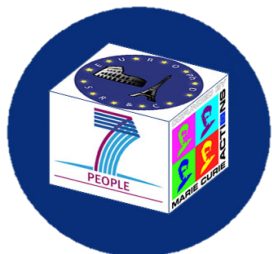# Genesis and development of narrative paradigmatic approach in Social Representations Theory

Annamaria Silvana de Rosa, Maryia Kukharava Laura Dryjanska and Elena Bocci

Maryia Kukharava (presenter)

European/International Joint Doctorate in Social Representations and Communication

La Sapienza University in Rome (Rome, Italy)

About our institutional framework

European/International Joint Doctorate in Social Representations and Communication

SoReCom Joint-IDP

an *Innovative Doctoral Program*

"international, Interdisciplinary, Intersectoral" (triple "I")

approved and funded by the EC within Marie Sklodowska Curie Actions for IDP (Horizon 2020)

13 early stage researchers collaborating to a **unified research program** – aimed at the meta-theoretical analysis of the whole literature on social representations **- articulated into 13 research foci**
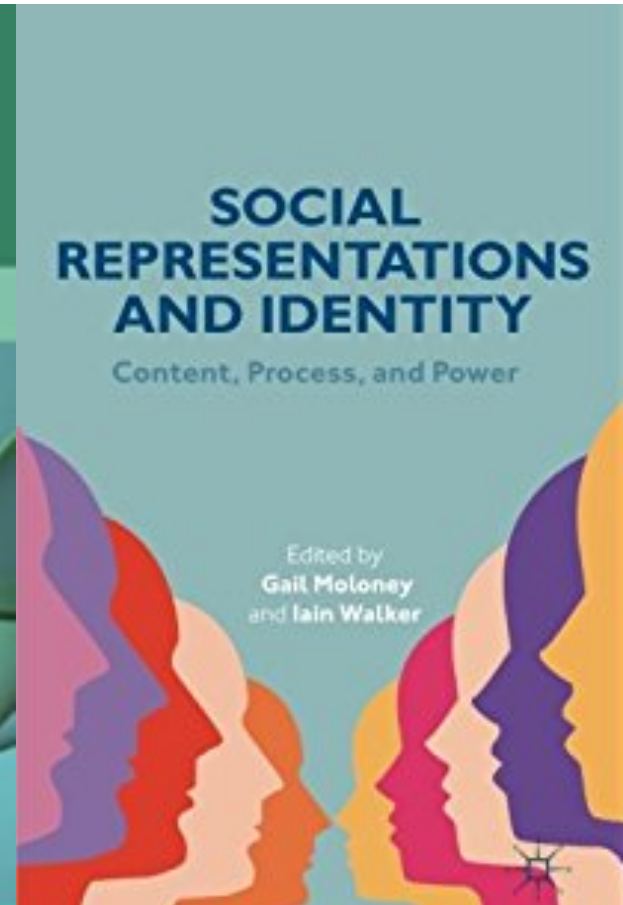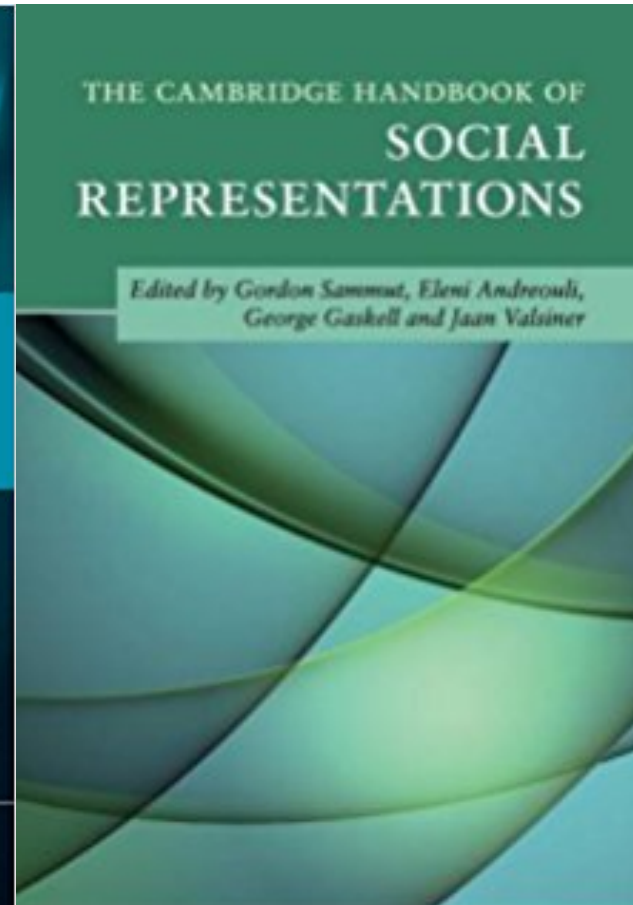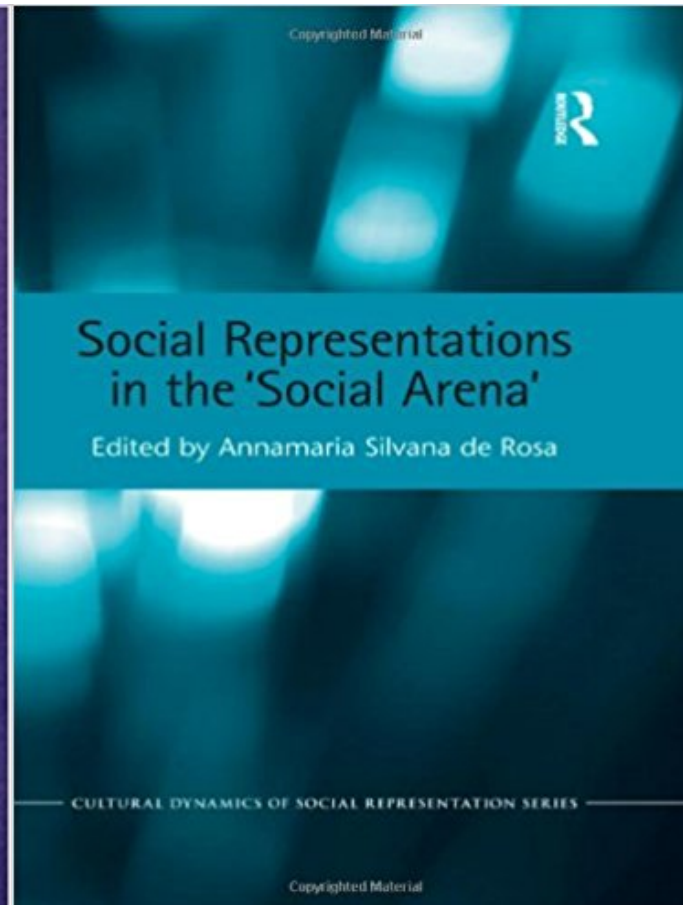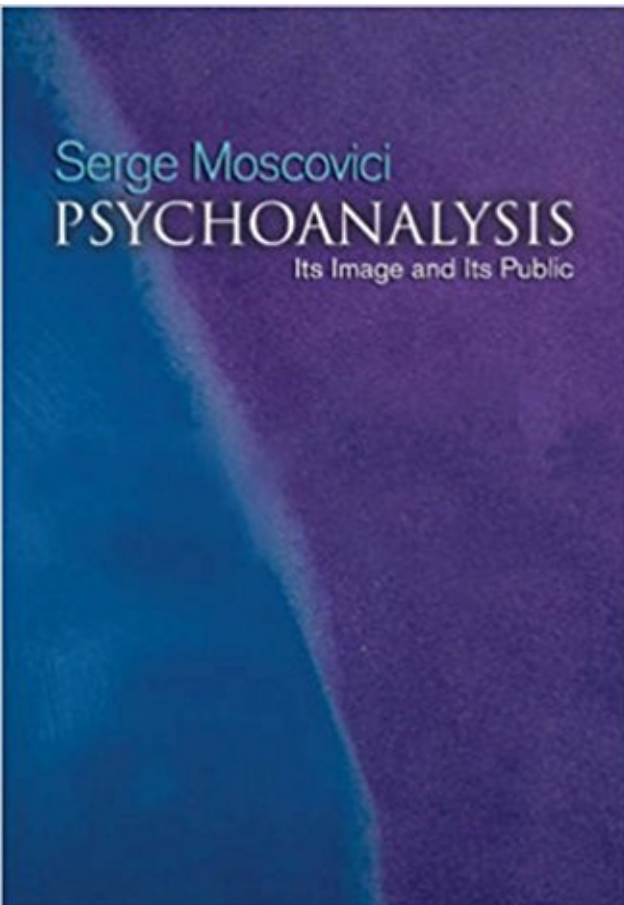
About our research lab

European/International Joint Doctorate in Social Representations and Communication Research Centre and Multimedia Lab

Rome, Italy

See details about the Lab Infrastructure at: http://www.europhd.eu/html/_onda01/01/11.00.00.00.shtml

Social Representations Theory
genesis, development and diffusion

Social Representations Theory

From Durkhemian **collective representations**, to social representations.

"system of values, ideas and practices with a twofold function; first, to establish an order which will enable individuals to orient themselves in their material and social world and to master it; and secondly to enable communication to take place among the members of a community by providing them with a code for social exchange and a code for naming and classifying unambiguously the various aspects of their world and their individual and group history".

Moscovici's Opera Prima

In his study Moscovici investigated how scientific theories circulate within common sense, and what happens to these theories when they are elaborated upon by a lay public and become part of *everyday thinking and knowledge*.

2 UNIVERSES:

- **reified universe of science** (operates according to scientific rules and procedures and gives rise to scientific knowledge),

- **consensual universe of social representation** (the lay public elaborates and circulates forms of knowledge which come to constitute the content of common sense).

Serge Moscovici

LA PSYCHANALYSE
SON IMAGE
ET SON PUBLIC

Bibliothèque
de psychanalyse puf

METHODS used in the Moscovici's study of SR of Psychoanalysis

The study:

1. in the first part a survey using a questionnaire was conducted with 200 subjects.

2. in the second part of the study 1,600 articles from 210 newspapers published between 1952 and 1956 were analysed using the *method of content analysis* to describe special types of mediation in the mass media.

The study described how three segments of French society in the 1950s, the urban-liberal, the Catholic, and the communist milieus, responded to the idea of **Psychoanalysis**.

KEY RESULTS about systems of communication

Communication processes, the contents, and their consequences differed across the three social segments. Moscovici identified 3 communications genres:

- **Propaganda** is the typical communication of the communist milieu;

- **Propagation** was the typical form of the Catholic segment;

- **Diffusion** was typical of urban-liberal milieus

13 Research lines articulated around 3 main axes:

1. **Genesis and development of the main Paradigmatic approaches to Social Representations**:
   - Structural paradigmatic approach,
   - Socio-dynamic paradigmatic approach,
   - Dialogical, conversational and narrative paradigmatic approaches,
   - Anthropological and ethnographic paradigmatic approach,
   - Modelling paradigmatic approach

2. **Mapping the impact and dissemination of the social representation theory across different geo-cultural contexts**:
   - Europe, the theory's homeland
   - Latin America, the most fertilised scenario
   - North-America and other continents (Oceania, Asia, Africa)

3. **The attractiveness of multiple Thematic fields and cross-thematic research areas:**
   - Science, Education, Social Representations and Communication;
   - Social Representations and Environment;
   - Representations, Economy, Advertising, Marketing and Organizational Contexts
   - Social Representations, Community & Health;
   - Social Representations & Politics: Multidimensional identities, intergroup relations, social movements and active minorities;

Aim of one of the 13 Foci

Narrative approach to Social Representations Theory:

- its genesis and evolution inside the theory,

- throughout time and

- geographical contexts

Paradigmatic approaches to SRT

The theory of social representations links the diversity of research perspectives with "**the nature of life in society**" (Farr, 1993).

5 main paradigmatic approaches to Social Representation have been generated starting from Moscovici's seminal work :

- Structural Approach developed by the **Aix-en-Provence School**;
- Socio-Dynamic Approach of the so called **Geneva School**;
- Anthropological and Ethnographic Approach;
- Narrative Approach, Dialogical Approach and closely connected to them Rhetorical (Billig, 1996) or Discursive/conversational research tradition
- Modelling Approach (de Rosa, 2013, 2014)

Narrative Approach to SRT

Narrative approach to SRT appears with the growth of interest in exploring the narrative character of social knowledge and thought.

The 80s marked the start of the "narrative turn" in social sciences when the attention was on the idea that the functioning of the different forms of knowledge can only be understood through observing their narrative nature.

Narratives in Social Psychology

Social psychologists see **narrative as a construct through which life of people turns into a meaningful whole**,

and

the life of society is formed by connecting individual narratives.

The So.Re.Com "A.S. de Rosa" @-library:
the digital infrastructure connected to the project aimed at
taking stock of the whole SRT literature

The research programme launched in 1994 by Annamaria Silvana de Rosa (1994, 2002, 2013): aimed at the empirical meta-theoretical analysis of the literature on Social Representations has involved a multi-year research team coordination aimed at collection of data and meta-data and the development of the web-platform of the **SoReCom "A.S. de Rosa" @-library as the main digital infrastructure.**

It is not simply an **online repository** for scientific documentation.

In fact it also includes the **main research tool designed by de Rosa (the Grid for the Meta-Theoretical Analysis) connected to a search engine** for each of any variable and modalities. This enables to retrieve information in a very detailed way, exploiting the meta-theoretical analyses of the texts for further scientific purpose
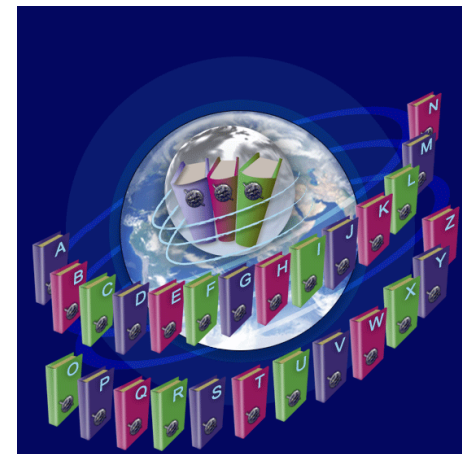
See the institutional website

http://www.europhd.eu

that also hosts

the **SoReCom "A.S. de Rosa"@-library**

(de Rosa, 2014, 2015)

The So.Re.Com "A.S. de Rosa" @-library
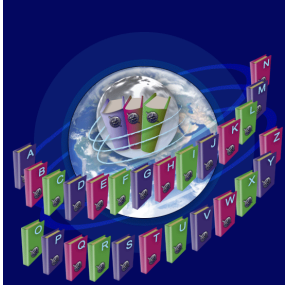
As of February 2017 the library has more than 10,700 references. The online databases consist of two different integrated inventories.

1. The first database contains a complete **bibliographical inventory** of the literature on Social Representations and its related paradigm, including *classical bibliographic information.* Organizes information on authors and their institution's country, years of publications, type of publication (article journal, book chapters, conference), language of publications, as well as type of paper (theoretical or empirical).

2. The second database contains a ***meta-analysed inventory*** of the literature of Social Representations analysed according to the Grid which is structured into five main areas (de Rosa A. S., 1994). Its main purpose is to develop the *meta-theoretical analysis.* It includes all information about more than 6000 item fully meta-analysed.

Research tool: Grid for meta-theoretical analysis

The complete Grid is articulated into 5 main areas sections :

1. 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 or whether the contribution refers to the theory itself as an object of critical analysis (meta-theory);

2. 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 type of the reference: integration, differentiation, comparison, replacement;

3. Thematic analysis categorizes the contents of empirical contributions by identifying the general thematic areas (i.e. health, environment, politics etc.) and the specific object of each study (i.e. AIDS, Pollution, Active Minorities etc.);

4. 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);

5. Paradigmatic coherence between the theoretical assumptions and the methodological research design

Variables selected

We have taken into account:

- *meta-data* based on bibliographic items, from the first database relevant to: "Resource type", "Year of Publication by decade", "Impact Factor Values" (Thomson Reuters) and "SJR indexes" (Scopus), "Author's institutional affiliation Country" and "Author's institutional affiliation Continent" and "Language of publication";

- abstracts and keywords of all 77 publications on narrative approach;

- and the *data* contained in the second database relevant to 3 sections of the Grid

Variables related to the section 1 of the grid:
Reference to theoretical constructs specific of Social Representation theory

- **social representations' functions**: *Facilitate communication, Familiarization, Guide of behaviour and inter-group relations, Orientation and control of social reality, Social identity related functions;*

- **social representations' transmission**: *Transmission via Communication* (System of communication, Interactive communication, Media Communication), *Transmission via Practices, Transmission via Social identification, Transmission via Knowledge, Transmission via Social changes;*

- **social representations' transformation**: *Transformation via Communication* (System of communication, Interactive communication, Media Communication), *Transformation via Practices, Transformation via Social changes* (Trans-cultural variability, Macro-social changes, Micro-social changes), *Transformation via Social identity* (Gender Identity, Age Identity, Social position, Cultural Identity, Professional Identity, Place Identity, National Identity, Supra-National Identity), *Transformation via Knowledge, Transformation via Emotions, Transformation via social influence through interaction* (Integration, Cooperation/ competition, Conflict, Antagonistic relations, Majority/ minority influence);

Variables related to the section 2 of the grid:
Theoretical reference to other constructs and theories:

- **constructs and concepts**: Action, Archetype, Assimilation, Attitude, Attribution, Behaviour, Belief system, Categorisation, Change, Cognemes, Cognitive representations, Cognitive schemas and processes, Collective representations, Common sense, Communication, Consensus, Context, Coping, Cultural knowledge, Development, Emotions and Feelings, Habitus, Identity, Ideology, Image, Individual representations, Judgement, Language, Locus of control, Metaphor, Motivation, Myth, Norm, Opinion, Perception, Practice, Prejudice, Projection, Prototype, Self, Semiotic triangle, Social memory, Social processes, Stereotype, Symbol, Themata, Value;

- **theories and paradigmatic approaches**: Action-Reasoning Theory, Agenda Setting Theory, Attitude Theories, Attribution Theory, Behaviourist Theories, Common Sense Theory, Discursive Psychology, Dissonance Theories, Field Theory, Functional Theories, Game Theories, Gestalt Psychology, Motivation Theories, Social Cognition Theories, Social Constructionism, Social Identity Theories, Social Influence Theories, Conflict Elaboration Theory, Minority Theory, Social Interaction Theories, Socio-Cultural Theories, Social Memory Theories, Structural Theories, Symbolic Interactionism, System's Theory, Value Theories, Anthropological Approaches, Developmental Approaches, Ethnographic Approach, Ethogenic Approach, Philosophical Approaches, Psychodynamic Approach, Sociological Approach

Variables related to the section 3 of the grid:
Thematic areas and Typology of Social Representations

- **Culture**: *Traditional Culture, Nomadic Life, Intercultural Differences, Ethnic Differences Time, History, Common Sense, Everyday Life, Social Memory, Religion;*

- **Identity**: *National and Supranational Identity, Self-Identity, Place Identity, Social Identity, Gender Identity, Professional Identity, Cultural Identity, Minority Identity, Identity Processes;*

Data sources

1. From **11.868** publications present in the So.Re.Com "A.S. de Rosa" @-Library **10704** were identified as referring to "Social representation and communication"

2. **10.704** texts were distributed to 13 Early Stage Researchers (ESRs) for analysis using the Grid for meta-theoretical analysis designed in 1994 by de Rosa (last version February 2014) (de Rosa A.S., 2014).

Data sources selected for the Analysis

For this contribution we have selected a corpus including

77 publications (articles in journals, book chapters, conference presentations, etc.) strictly related to the **narrative approach to social representations.**

The data on which our analysis is based was selected on February 2017.

Data Analysis Techniques

1. general descriptive review based on exploratory analysis of frequencies and cross frequencies;

2. abstracts and key words of all 77 publications have been analysed using *IRAMUTEQ (Interface de R pour les Analyses Multidimensionnelles de Textes et de Questionnaires)* software:

- Classic Lexicographical Analysis;
- Specificities and Correspondence Factor Analysis;
- Descending Hierarchical Analysis (DHA);
- Similarity Analysis;
- Word Cloud;

3. *descriptive review* of data coming from the Meta-theoretical analysis was performed

The Absolute Frequencies of the distribution of the selected 77 items **over decades**
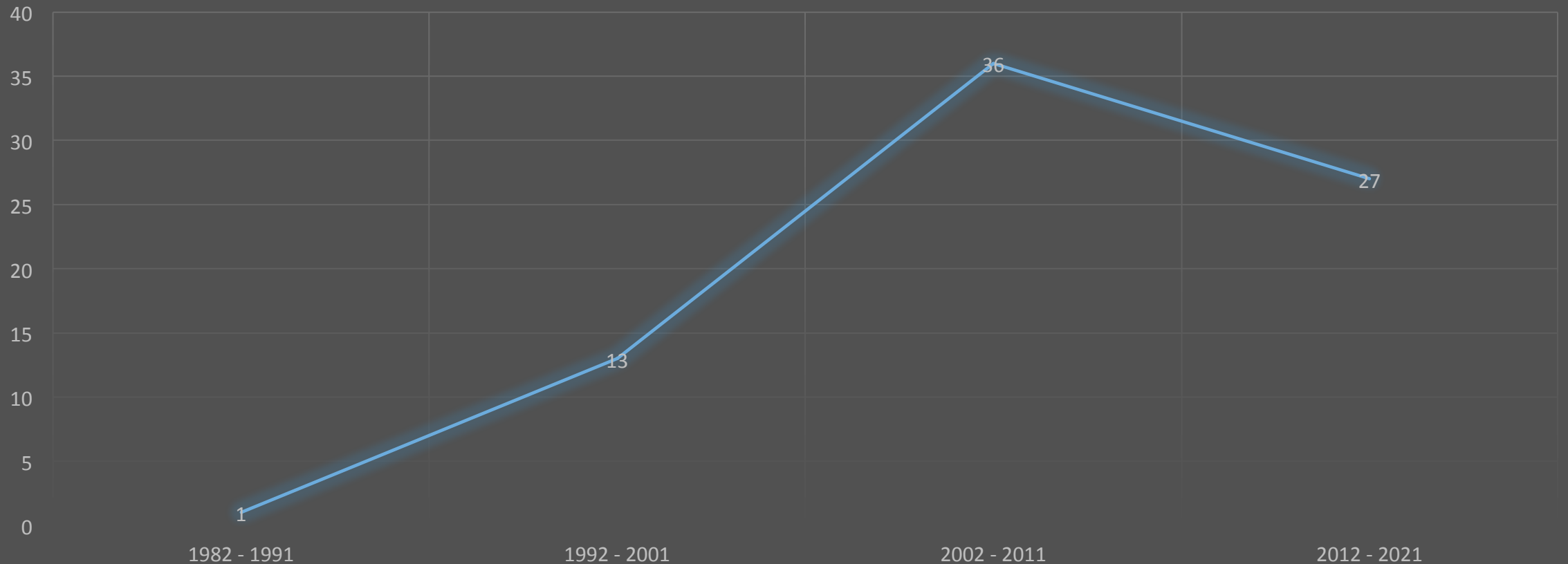
Absolute frequencies distribution of 77 items related to narrative paradigmatic approach by "Type of paper by decade"
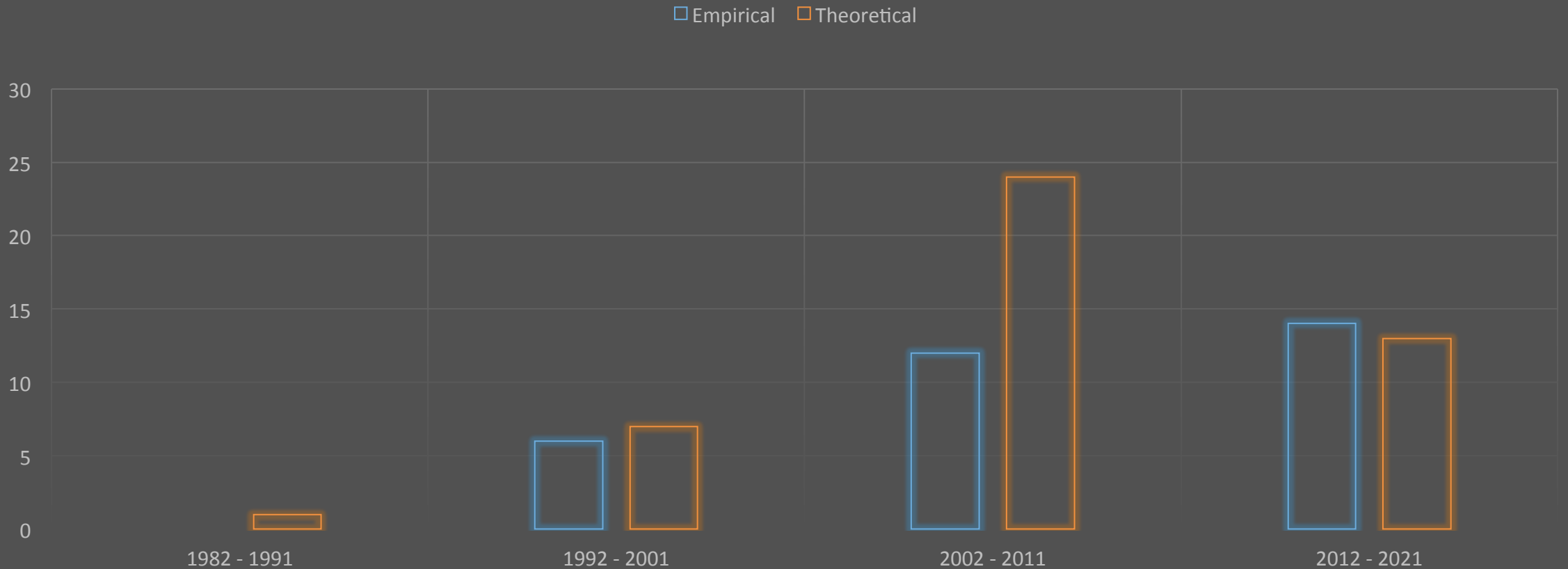
Absolute frequencies distribution of 77 items related to narrative paradigmatic approach by "Language"
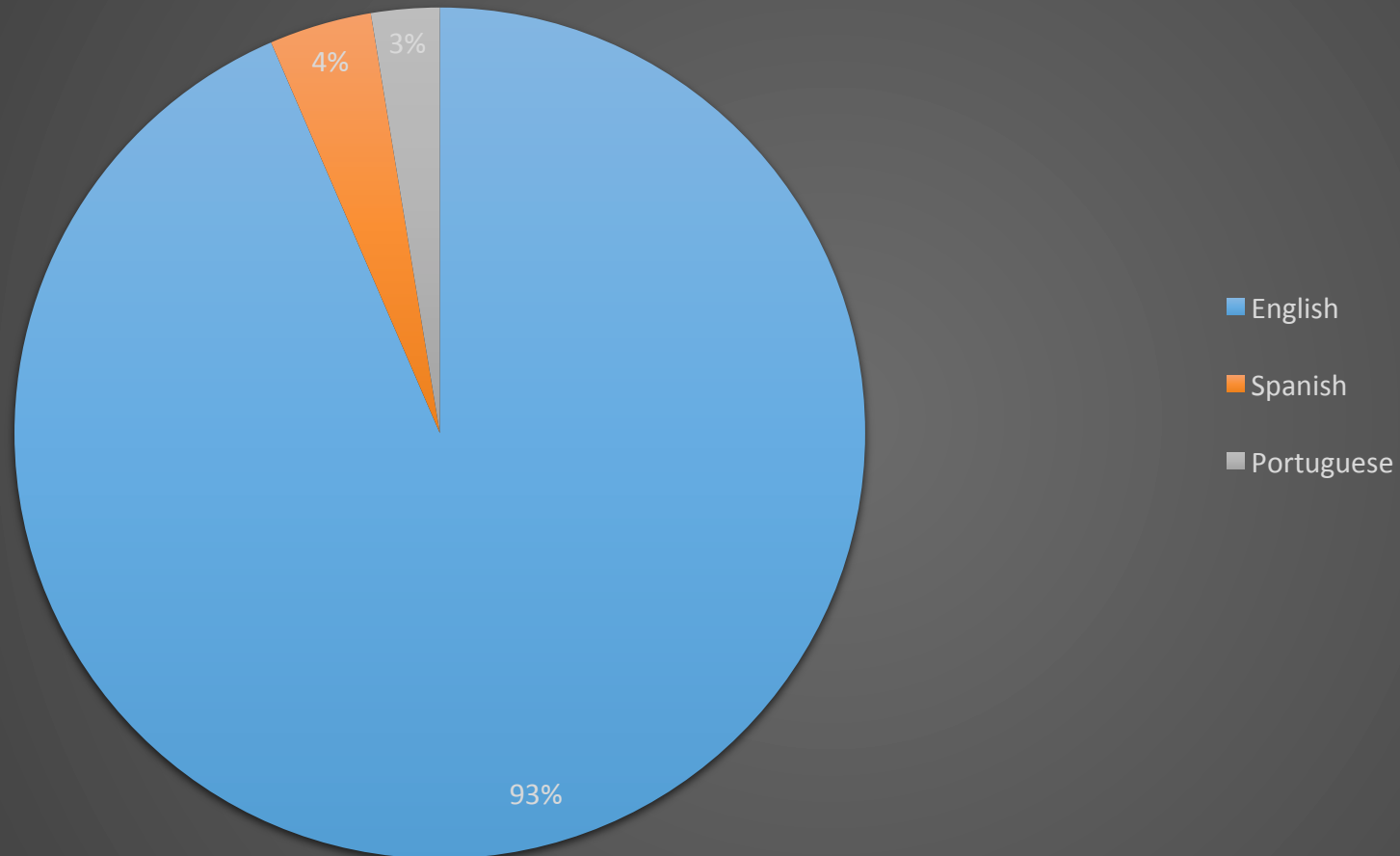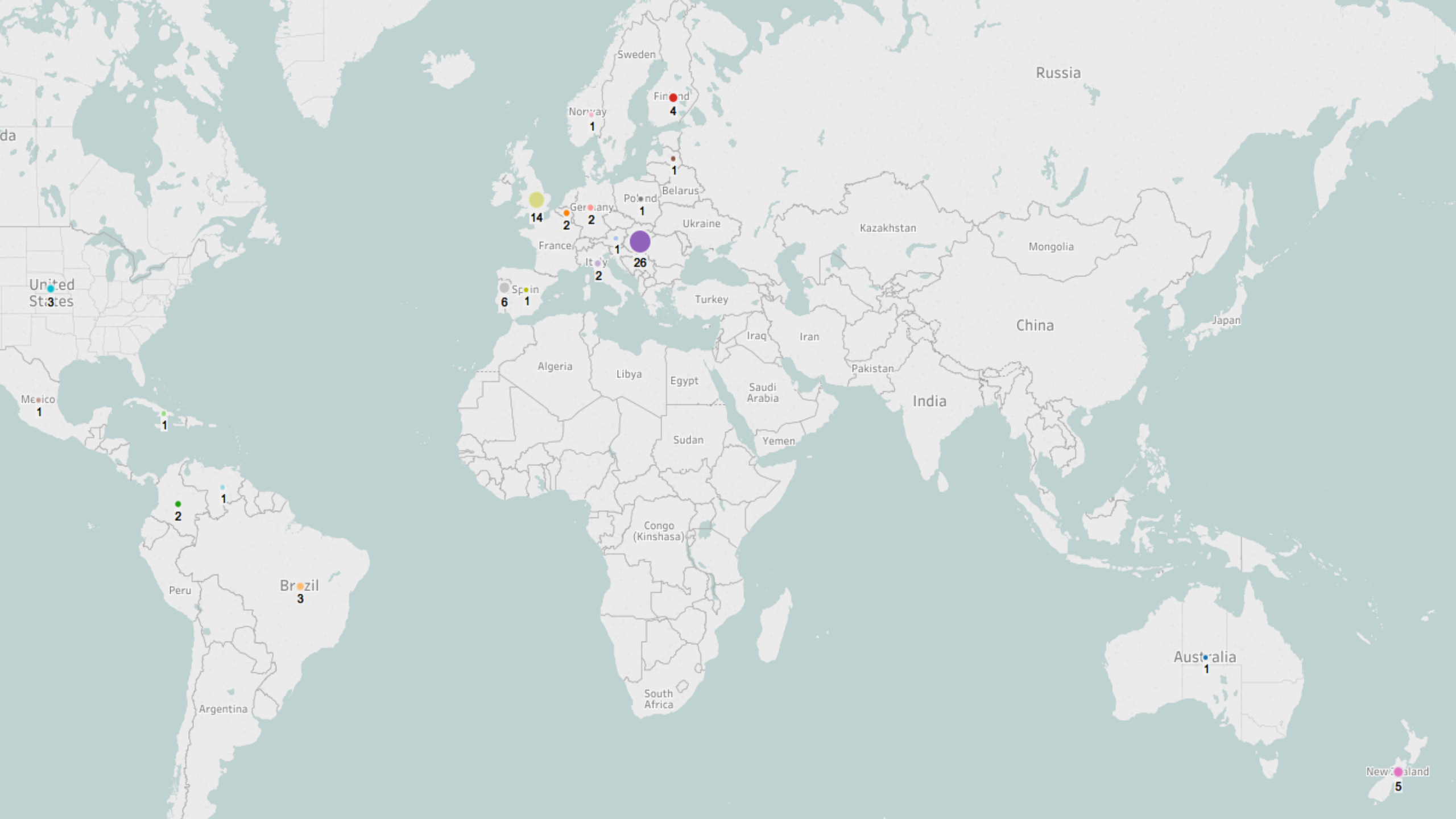
- English
- Spanish
- Portuguese

93%
4%
3%

Absolute frequencies distribution of 77 items related to narrative paradigmatic approach by the "first Author's institution country and continent "

Country (1 author)	Freq.	%
Hungary	26	33,77%
United Kingdom	14	18,18%
Portugal	6	7,79%
New Zealand	5	6,49%
Finland	4	5,19%
Brazil	3	3,90%
Colombia	2	2,60%
United States	2	2,60%
Belgium	2	2,60%
Germany	2	2,60%
Italy	2	2,60%
Austria	1	1,30%
Venezuela	1	1,30%
Spain	1	1,30%
France	1	1,30%
Norway	1	1,30%
Mexico	1	1,30%
Australia	1	1,30%
Cuba	1	1,30%
Latvia	1	1,30%
Grand Total	**77**	**100,00%**
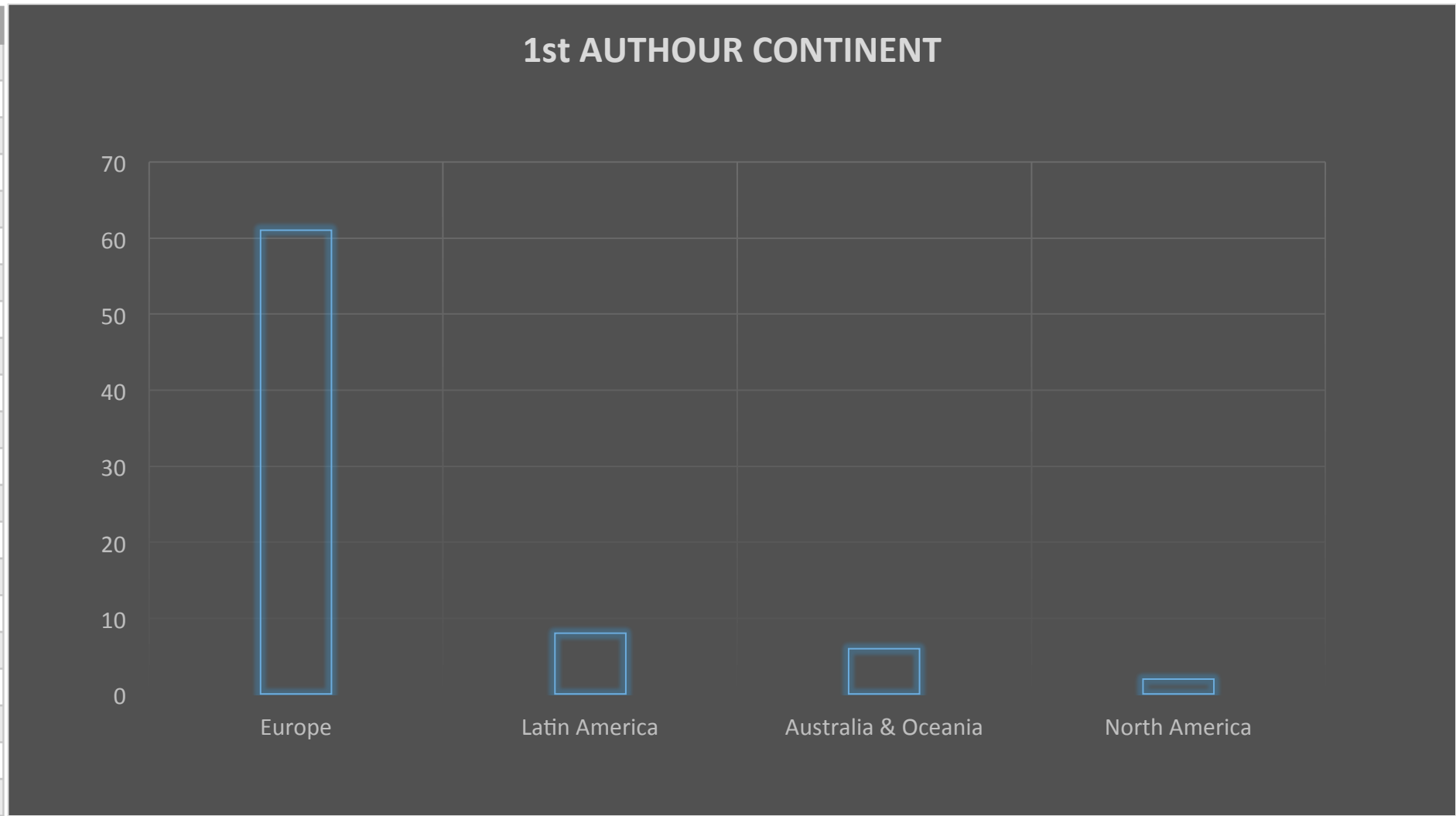
1st AUTHOUR CONTINENT
(bar chart: Europe, Latin America, Australia & Oceania, North America)

Absolute frequencies distribution of 77 items related to narrative paradigmatic approach by "Number of authors"
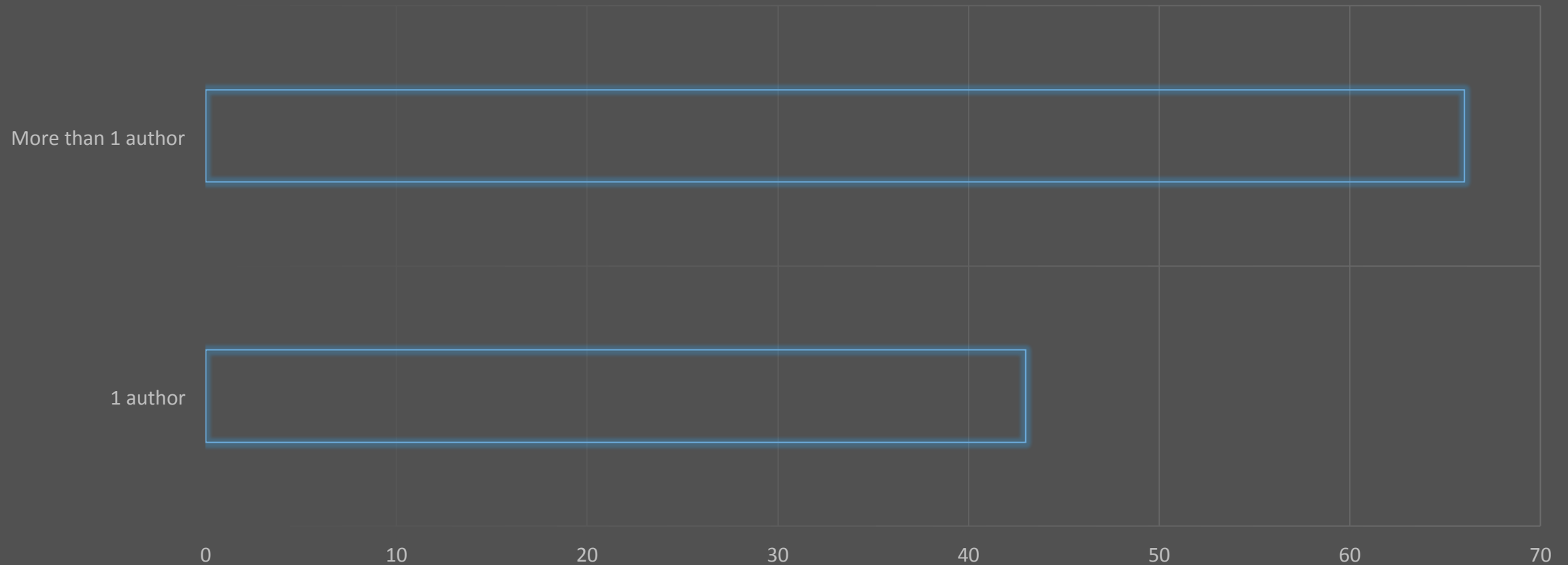
Distribution of items with more than 1 author related to narrative approach by "Intra and inter-continental collaborations"

Intra and Inter-continental collaborations	Absolute Frequencies	Frequency %
Europe - Europe	25	71%
Latin America – Latin America	3	9%
Australia & Oceania – Australia& Oceania	2	6%
Australia & Oceania – Europe	2	6%
North America – Europe	1	3%
North America – North America	1	3%
Australia & Oceania – Asia	1	3%
Total	35	100%

Absolute frequencies distribution of 77 items related to narrative paradigmatic approach by "Intra and Inter-national collaborations"

Inter and Intra-national collaborations
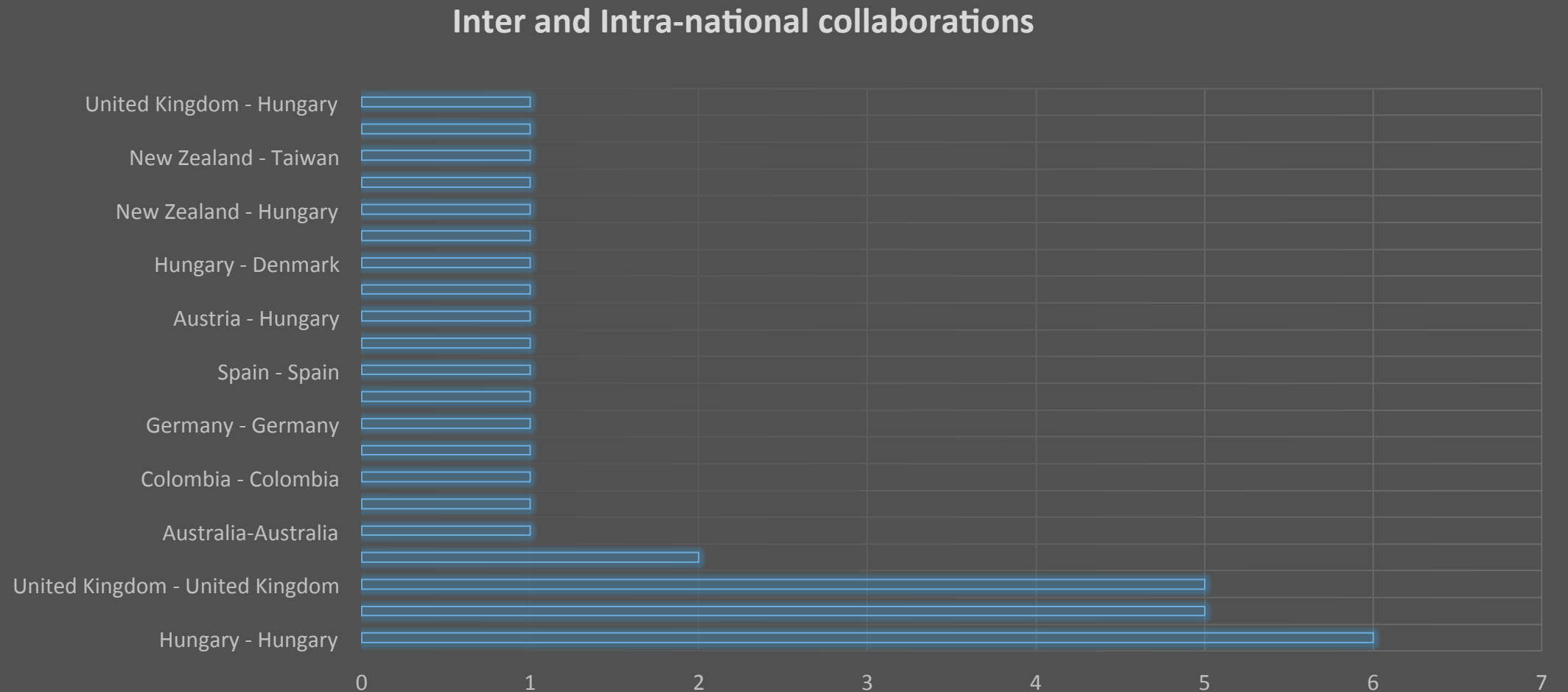
Initial analysis & Corpus stability
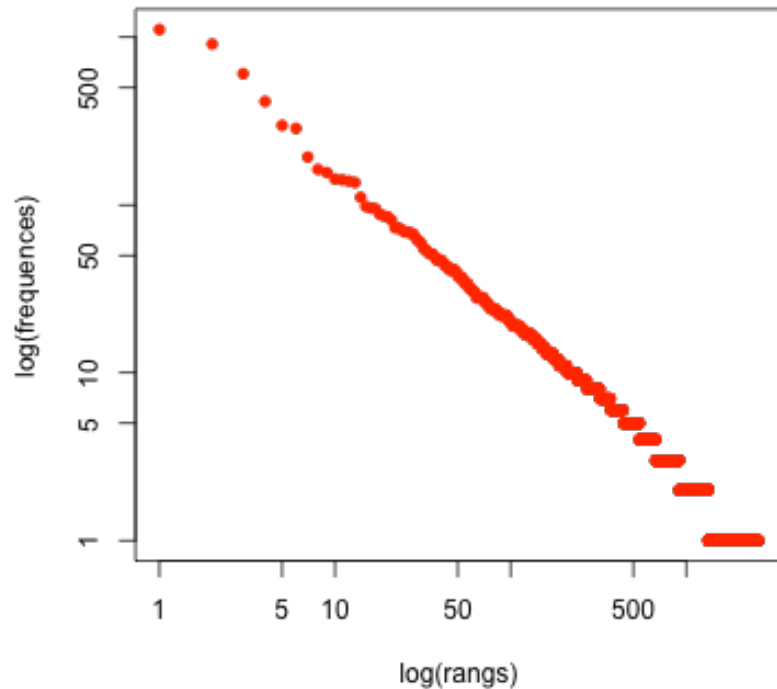
1. The number of the Forms should be less than 50% (in this corpus after the lemmatization it is 47.92%), while the number of the occurrences less than 20% (in our corpus after the lemmatization it is 7.96%), as illustrated in the Zipf Diagram

2. After Classic lexicographical analysis identified word frequencies, medium frequency, hapax, active and supplementary forms.

Clusters. Initial Dendrogram

classe 4	classe 1	classe 2	classe 3
20.9 %	27 %	25.4 %	26.7 %

war	knowledge	identity	perspective
negative	moscovici	national	aim
positive	mind	history	methodological
colonial	think	group	literary
event	nature	narrative	text
veteran	cognitive	social_representations	propose
portuguese	bruner	conflict	illness
progress	causal	concept	citizenship
significant	psychoanalysis	memory	consider
treatment	environment	collective	literature
autobiographical	psychology	argue	construction
treaty	structure	representation	discourse
high	notion	genre	level
colonisation	human	long	practice
in_group	mental	laszlo	approach
period	start	provide	contemporary
soviet	attempt	claim	societal
weak	science	trace	develop
mozambique	physical	marker	understand
maori	see	liu	health
colony	carry	ideology	quality
angola	serge	elaboration	dialogical
perception	representative	figure	constitution
country	conceive	remember	journalistic
era	phenomenon	nation	underlie
emotional	behaviour	feature	
change		content	
victory		story	
		psychological	
		reflect	

Clusters' distribution & Illustrative variables
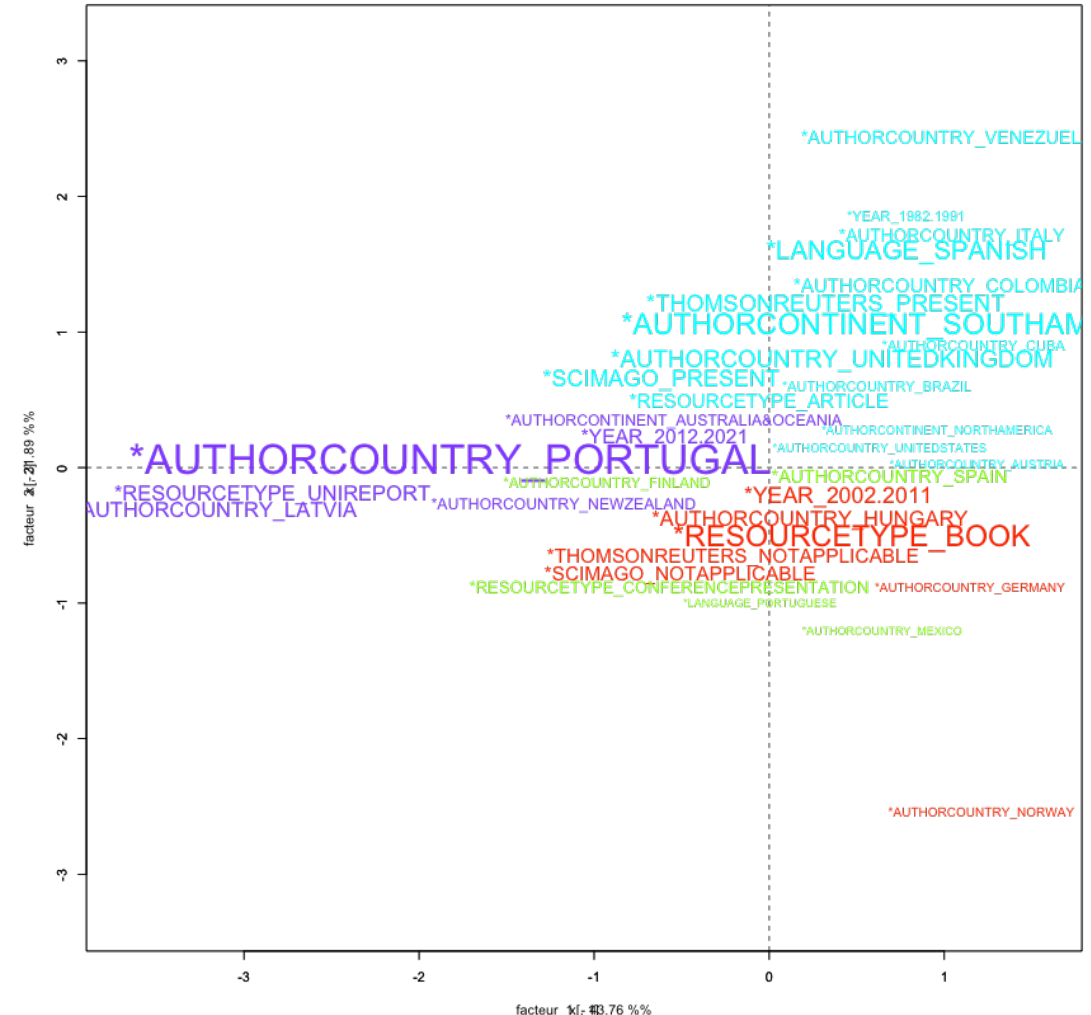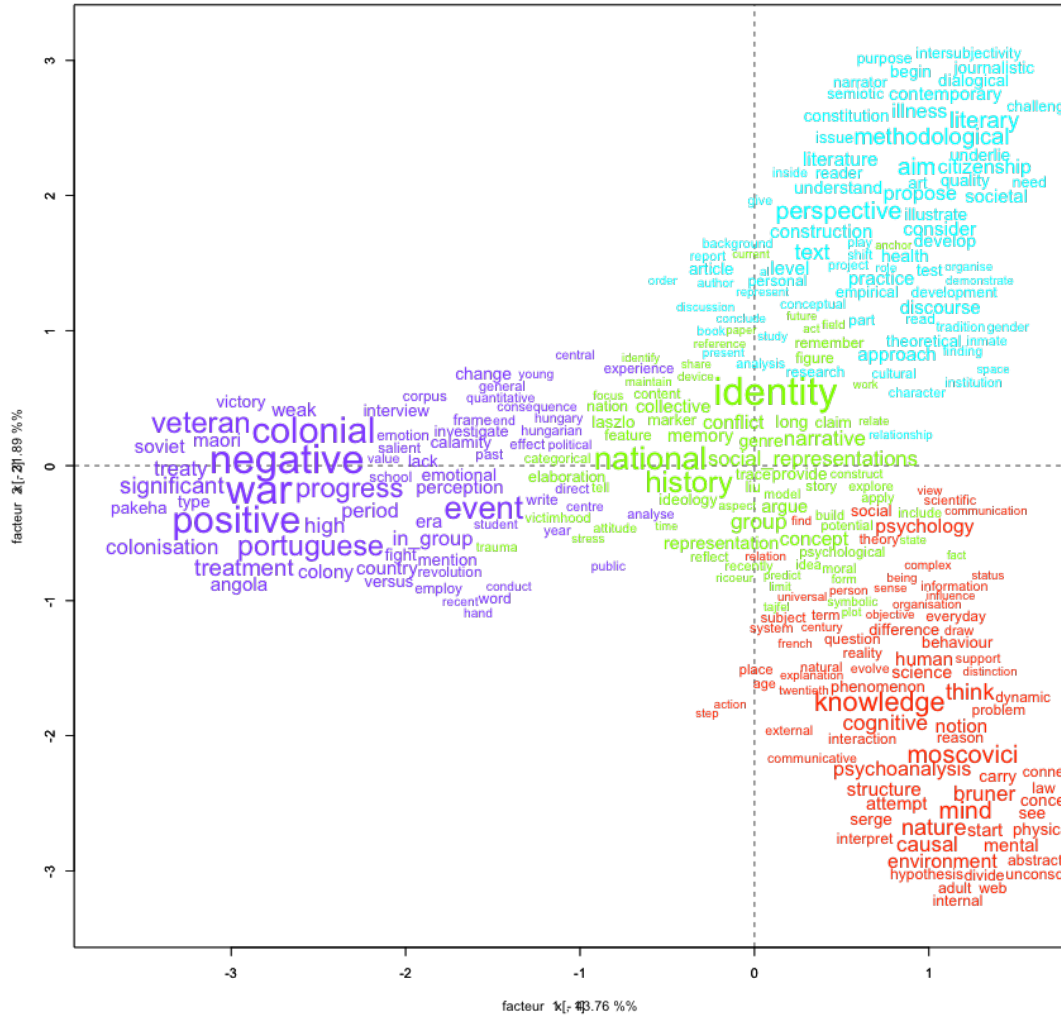
Similarity analysis (word "identity")
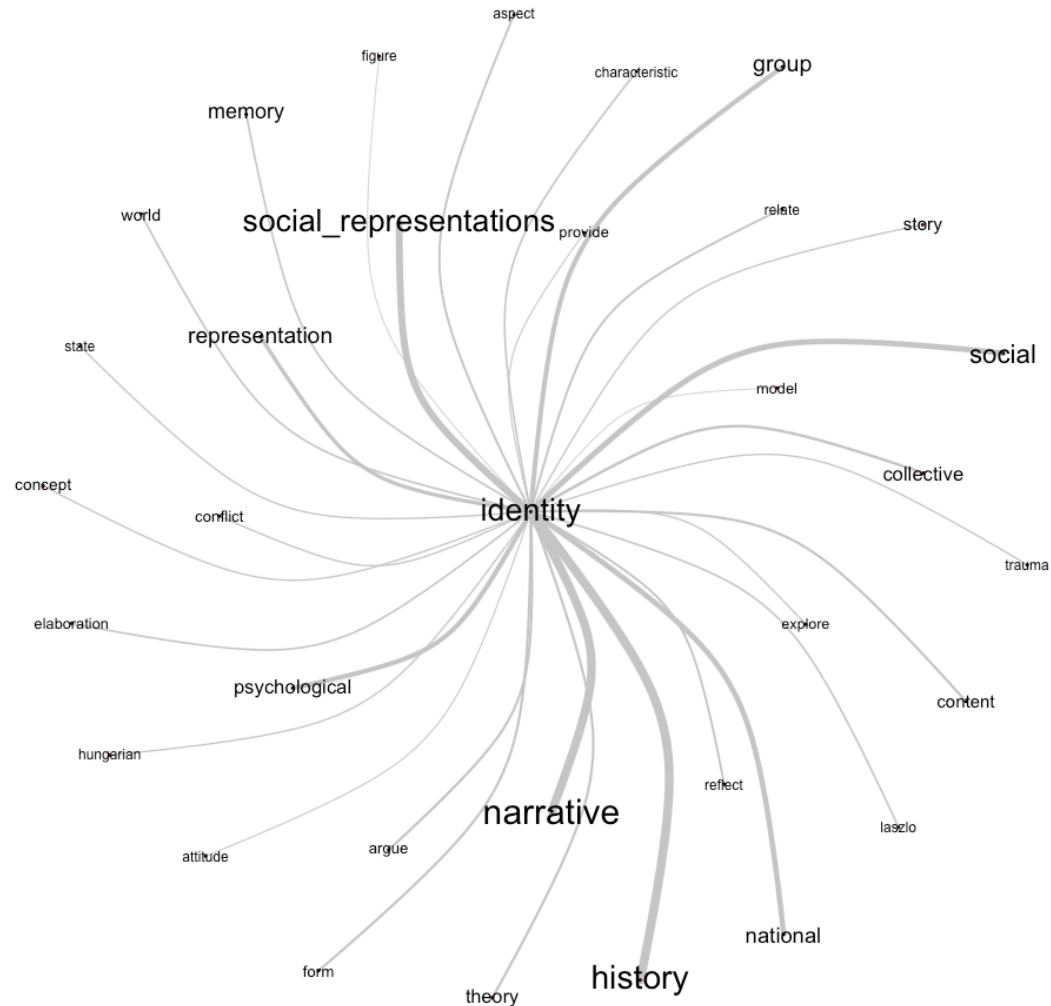
"group history is narratively constructed giving the folk-history narratives the function to create and reflect social identities of people belonging to a given nation"

Laszlo, Liu

The % frequencies distribution of 77 items related to narrative paradigmatic approach by reference to the construct "Identity" and "Social Identity Theory"

Identity	Absolute Frequency	%
Integration	23	30%
Differentiation	0	0%
Yes, but Unspecified	0	0%
Absent	54	70%
Total	77	100%

Social Identity Theory	Absolute Frequency	%
Integration	16	21%
Differentiation	0	0%
Yes, but Unspecified	3	4%
Absent	59	77%
Total	77	100%

Narratives in SRT

In SRT, Janos Laszlo sees narrative as a tool of forging basic human faculties such as experiences of time, space and intentionality (László, 2008).

For him social representations methodology and narrative concepts are closely related and it is beneficial to connect them in one approach.

Narrative approach, Identity and Social Memory

historical representations develop in relation to the identity needs of groups, consequently, content and forms of historical representations are indicative of group identity.

László, 2008

János László
The Science of Stories
An Introduction to Narrative Psychology
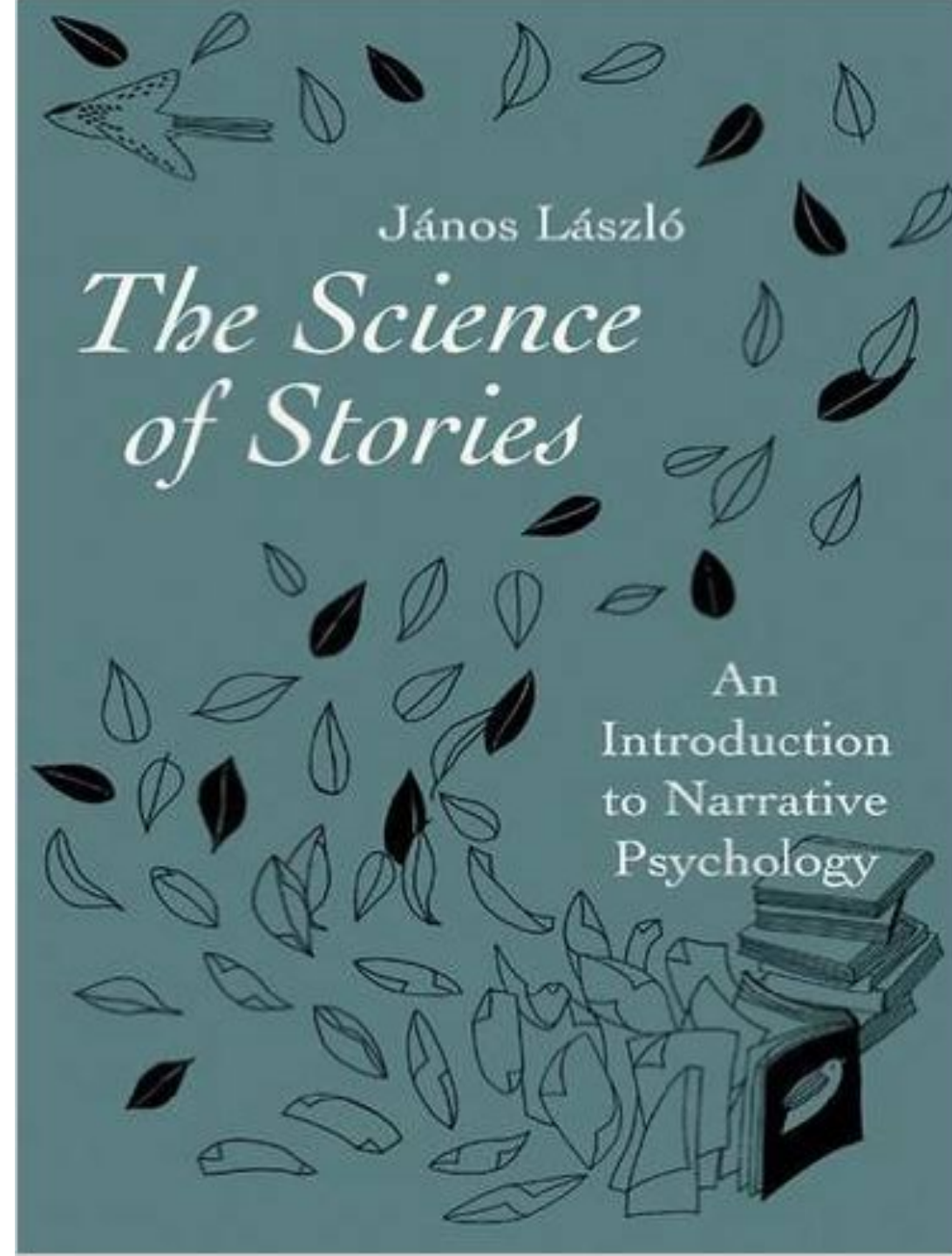
Word forms correlated with decades

formes	*YEAR_1982.1991
text	5.6954
cultural	3.7617
hungarian	2.955
effect	2.1315
personal	1.9392
was	1.3939
experience	1.2701
the	1.2207
present	1.1452
story	1.0736
that	1.0296
central	0.9792
may	0.9792
however	0.9792
group	0.9651
suggest	0.9401
change	0.9047
point	0.8424
same	0.8424
country	0.765
from	0.7638
view	0.7425
some	0.7213
study	0.7165
as	0.692
past	0.6646
by	0.6187
not	0.587
result	0.5735

formes	*YEAR_1992.2001
reconciliation	5.9114
level	4.9461
theory	2.8878
at	2.5789
community	2.2775
attitude	2.2393
changes	2.2393
different	2.1345
function	2.0744
context	2.0488
relation	1.9887
public	1.9429
national	1.9354
both	1.9118
moscovici	1.8063
progress	1.7314
art	1.7314
represent	1.7314
general	1.7314
cognitive	1.5884
discourse	1.5732
social_repre...	1.4597
relate	1.4576
it	1.4199
analysis	1.381
one	1.3509
identity	1.3275
on	1.2425
that	1.201

formes	*YEAR_2002.2011
psychology	4.5464
human	3.8708
scientific	3.2319
behaviour	3.1689
question	2.66
story	2.2306
into	2.1403
book	2.0982
think	1.9586
psychoanal...	1.9065
had	1.8477
negative	1.7647
most	1.7558
nature	1.6784
structure	1.6028
person	1.5427
the	1.5292
issue	1.4566
subject	1.4566
between	1.3947
problem	1.3643
agency	1.3643
age	1.3643
about	1.3379
construction	1.3217
knowledge	1.1888
two	1.1888
perspective	1.1564
event	1.1046

formes	*YEAR_2012.2021
war	9.8066
textbook	6.594
european	6.4053
trauma	6.2237
memory	5.69
child	5.6878
collective	5.3587
veteran	5.2653
elaboration	4.7893
share	3.5612
country	3.484
support	3.2779
image	3.1749
school	3.0855
integration	2.8742
through	2.8014
significant	2.4778
emotional	2.4247
colonial	2.4064
portuguese	2.1084
year	1.7139
present	1.6854
how	1.5536
language	1.42
three	1.42
has	1.2564
to	1.2107
challenge	1.1839
analyse	1.1341

Word forms correlated with Type of Publication

formes	*RESOURCETYPE_ARTICLE
european	6.3746
textbook	6.0539
child	5.3409
health	4.2867
integration	3.9154
country	3.6686
progress	3.5592
level	3.4054
collective	3.1222
for	2.6782
school	2.6767
within	2.5613
reconciliation	2.4223
study	2.4178
challenge	2.1822
support	2.1822
social_representations	1.9303
share	1.6695
focus	1.6695
general	1.623
analysis	1.6027
value	1.5125
is	1.4709
understand	1.4461
community	1.437
both	1.3934
was	1.3668
an	1.347

formes	*RESOURCETYPE_BOOK
psychology	11.4434
psychoanalysis	4.3234
human	4.1686
scientific	3.9203
when	3.3208
process	3.2697
science	2.9093
chapter	2.7409
narrative	2.6449
think	2.3899
problem	2.3606
view	2.2673
state	1.9961
we	1.9898
language	1.9531
reality	1.9531
story	1.9393
from	1.932
can	1.895
social	1.7711
as	1.7292
cognitive	1.7213
point	1.6552
had	1.6316
behaviour	1.6194
notion	1.6194
these	1.5265
term	1.5053

formes	*RESOURCETYPE_CONFERENCEPRESENT.
history	5.2637
national	5.0992
event	4.8889
different	3.7376
representation	3.6639
emotional	3.1538
identity	2.7891
hungarian	2.7102
veteran	2.6355
positive	2.2904
how	2.2894
result	2.2084
in_group	2.1357
i	1.9663
they	1.931
negative	1.8908
attitude	1.8755
change	1.6563
were	1.6459
relation	1.5671
content	1.5488
elaboration	1.4688
art	1.4371
conflict	1.2525
past	1.1913
function	1.165
political	1.1167
well	1.0964
war	0.9946

Word Cloud

SRs and Maurice Halbwachs

COLLECTIVE MEMORY

COLLECTIVE REPRESENTATIONS

SOCIAL REPRESENTATIONS

BIBLIOTHÈQUE DE PHILOSOPHIE CONTEMPORAINE
FONDÉE PAR FÉLIX ALCAN

MAURICE HALBWACHS

LES CADRES
SOCIAUX
DE LA MÉMOIRE

NOUVELLE ÉDITION

PRESSES UNIVERSITAIRES
DE FRANCE
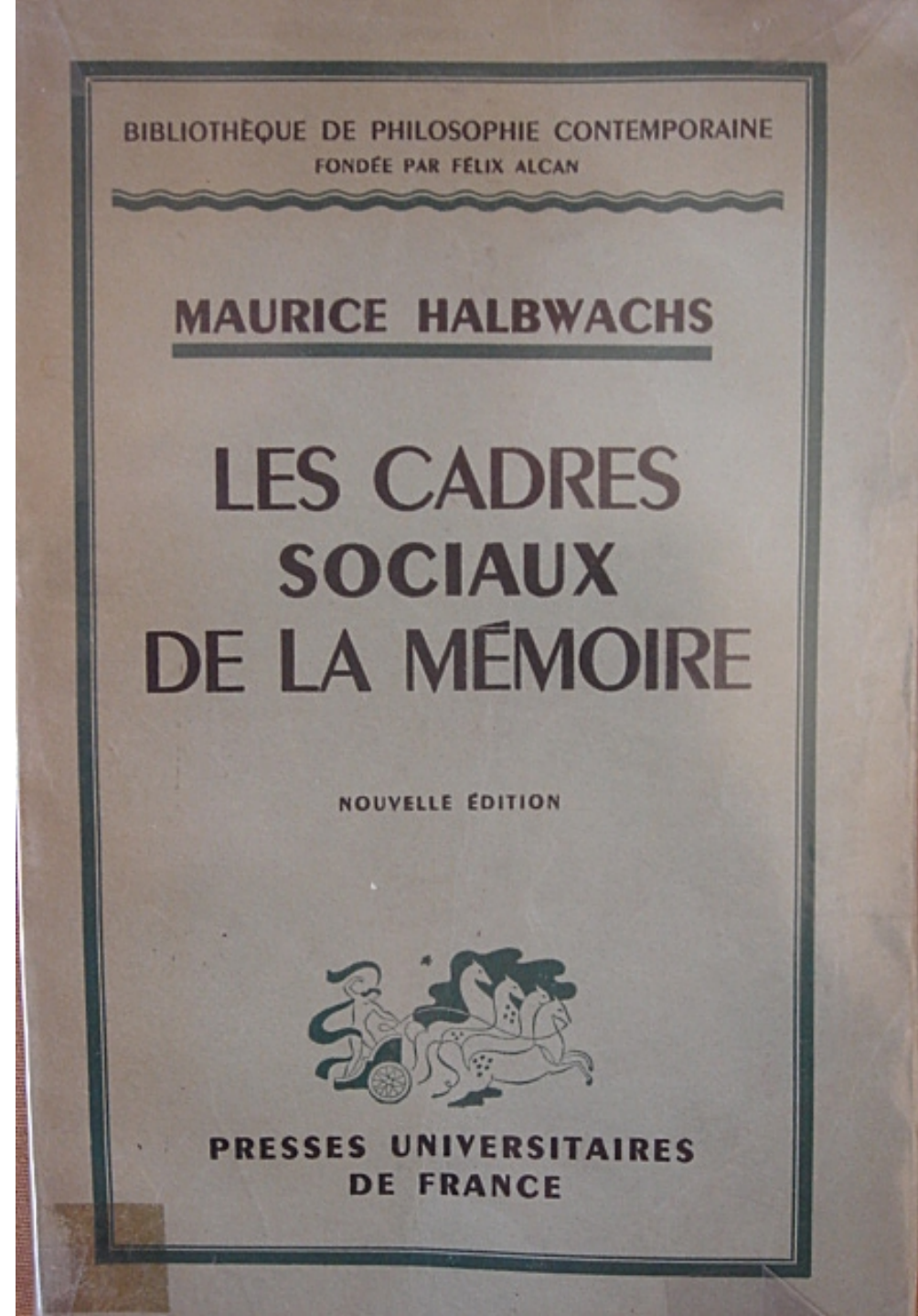
The % frequencies distribution of 77 items related to narrative paradigmatic approach by construct "Social Memory", by "Social Memory Theories", by thematic field "Cultures"

Social Memory (construct)	Absolute Frequency	%
Absent	39	50,65%
Integration	35	45,45%
Yes, but unspecified	2	2,60%
Comparison	1	1,30%
Grand Total	77	100,00%

Social Memory Theories	Absolute Frequency	%
Absent	62	80,52%
Integration	11	14,29%
Yes, but unspecified	4	5,19%
Grand Total	77	100,00%

Culture as thematic field	Absolute Frequency	%
Absent	61	79,22%
Social memory	13	16,88%
Time	2	2,60%
Traditional culture	1	1,30%
Grand Total	77	100,00%

CONCLUSIONS

- Construction of narratives is,
    - on one hand, the **mechanism of identification and self-reflection**, and,
    - on the other hand, **acting as a fundamental component of social interaction, which connects the person with the culture as well as with other people**, it has found its audience on the scientific scene of social representations.
- Current meta-theoretical study here presented has provided **empirical evidence of the development over the decades and the dissemination across continents and countries of the literature focused on the narrative approach in Social Representations research.**
- Looking at the growing interested by decade in using the narrative as a lens through which to study social representations, we might suggest that the usage of the approach will continue to increase. **The growing proportion of empirical studies and the change in the thematic field where issues such as war, conflict and national identity** that are so important for the contemporary world are studied might help the approach become even more popular among the researchers.

CONCLUSIONS