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Participants Presentations



European Ph.D

on Social Representations and Communication

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THE INFLUENCE OF THE IDEOLOGICAL - GLOBAL CONTEXT ON SOCIAL REPRESENTATIONS OF THE EUROPEAN UNION

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INTRODUCTION

ROMANIA

1993 - “association agreement” (stipulates the juridical and institutional aspects of the relationships between Romania and the European Union preparing Romania for the integration process);

2005 - the European Parliament has accepted Romania's request for the integration with 497 votes for and 93 against.

2007 - Romania is officially a EU MEMBER;

OBJECTIVES AND HYPOTHESIS

- ◉ (1) Describing the main elements of the European Union's SR, underlining those elements which are the most representative by rank and frequency organized according to Verges' prototypicality method (1992).
- ◉ (2) Comparing the internal structure of EU' social representations for the Romanians and the same representation underlined by the data collected from the Republic of Moldavia. We believe there should be some difference related to the socio-cultural, political and historical context.

OBJECTIVES AND HYPOTHESIS

- ◉ (3) Identifying the impact of “time” variable on the social representations. We expect to find some changes in the social representation of the two groups due to the political changes occurred in the two countries:
 - a) Romania became a member of the European Union (January, 1st 2007).
 - b) Republic of Moldavia went from a less democratic political regime (pro-Russian regime) to a more democratic one (pro-European Union).

- ◉ (4) Identifying the differences related to different ethnical belonging which characterize the two spoken language in Republic of Moldavia: Romanian and Russian. We assumed there might be differences in the social representation of the European Union due to the fact that most of the pro-Russian Moldavians believe that the European integration could bring some distance in the relations between the Republic of Moldavia and Russia.



PARTICIPANTS

STEP 1 (2006)

260 students (134 Romanians and 126 Moldavians);

STEP 2 (2010):

300 students (170 Romanians and 130 Moldavians);

METHODS

TEHNIQUES

Free association techniques (Abric, 1973):

– participants were asked to write down the words that they associate with the stimulus “EUROPEAN UNION”;

- the task allows to investigate the internal structure of SR.

DATA COLLECTION

two phases:

- ⊙ 2006
- ⊙ 2010.

analysis:

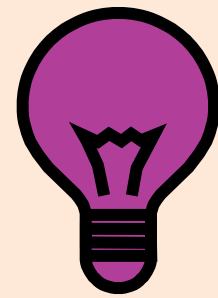
**ANALYSE DES
EVOCATIONS 2000** [
Pierre Verges (LAMES), Stéphane
Scano (MMSH) and Christian
Junique (MMSH), Aix-en-Provence,
2002].

GLOBAL ANALYSIS OF THE EU'S SOCIAL REPRESENTATION

Subjects N=560			
		Appearance Rank	
		> 2,8	< 2,8 & = 2,8
F r e q u e n c y	< 35 & = 35	Developement 107: 2,626 Euro 99:2,525 Prosperity 97:2,536 Liberty 91:2,769 Integration 86:2,279 Union 54: 2,556 Unity 39: 2,231 Civilization 38:2,789	Free circulation 91: 2,923 Economic aid 52: 3,096 Legislation 51: 3,176 Cooperation 40: 3,300 Better life 39: 2,897 Jobs 38: 3,316 Education 36: 3,722
	> 35	Modernization 32: 2,750 Democracy 31: 2,645 Europe 30: 1,833 Change 30: 2,700 Equality 27: 2,704 Manipulation 23: 2,783 Unification 23: 2,522 Stabiliy 22: 2,182	Oportunities 33: 2,879 Future 32: 3,469 Member state 32: 2,813 Free market 31: 3,258 Higher salary 31: 3,226 Lack of corruption 31:3,161 No frontiers 31: 2,935 Politics 30: 3,367 Expenses 28: 2,964 Power 27: 3,148 Culture 25: 3,440 Safety 4: 2,833 European funds 20: 3,750 Independence 20: 3,500



OBSERVATIONS



- ◉ The whole structure could be reorganized on two dimensions: *identity and effects*. Most of the elements are structured at the effects level, positive predominantly. The only negative elements are ideological and refer to *manipulation* (F=23) and *independence* (F=20).
- ◉ Another observation regards the presence of a large number of students using the association *euro* which proves that euro has become one of the most powerful and representative symbols of the European Union.
- ◉ We have, also, noticed the presence of a large number of terms reflecting hopes on *economic prosperity* (*economic help, economic opportunities, European funds*); on a *improvement in personal life* (*better life, jobs, higher incomes*) on free circulation in the Western countries (*free movement, no frontiers*) and *social changes* (*democracy, change, lack of corruption*)

COMPARISON ACCORDING TO CONTEXT (COUNTRY)

ROMANIA	REPUBLIC OF MOLDOVA
CENTRAL CORE	
Euro 71: 2,592	Prosperity 59: 2,610
Integration 52: 2,077	Integration: 34: 2,588
Development 49: 2,449	Euro 28: 2,357
Prosperity 38: 2,421	Union 27: 2,296
Unity 31: 2,355	
Civilization 30: 2,633	
PERIPHERAL SYSTEM	
Cooperation 3: 3,435	Democracy 23: 2,783
European funds 20: 3,750	Economic aid 19: 2,789
Job offers 20: 2,950	Education 18: 3,722
Free market 19: 3,211	Job offers 18: 3,722
Education 18: 3,722	Independence 8: 3,556
No frontiers 18: 3,278	Cooperation 17: 3,118
Safety 17: 3,059	Culture 16: 3,188
Higher prices 16: 3,250	High salary 16: 3,125
States 16: 3,000	Politics 15: 3,533
Power 15: 3,667	
High salary 15: 3,333	
Politics 15: 3,200	

COMPARISON ACCORDING TO CONTEXT (COUNTRY)

- ◎ A. Romanian students talk mainly about the consequences of the European integration *unity* (F = 31), *civilization*, *legislation* (F = 37).
- ◎ B. Another difference reflecting the integration is related to *hopes of a better life*: Romanians (F = 14) while Moldavians (F = 26).

COMPARISON ACCORDING TO YEAR (ROMANIA)

ROMANIA = 2006

ROMANIA = 2010

CENTRAL CORE

Prosperity 35: 2,400

Euro 45: 2,467

Development 30: 2,267

Unity 31: 2,355

Integration 30: 1,967

Free market 30: 2,733

Union 19: 2,789

Liberty 23: 2,696

Integration 22: 2,227

Development 19: 2,737

PERIPHERAL SYSTEM

Safety 14: 2,857

State members 14: 3,000

Economic aid 13: 3,000

No frontiers 12: 3,083

Expenses 12: 3,333

Better life 12: 2,917

Job offers 12: 3,083

Power 11: 3,818

Change 12: 2,917

Free market 11: 3,273

Opportunities 10: 3,300

Politics 10: 2,800

Free market 8: 3,125

Culture 9: 3,889

Multiculturalism 7: 4,143

European Parliament 9: 3,111

Progress 7: 3,857

Brussels 8: 2,875

Unification 7: 3,226

Union 9: 2,875

COMPARISON ACCORDING TO YEAR (REPUBLIC OF MOLDAVIA)

Republic of Moldavia = 2006

Republic of Moldavia = 2010

CENTRAL CORE

Prosperity 44: 2,568

Development 24: 2,417

Liberty 25: 2,680

Union 21: 2,571

Union 24: 2,167

PERIPHERAL SYSTEM

Euro 14: 2,714

Culture 13: 3,154

Politics 11: 3,364

Democracy 12: 3,667

Equality 11: 3,000

Economic aid 12: 2,833

Cooperation 10: 3,500

Education 10: 3,600

State members 10: 2,700

Independence 10: 3,600

Modernization 10: 2,700

Job offers 10: 3,400

Future 9: 3,444

High salaries 10: 3,200

Job offers 8: 4,125

Legislation 9: 3,333

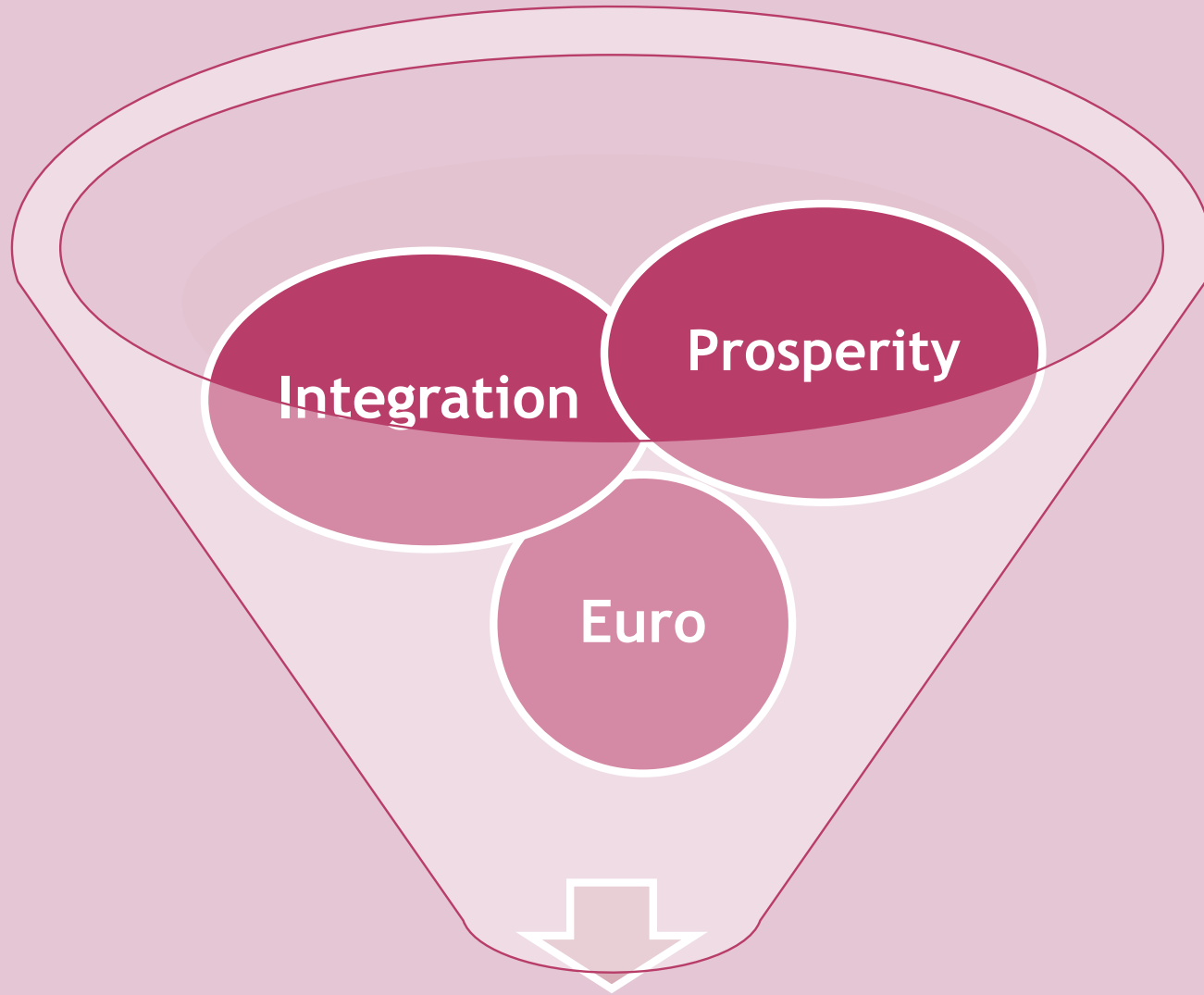
Education 8: 3,875

Don't fit 9: 3,111

Independence 8: 3,500

Perspectives 7: 4,143

CONCLUSIONS



SR'S OF THE EUROPEAN UNION

CONCLUSIONS



IDENTITY & SIMBOLIC DIMENSION

ECONOMIC DIMENSION:

2007



- lack of corruption;
- new legislation;
- prosperity;
- better life standards;