



16th International Summer School 2010

European Ph.D. on
Social Representations and Communication
At the Multimedia LAB & Research Center, Rome-Italy

"Social Representations and Sciences"

16th - 27th July 2010

http://www.europhd.eu/html/_onda02/07/18.00.00.00.shtml

Participants Presentations



European Ph.D

on Social Representations and Communication

www.europhd.eu

Objectives

General

- a. TO UNDERSTAND Social Representations about politics (content) of journalists who cover this issue in the following newspapers: : *El Nacional* and *Últimas Noticias*.
- b. TO UNDERSTAND Social Representations (content) about politics of audience: students of social communication (Central University and Bolivarian University of Venezuela).
- c. TO UNDERSTAND media representations (content) about politics disseminated by the newspapers *El Nacional* and *Últimas noticias* during the period before the parliamentary elections on September 26 (June-September 2010)

Specific

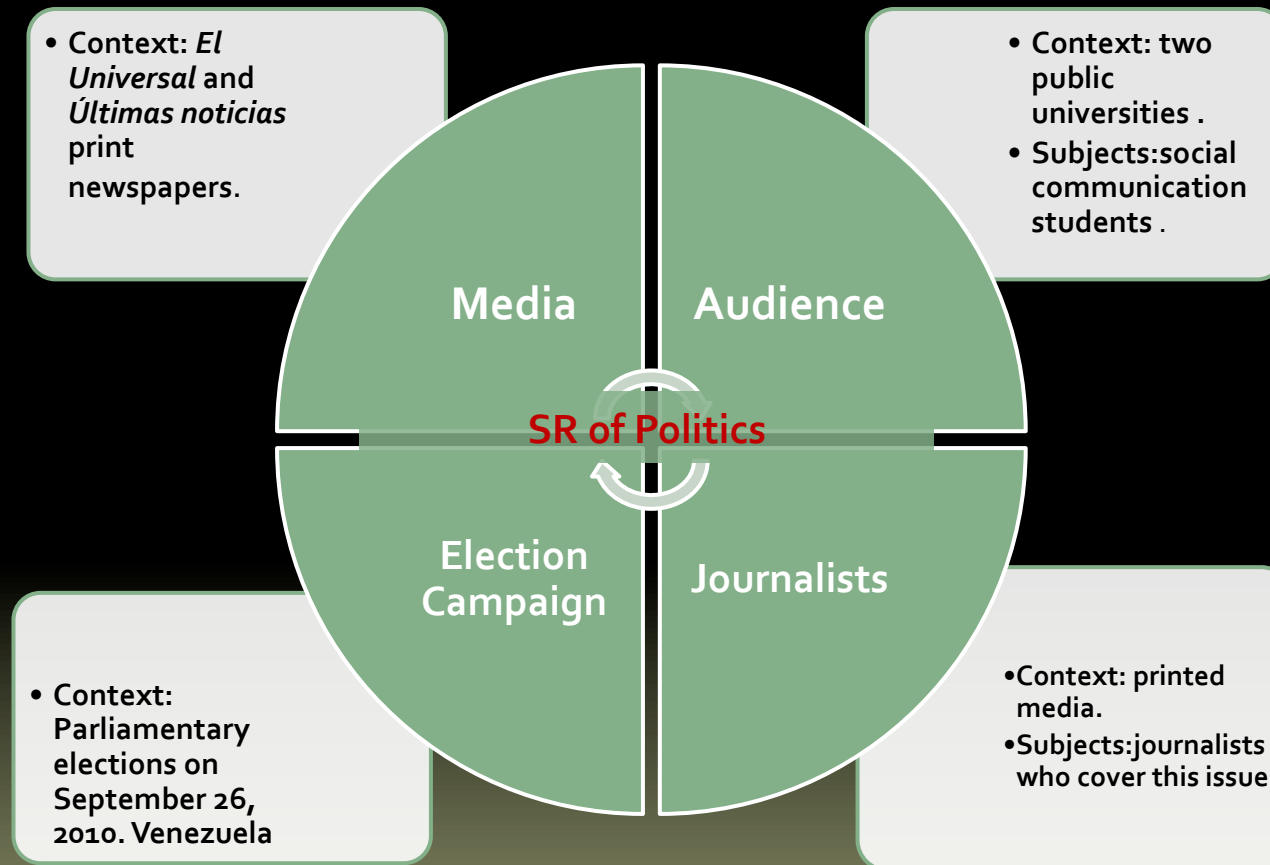
- a. To compare Social Representations of politics (content): journalists and audience.
- b. To compare Social Representations of politics: journalists and audience with the Media Representations.

Keywords: Politics-Social Representations- Media - Journalists-Audience- election campaign

Three reasons for this research

1. Practical usefulness
2. Theoretical value
3. Social relevance

Research topic and context



Theoretical approach

Social Representations theory

This approach allows:

- To understand the social processes of construction of reality
- To understand the way how knowledge is constructed and reconstructed within society
- To understand how this knowledge guides the social practices

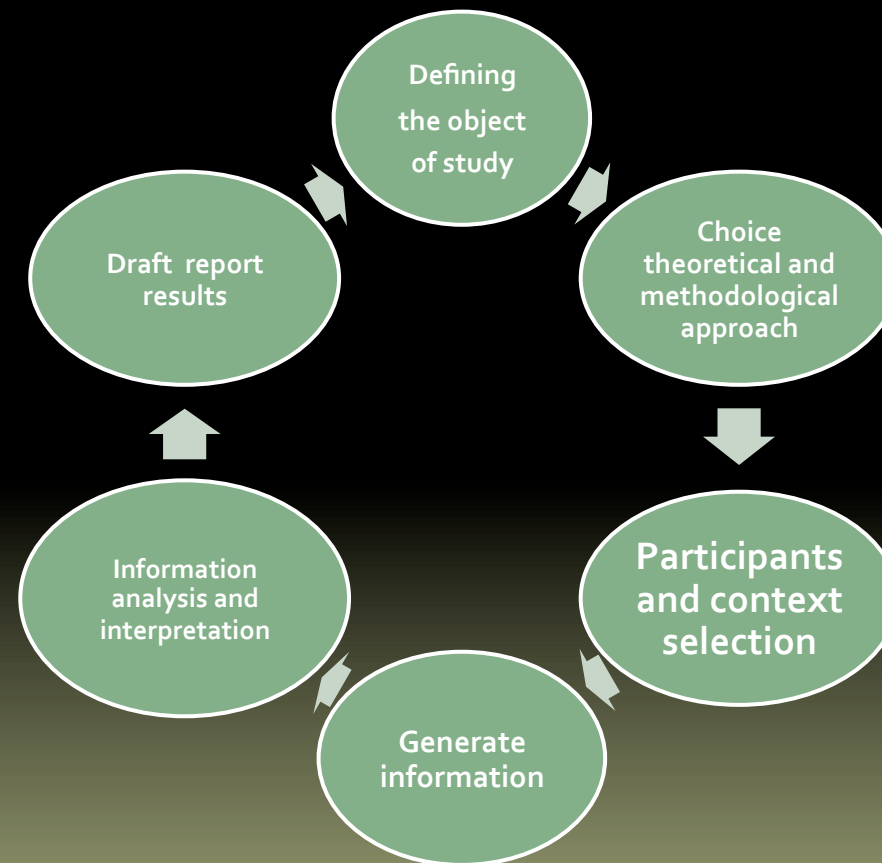
(Jodelet, 1991)



Methodological aspects

Type of methodology: qualitative

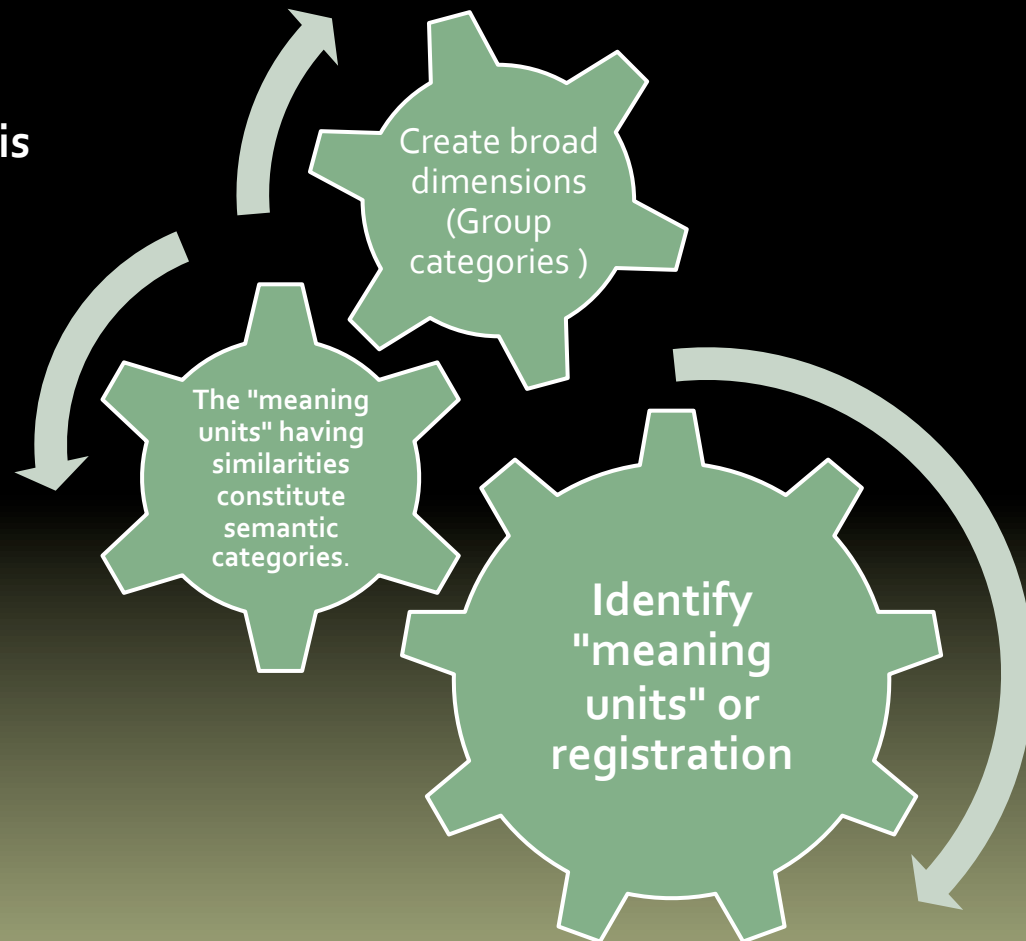
Research Design



Methodological aspects

Data analysis procedure

Qualitative content analysis
(Bardin, 1986)



Methodological aspects

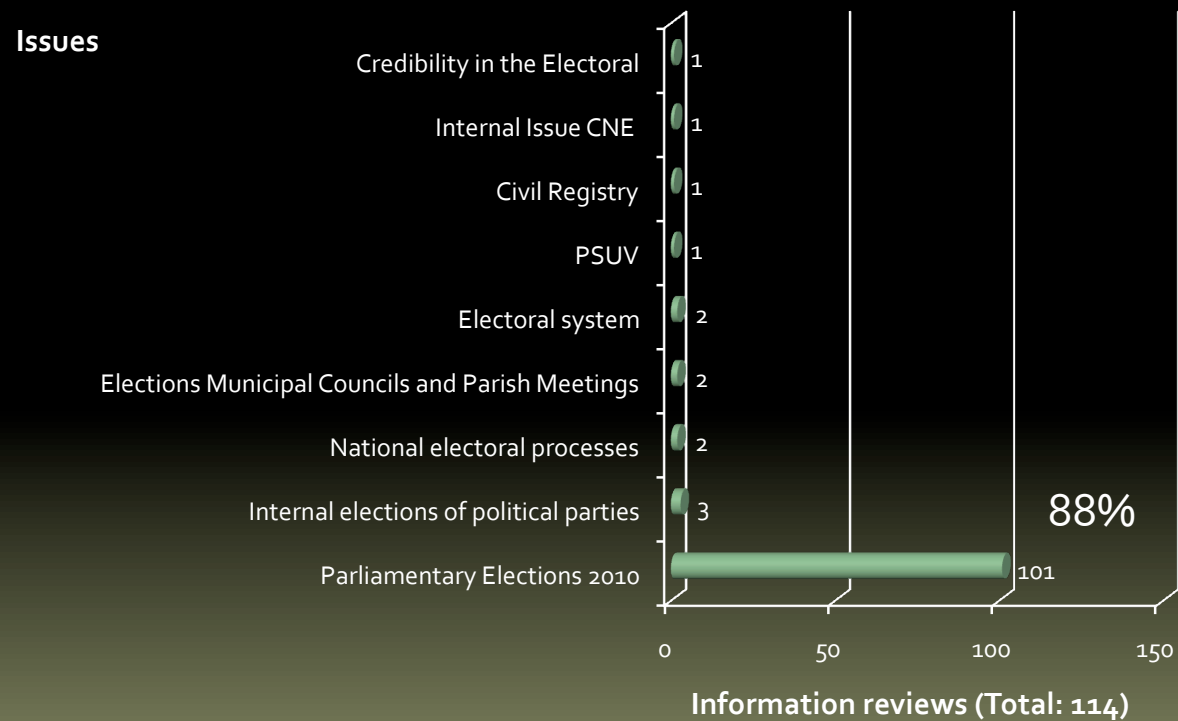
Summary of the methodological procedure

Information source	Generating information techniques	Analitical reference units	Method analysis
Journalists who cover political issues in the following newspapers: <i>El Nacional</i> and <i>Ultimas Noticias</i> (n= 7)	In-depth interviews	Recording transcript of interviews text	Qualitative content analysis
	Semi-structured Questionnaire	Questionnaires texts	Qualitative content analysis
Articles published in the politics section of the following newspapers : <i>El Nacional</i> and <i>Ultimas Noticias</i> during the parliamentary campaign (Jun.-Sept. 2010)	Printed newspapers	Printed or web reports	Qualitative content analysis
Audience: Students of social communication schools (UCV and UBV universities. Random sample : n= 274 and n= 248, respectively)	Semi-structured Questionnaire	Questionnaires Texts	Qualitative content analysis
	Focus Group	Recording transcript of interviews text	Qualitative content analysis

Results

Newspapers monitoring (June-2010)

General statistics grouped by issues (June - 2010)

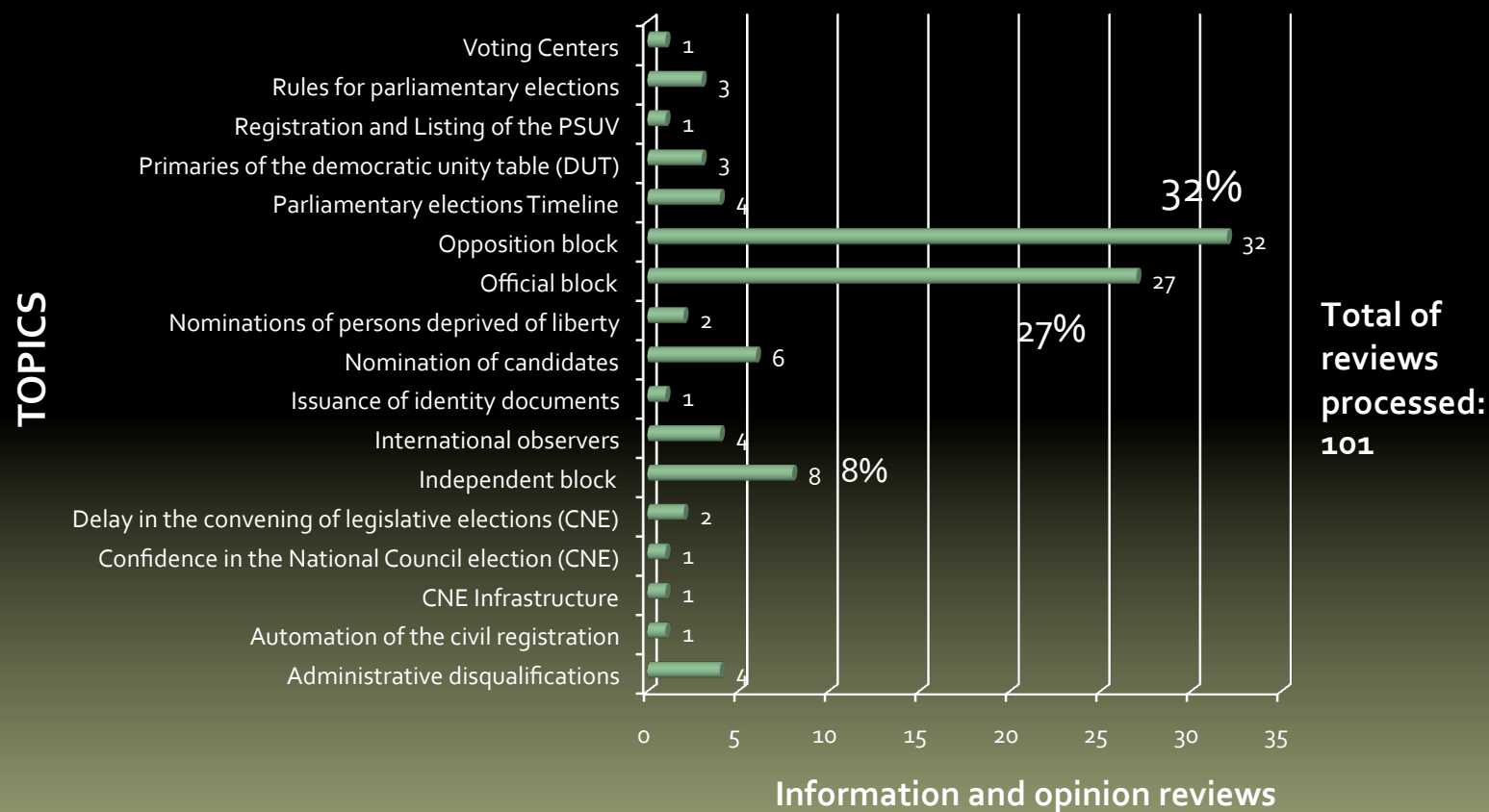


Results

Newspapers monitoring (June-2010)

Issue: Parliamentary Elections

General statistics grouped by topics (June - 2010)

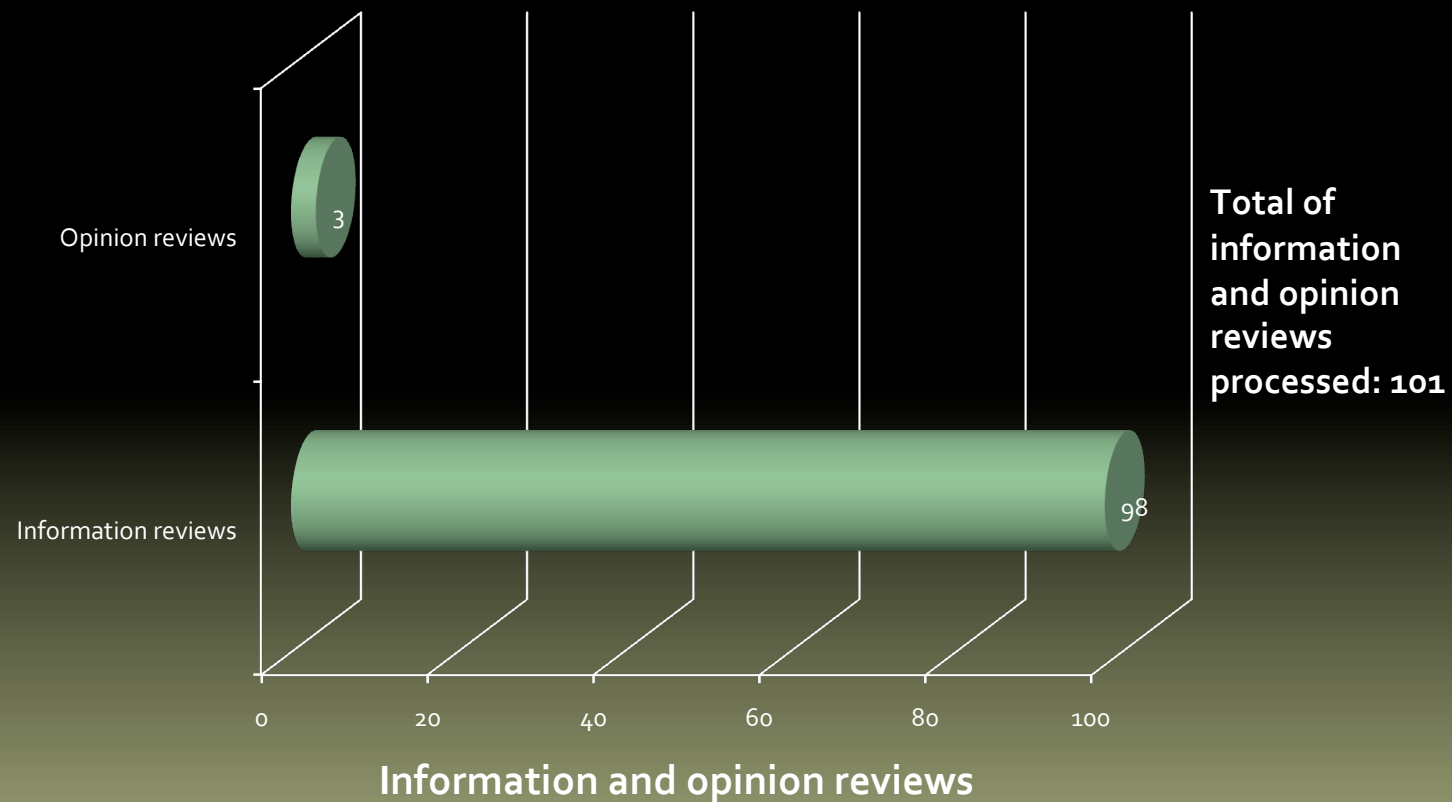


Results

Newspapers monitoring (June-2010)

Issue Parliamentary Elections

Information and opinion (June-2010)

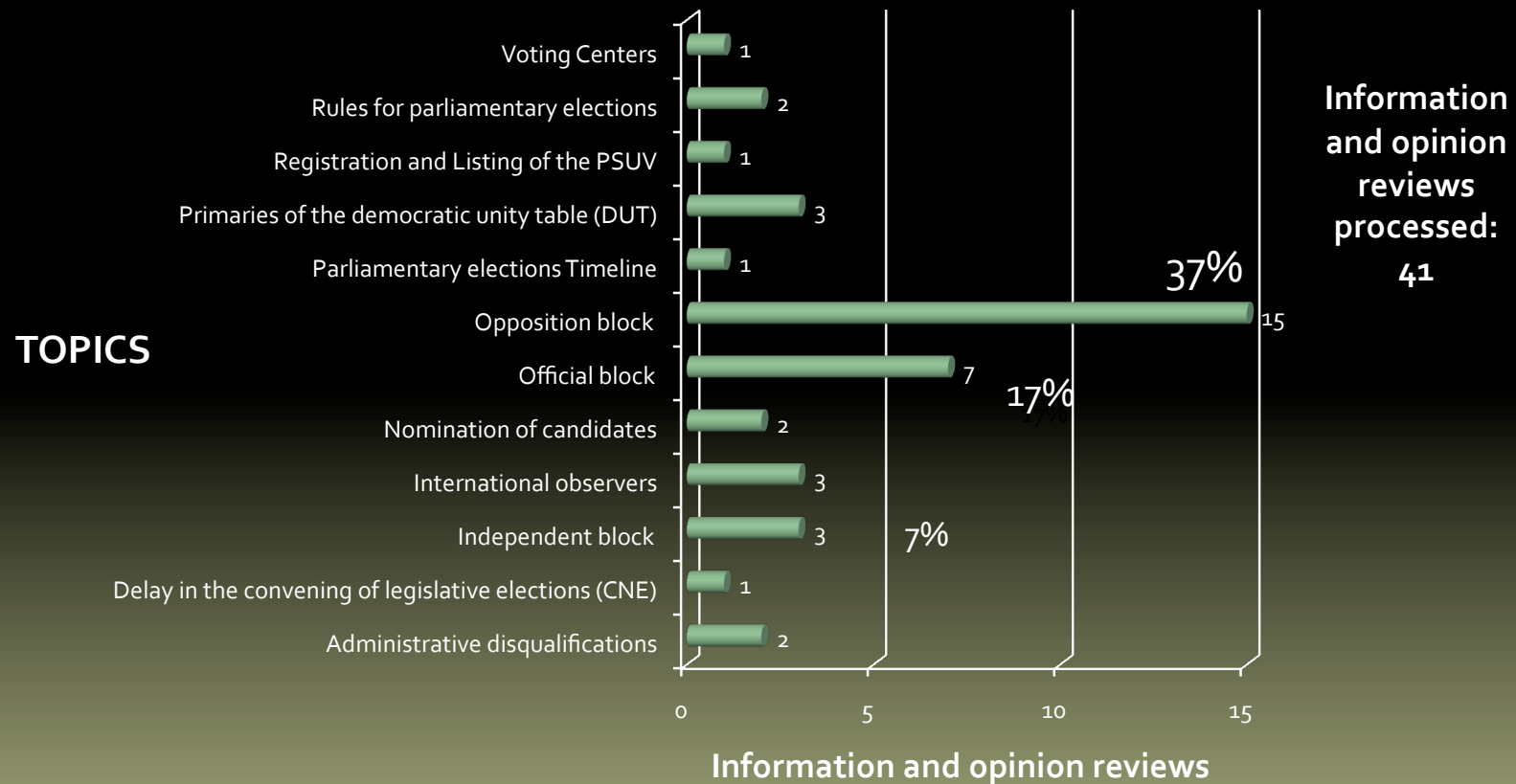


Results

Newspapers monitoring (June-2010)

Issue: Parliamentary Elections

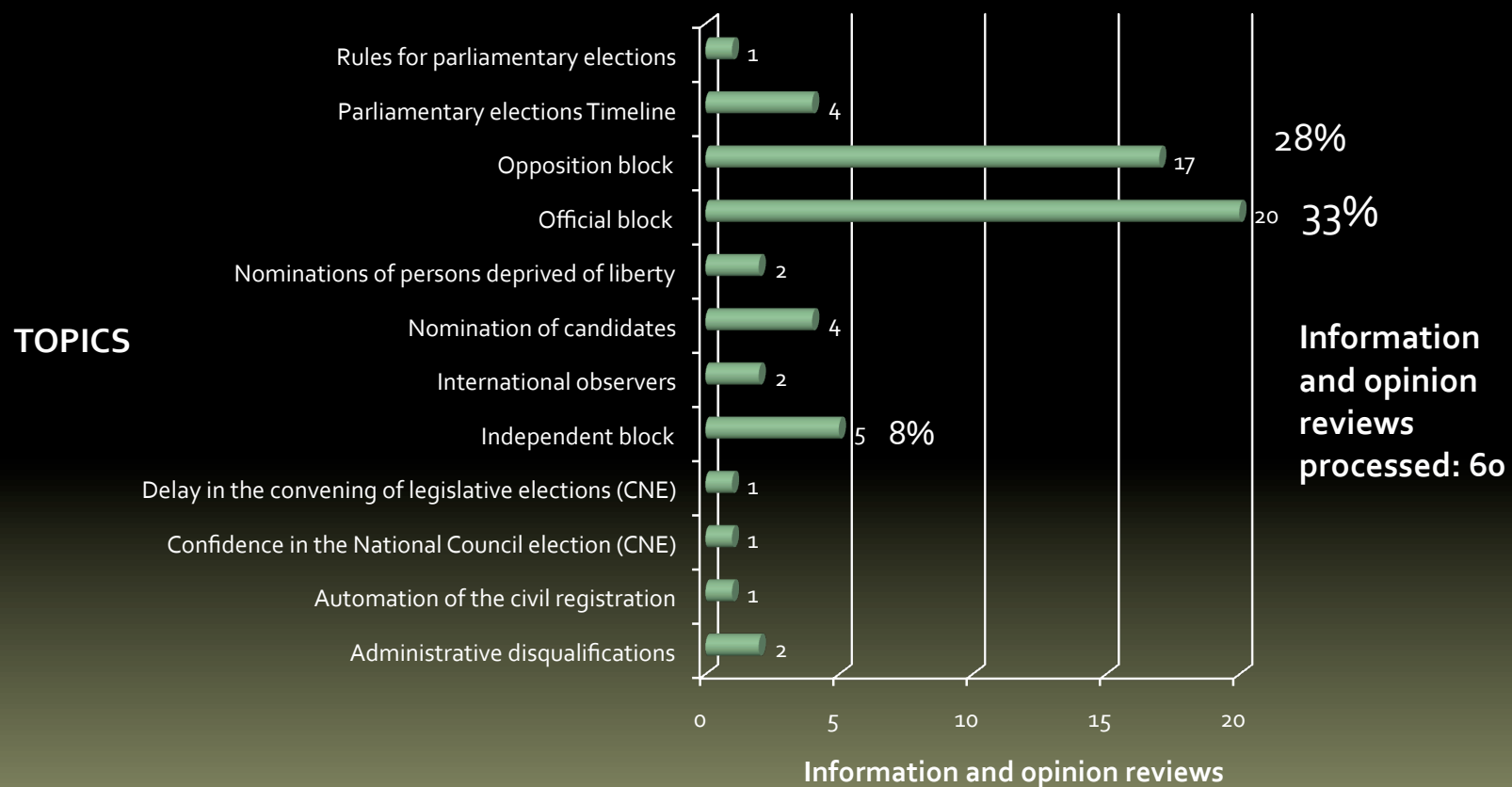
"El Universal" newspaper general statistics by topics (june, 2010)



Results

Newspapers monitoring (June-2010) Issue Parliamentary Elections

"Últimas noticias" newspaper general statistics by topics (june, 2010)



Results

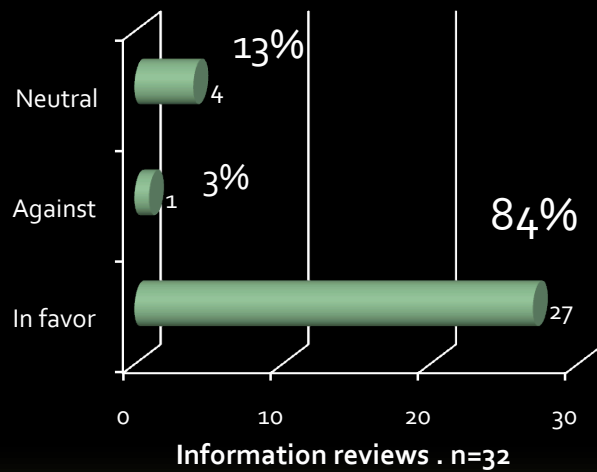
Newspapers monitoring results (June-2010)

Issue: Parliamentary Elections

Positioning with respect to main topics (both newspapers)

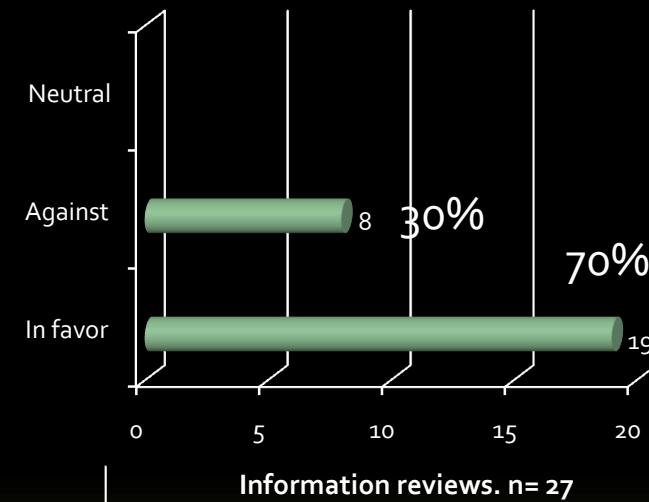
General Positioning

Topic: Opposition block (June-2010)



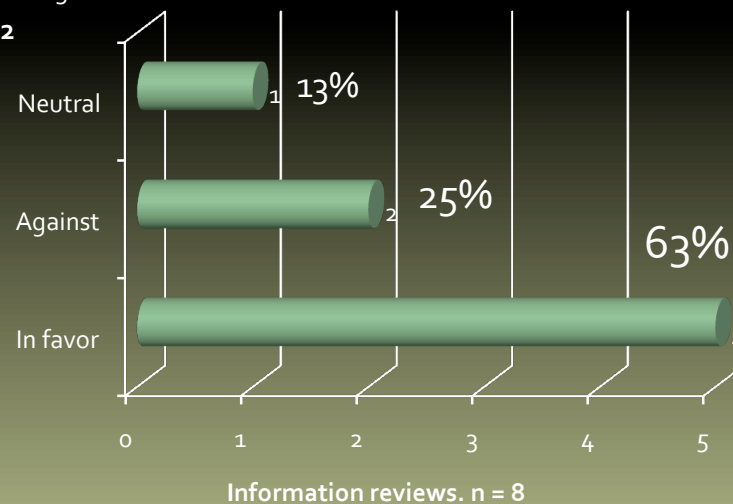
General Positioning

Topic: Official block (June-2010)



General Positioning

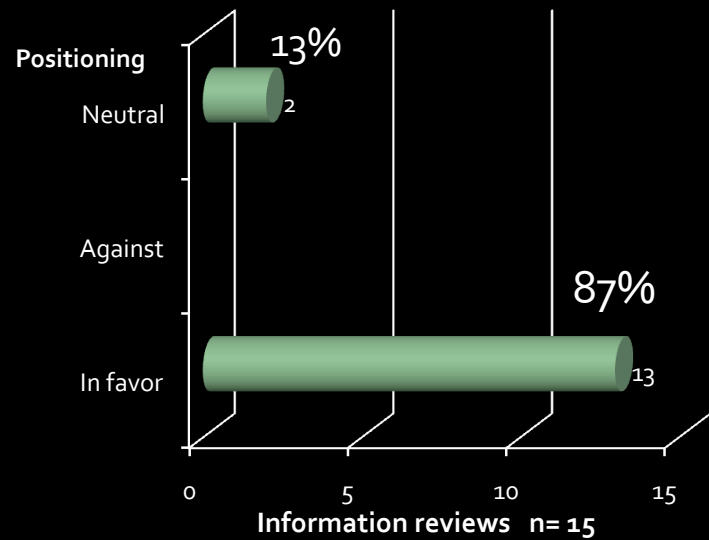
Topic: Independent block (june 2010)



Results

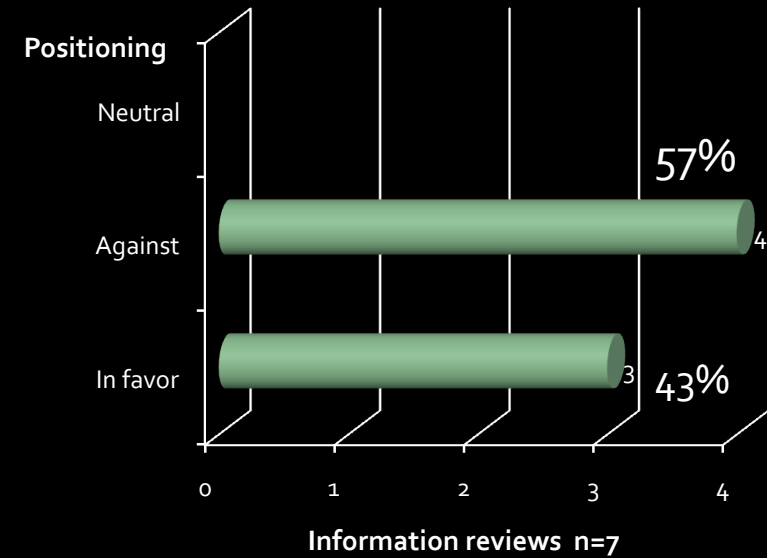
El Universal positioning

Topic: oposition block



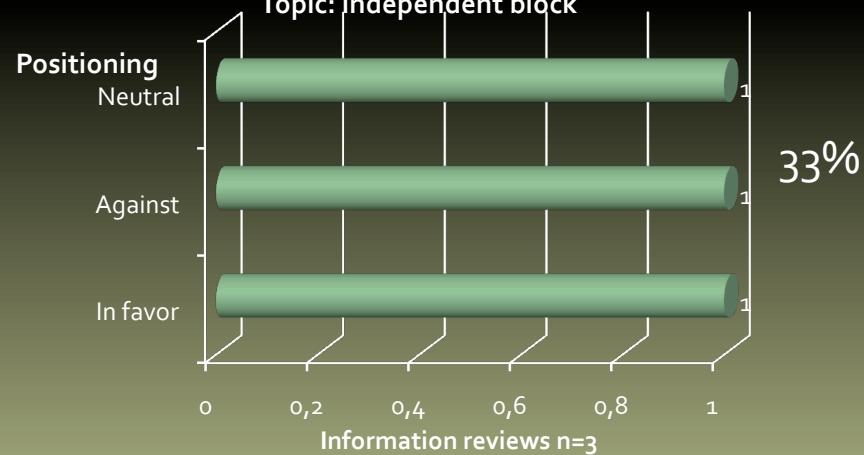
El Universal positioning

Topic: official block



El Universal positioning

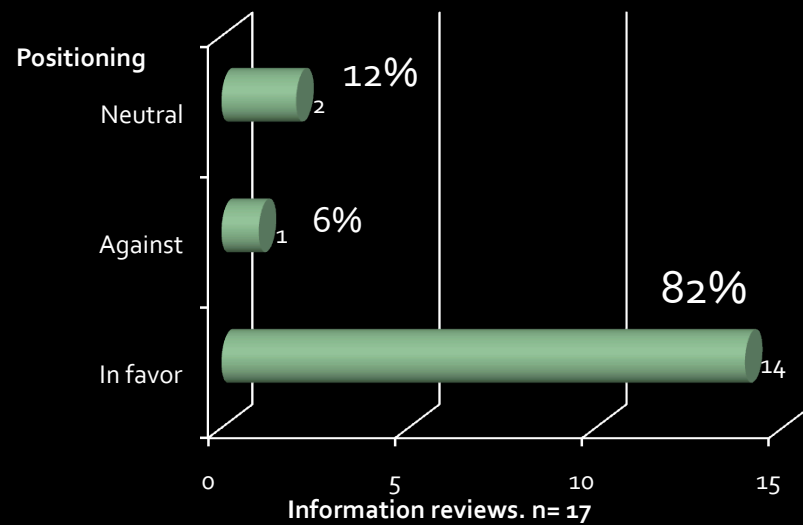
Topic: independent block



Results

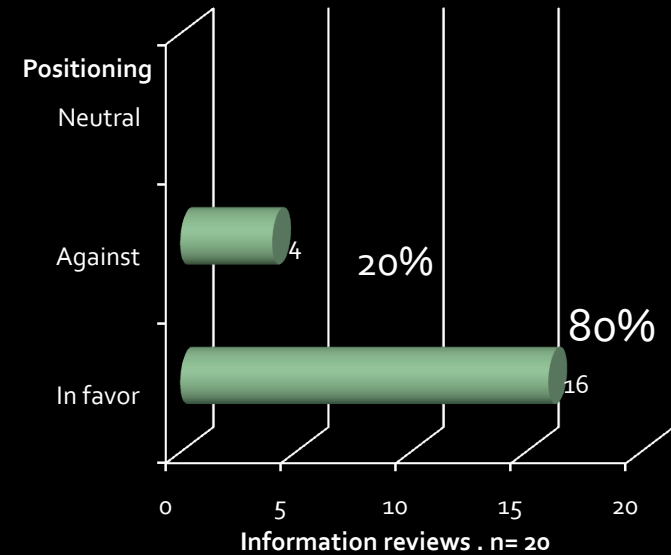
Últimas noticias positioning

Topic: oposition block



Últimas noticias positioning

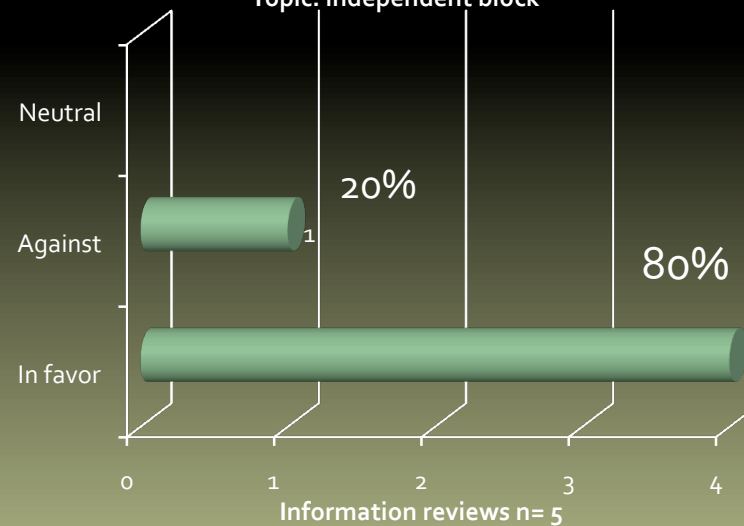
Topic: official block



Últimas noticias positioning

Topic: independent block

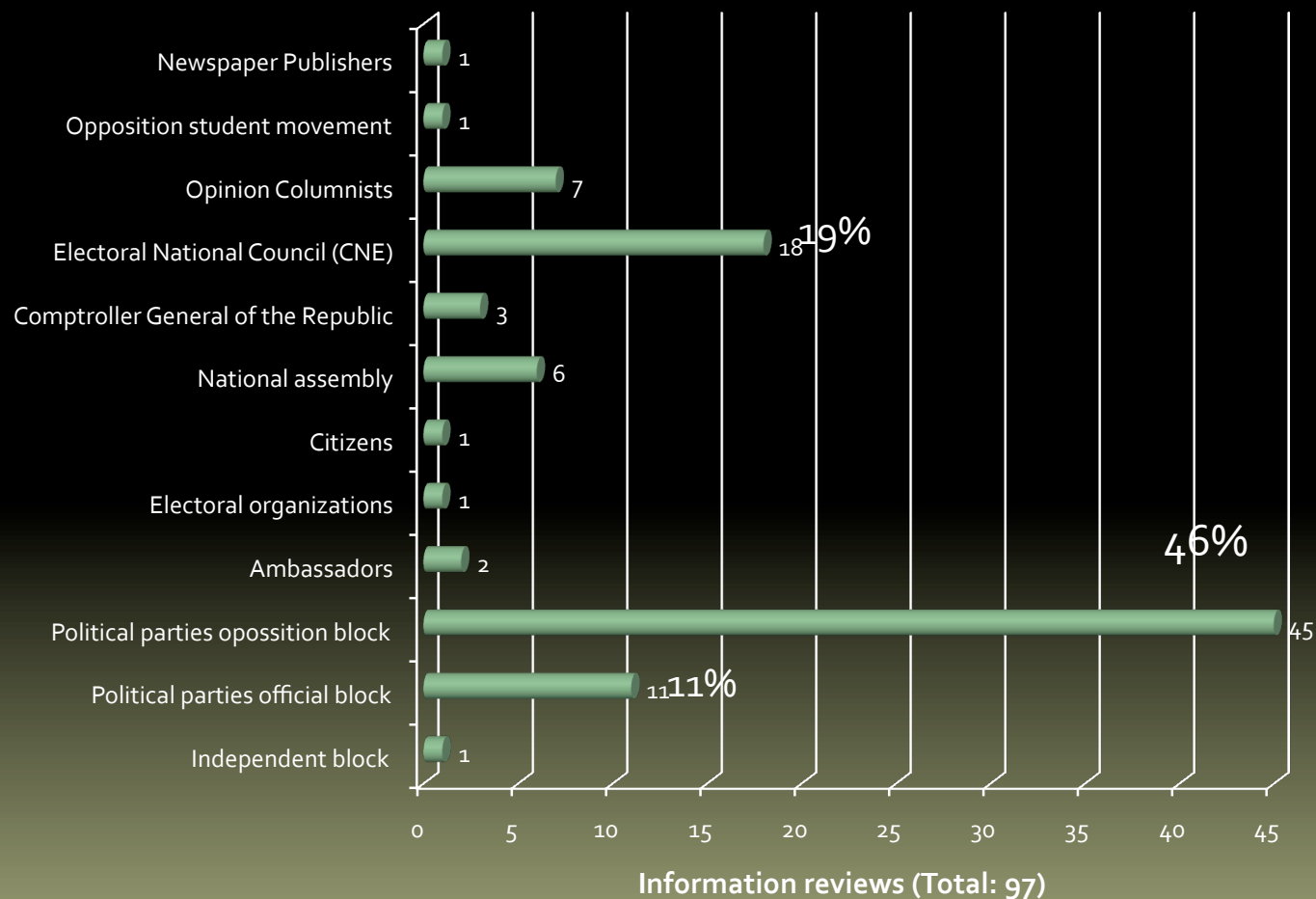
Positioning



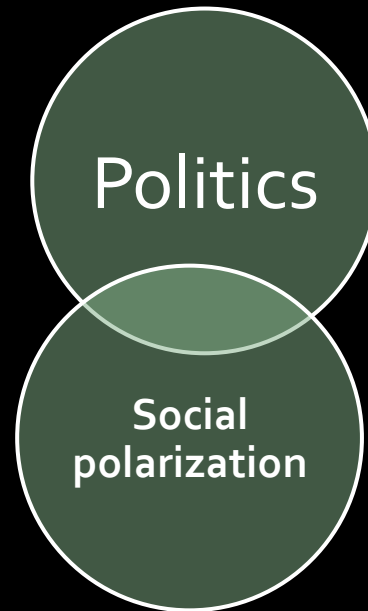
Results

Newspapers monitoring results (June-2010)

Stakeholders (kind of actors)



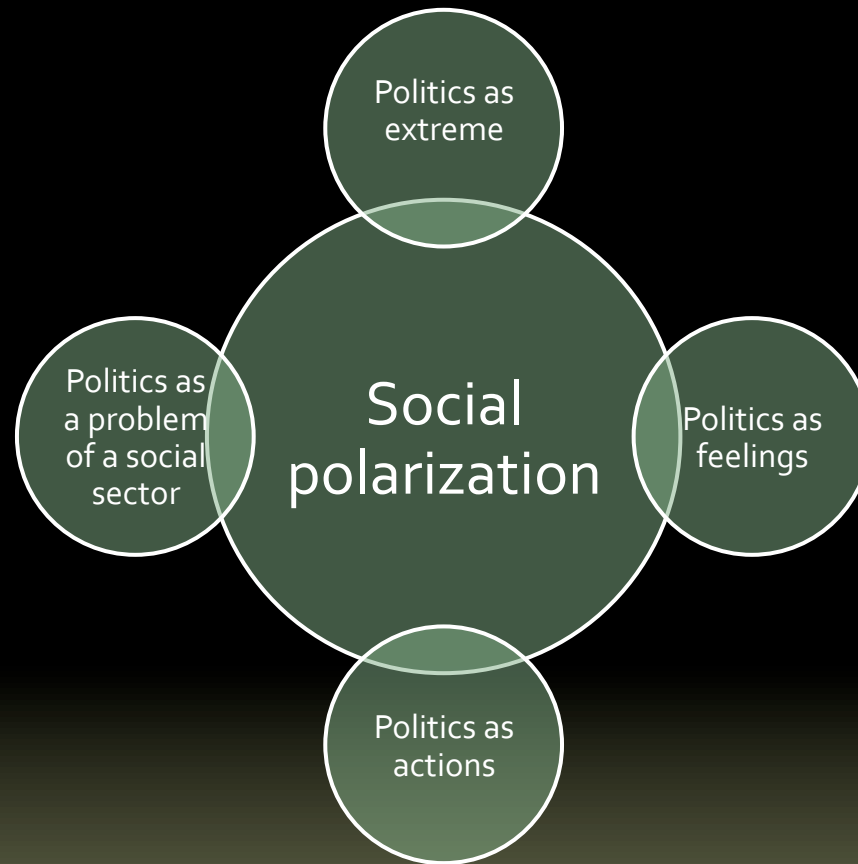
Results / Interpretation



To be or not
Democrat - Dictator
Capitalist - Socialist
Poor - Rich
Individualist - Collectivist.
Majority – Minority
Conciliator – Confrontational
Opponent - Ruling.
Oligarch – Worker

Actions	Feelings	Stakeholders
Press, blackmail, abuse of power, make alliances, make alliances, reconcile, confront, mobilize, organize, participate, listen to the people, maneuver, vote, not vote, legislate, centralize, decentralize	Weariness, enthusiasm, confidence, resignation, despair, courage, deception, indifference	Civil society, political machine, Opposition block, official block, independent block, opinion journalists

Results / Interpretation



Thanks for your
attention!