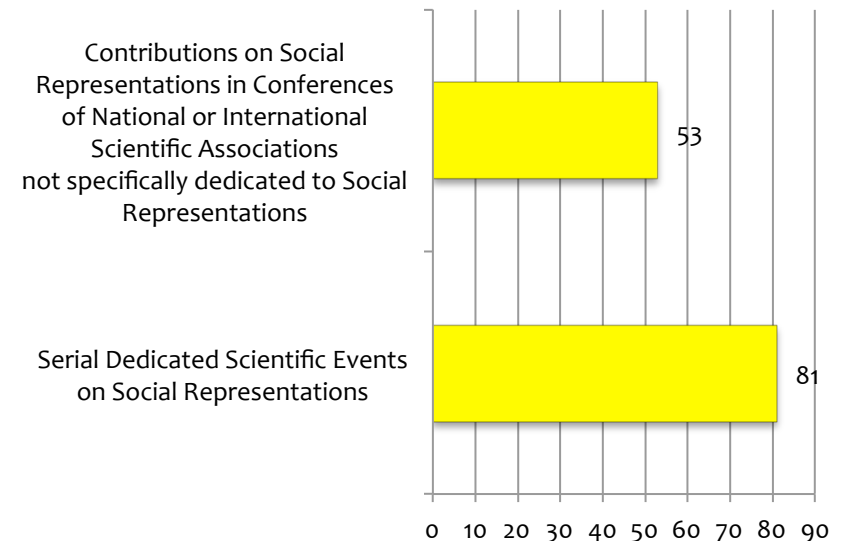
The frequencies distribution of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
filed in the repositories of the SoReCom “A.S. de Rosa” @-Library
by the “Continent AFRICA according to the COUNTRY of the author’s institutional affiliation”

Country Name	Absolute Frequency	Frequency %
Tunisia	1	50,0%
Ivory Coast	1	50,0%
Total	2	100,0%



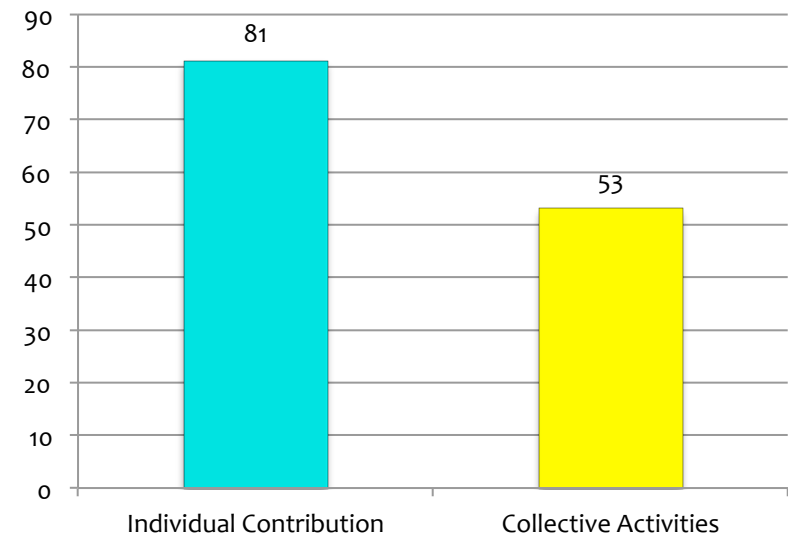
The frequencies distribution of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
filed in the repositories of the SoReCom “A.S. de Rosa” @-Library
by the “Conference Type”

Conference Type	Frequen cy	Frequenc y %
Serial Dedicated Scientific Events on Social Representations	81	60,4%
Contributions on Social Representations in Conferen ces of National or International Scientific Associations not specifically dedicated to Social Representations	53	39,6%
Total	134	100,0%



The frequencies distribution of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
filed in the repositories of the SoReCom “A.S. de Rosa” @-Library
by Conference Type – Typology of Activities

Conference Type – Typology of Activities	Frequency	Frequency %
Individual Contribution	81	60,40%
Collective Activities	53	39,60%
Total	134	100,00%



The Chi Square data of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS filed in
 the repositories of the SoReCom “A.S. de Rosa” @-Library by
Resource Type and Author’s Institution Country

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	314,423 ^a	248	,003
Likelihood Ratio	211,280	248	,956
Linear-by-Linear Association	,009	1	,924
N of Valid Cases	411		
a. 268 cells (93,1%) have expected count less than 5. The minimum expected count is ,00.			

The results of the Chi-square test allows us to say that there is **a significant association between the Resource type and Author’s Institution Country**

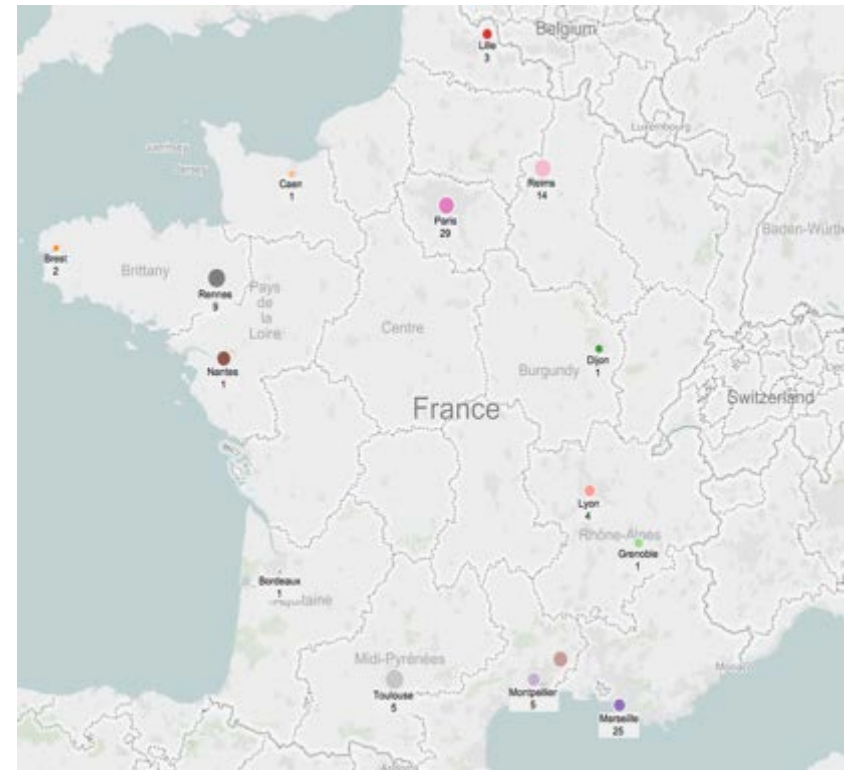
The Chi Square data of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
 filed in the repositories of the SoReCom “A.S. de Rosa” @-Library
 by “**Language and Author’s Institution Country**”

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1987,315 ^a	279	,000
Likelihood Ratio	706,575	279	,000
Linear-by-Linear Association	,956	1	,328
N of Valid Cases	411		
a. 301 cells (94,1%) have expected count less than 5. The minimum expected count is ,00.			

The results of the Chi-square test allows us to say that there is a **significant association**
between the Language and Author’s Institution Country

The frequencies distribution of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
filed in the repositories of the SoReCom “A.S. de Rosa” @-Library
by the “**First author Institution City and Country**”, France (First five)

University	City	Country	Absolute Frequencies	Frequency %
Aix-Marseille University	Marseille	France	25	23,8%
University of Reims Champagne-Ardenne	Reims	France	14	13,3%
School of Advanced Studies in Social Sciences (EHESS) - Paris	Paris	France	9	8,6%
Paris Descartes University	Paris	France	5	4,8%
Rennes 2 University	Rennes	France	5	4,8%
Toulouse II University	Toulouse	France	5	4,8%



The frequencies distribution of 411 items related to
SOCIAL REPRESENTATIONS OF ECONOMY, ADVERTISING, MARKETING AND ORGANIZATIONAL CONTEXTS
filed in the repositories of the SoReCom “A.S. de Rosa” @-Library
by the “First author’ Institution City and Country”, Austria

University	City	Country	Absolute Frequencies	Frequency %
University of Vienna	Vienna	Austria	61	83,6%
Vienna University of Economics and Business	Vienna	Austria	7	9,6%
Johannes Kepler University Linz	Linz	Austria	3	4,1%
University of Innsbruck	Innsbruck	Austria	2	2,7%
Total			73	100,0%



Conclusions

- * The empirical data presented in this contribution confirm the **richness of the diversified publishing opportunities gained by the social representations literature, considering diverse types of publications ranging across several topics and sub-topics** in the thematic area of Economics, Advertising, Marketing and Organisational Context. They continue to grow rapidly: in fact the **increased number of references** in this presentation - compared to sources mentioned in the *Abstract submitted* - is due to the retrieval of new bibliographic sources detected in the meantime for the ongoing research activities related to this project
- * Regarding the **kind of sources**, **Journal articles** constitute the majority of publications; however, almost a half of them has been published in journals that are **not indexed (or not yet indexed)**, which demonstrates that the theory of social representations is still disseminated outside the prominent journals of the mainstream scientific community, despite the impressive epidemiological expansion gained over the last 5 decades.
- * The **linguistic diversity** can also partially explain this finding, since the indexed journals tend to prefer contributions in English (which represents the language in 43,80% of the total sources). In fact the results of the Chi-square test shows a **significant association between the Language and Author's Institution Country** and also between Resource type and Author's Institution Country.

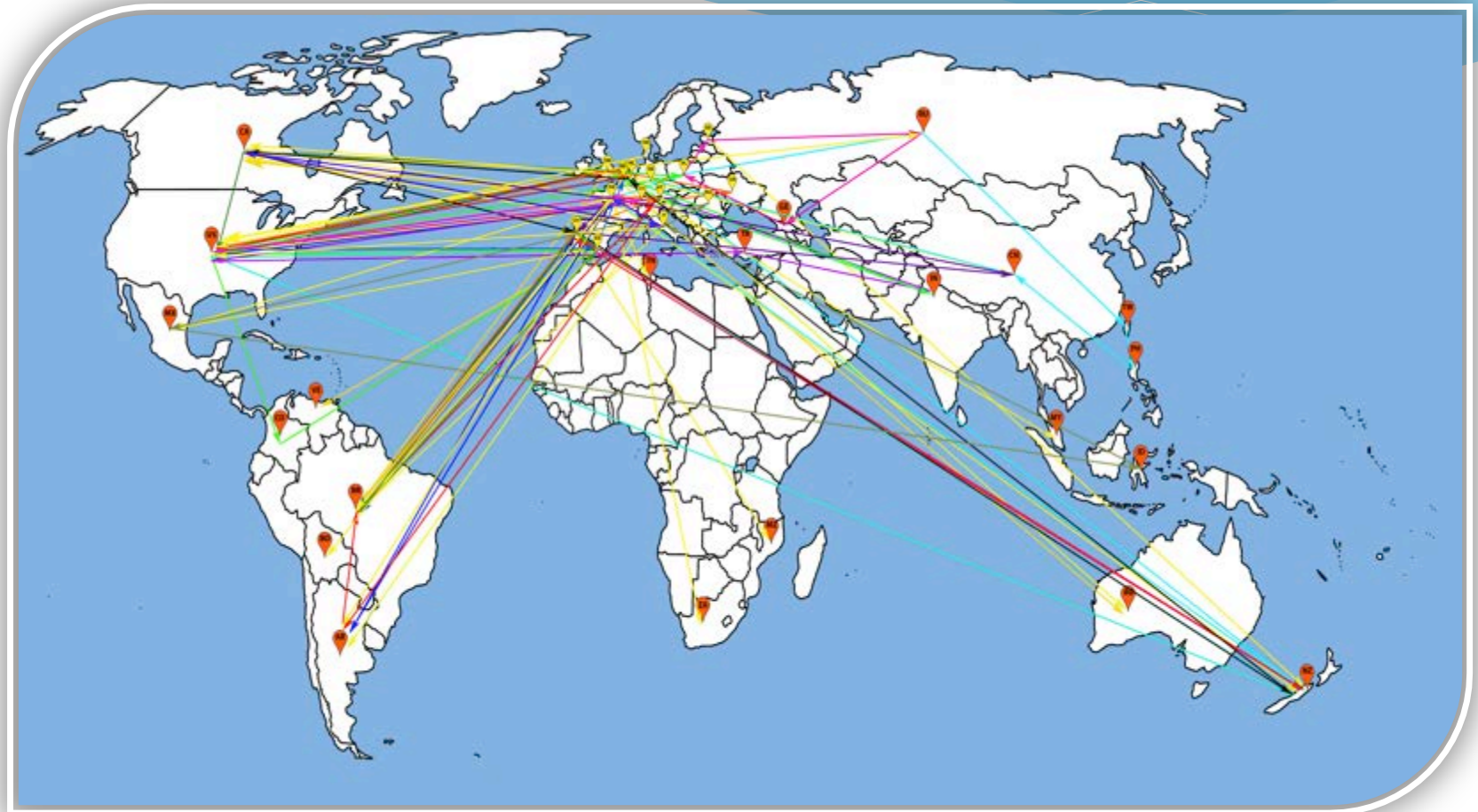
Further Steps

- * Our results – extracted from the “big data” filed in the specialized SoReCom “A.S.de Rosa” @-library - will be **further enriched in the more advanced phase of the meta-theoretical analysis** , when the systematic coding of the whole literature (specifically selected according to the thematic focus “**Economics, Advertising, Marketing and Organisational Context**”) will be completed in order to detect for each source:
 - * a) the specificity of the **paradigmatic approach** adopted by the author/s;
 - * b) the **construct/s specific of the social representation theory or other theories** addressed in the article/chapter;
 - * c) the reference to to **other disciplinary approach/es** (and the purpose of the authors aimed at integrating or differentiating);
 - * d) the **specific subtopics** addressed within the larger thematic area above mentioned;
 - * e) the **specific methodological plan** (research participants and their characteristics, techniques, data analysis strategies and software, etc. etc.)

Further Steps

- * In the advanced phase of our collaborative research, **the data and meta-data produced by the meta-theoretical analysis will be further processed** using different statistical packages (as SPSS, SPAD-T, Tableau for geo-mapping, etc.) for different purposes.
- * For example the dependent variables detected by **“the multiple sections of the grid related to the meta-theoretical analysis”** will be crossed with the variables extracted by the first part of the grid related to the **“bibliographic item”**.
- * The results here presented, that are still at purely descriptive level - once the meta-theoretical analysis of the whole corpus will be completed - will be used for **more sophisticated cross-analyses of the results based on the bibliographic item and on the meta-theoretical analysis**, guided by specific hypotheses.
- * Interested to identify the **role of the networking in the scientific dynamics of science dissemination**, we will also reconstructed through the **analysis of co-authorship: “who is working with whom on what and from which country?”**

The frequencies distribution of 9301 items
related to Social Representations and Communication
filed in the repositories of the SoReCom “A.S. de Rosa” @-Library
by the “INTER-INSTITUTIONAL COLLABORATIONS: EUROPE”





Thank you very much for your patience, and thanks to all of you for your attention!

