



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

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Participants Presentations



# European Ph.D

on Social Representations and Communication

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# Redefining values: Social Representation of Celebrity

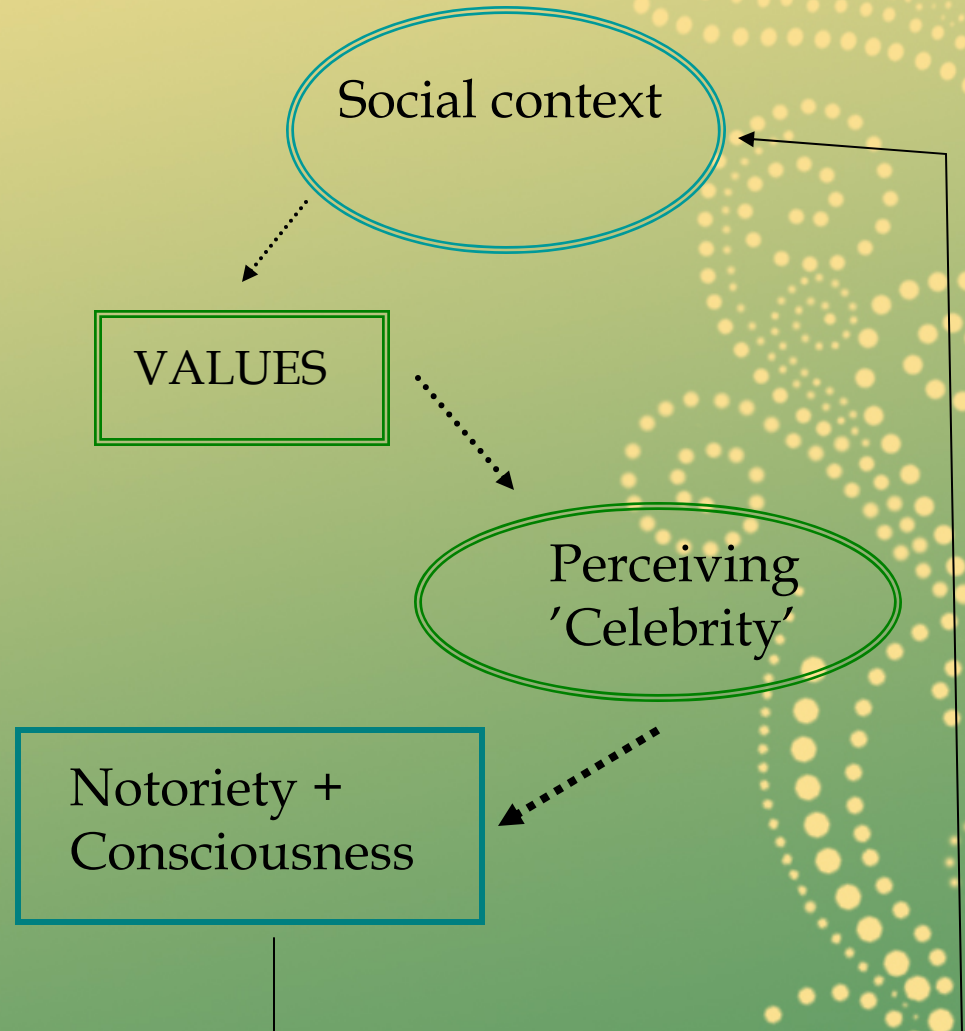
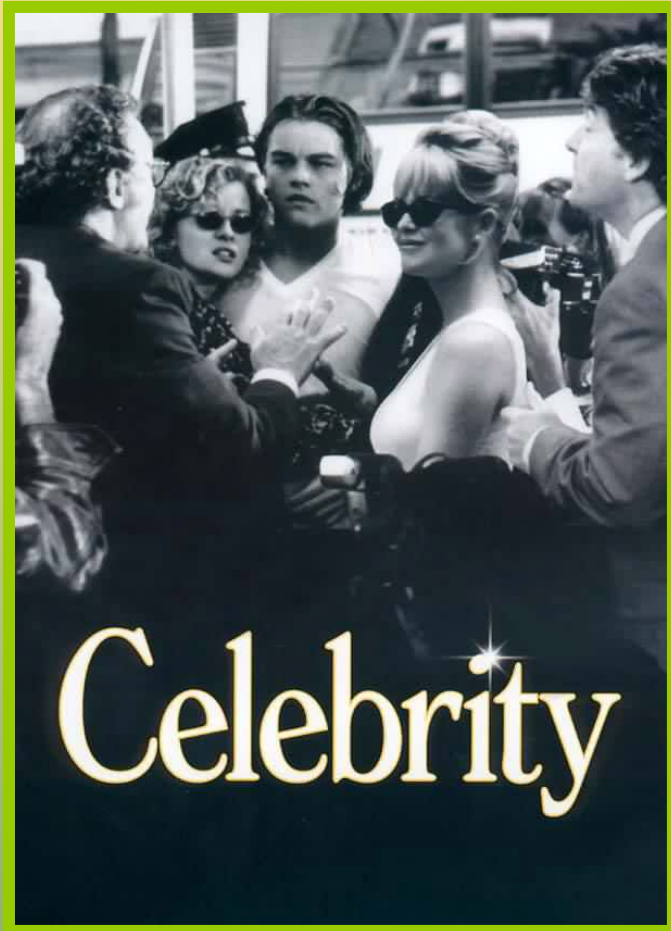
- FIRST YEAR REPORT -

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# Redefining values: Social Representation of Celebrity

- **Main Tutor:** Mihai Curelaru
- **Co-tutors:** Pascal Moliner  
Annamaria de Rosa
- **Erasmus application:** Montpellier III, France;
- Theoretical background for research;
- Meta-analysis of RS articles;
- Collecting materials for content analysis;

# Is "celebrity" a Social Representation object?



# Research plan...

- I. Descriptive: Theory upon Social Representation, data analysis and determination of central core and peripheral elements. Analysis of newspapers and television shows.
- II. Inferential: Social representation on celebrity and the “Belief in a Just World”
- III. Experimental: How does values change in an imitation – evaluation schemata of a celebrity?

# Theory upon Social Representations - I

Thinking → “action – reaction” axis

*“Every individual behaves the same, but only the information received is coded differently...”*

## CONCRETE vs. ILLUSION



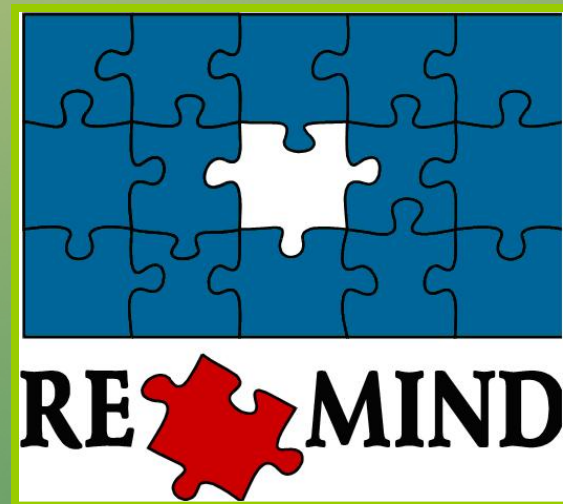
## Theory upon Social Representations - II

*“Some representation are understand like stimulus replacers, that produce a similar experience like the one that the natural world could produce...” (Bower, 1977,p.58)*



## Theory upon Social Representations - III

Social representation are prescriptive. They come in our cognitive system, and are interpreted, right *before we start to think*. Than it is said that we can remind, without thinking, while we were thinking of something else...?





# Theory upon Social Representations - IV

Why do we create  
“representations”?

1. DISARIBILITY
2. DISEQUILIBRIUM
3. CONTROL



# Theory upon Social Representations - V

The main quality of a class, that makes it easily **manipulated**, is that she offers a right model or a prototype for representing the class...



## Theory upon Social Representations - VI

In one of his works on SR, Pascal Moliner sais, that the person becomes a representation when the object of representation has a lot of „forms” or reflection strategies in public constiense.



THE Public  
Interest



A **celebrity** is :

- A familiar stranger?
- An hard - worker?
- A friend?
- A model?

Someone with a lot of **money**?

# Until now...

- ♣ We started to create the theoretical background of our research...
- ♣ We made the instrument for social representation of celebrity (CE.SO.RE.) and start to apply it on 110 individuals, different ages, different genders, different study levels; *(the application is still in progress)*
- ♣ After a short analysis we found out that the main image of the representation for a celebrity has in its “composition” the word **MONEY** (with high frequencies)

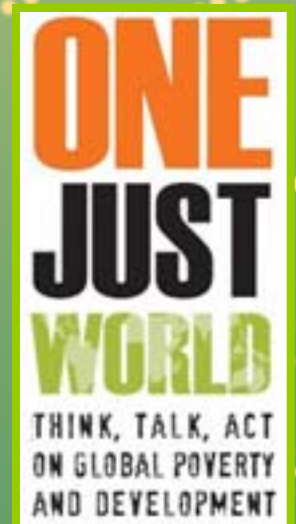
# Now on...

- ♣ We will determine the central core and the peripheral elements of our social representation...
- ♣ We will determine the centrality of an object chosen for the given representation on a scale 1 to 10.
- ♣ We will analyze the titles and contents of tv. shows and newspapers on “celebrity” from then to now
- ♣ We will analyze the influence that ones belief has on its social representation of an object (using the *Belief in a Just World Scale*)

# Belief in a Just World Scale...

Many people believe that the world is a place where good people are rewarded and bad people are punished - People get what they deserve?

People's need to believe in a just world, affects their reaction to the innocent suffering of others...



Questions, remarks,  
limits, conclusions...

