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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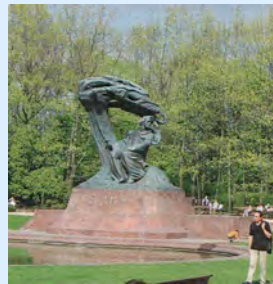
Participants Presentations

European Ph.D

on Social Representations and Communication

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Social Representations of the City of Warsaw

Among first-visitors from six different nationalities

Theoretical Framework

- The meta-theory of social representations (Moscovici, 1976; Jodelet, 1991; de Rosa, 1994)

- The theory of social identity (Tajfel, 1981)

- Self-identity (Breakwell, 1992)

- Social memory related to places (Milgram and Jodelet's seminal study)

The History

- Continuation of cross-national research by Professor de Rosa

- Previous research already done in Rome, Paris, London, Helsinki, Lisbon, Madrid, and Vienna

- Comparison of Paris and Rome, the research done by Professor de Rosa and Marialibera d'Ambrosio

European Capitals

Research

- Location: the city of Warsaw
- Subjects: minimum 30 first visitors of six different nationalities
- Data collection: from November 2009 until September 2010
- The dynamics of the figurative nucleus: before and after seeing the city
- Languages: English, French, German, Italian, Polish and Spanish

Research tool

- The questionnaire developed by Professor de Rosa
- Associative network: Warsaw and ideal city
- Place identity construct of Proshansky (1978) – time pattern
- The city of Warsaw and the Old Town – free adjectival associations
- Questions before and after seeing the city
- Projective technique – drawing a map
- Sources of information about Warsaw – informational luggage
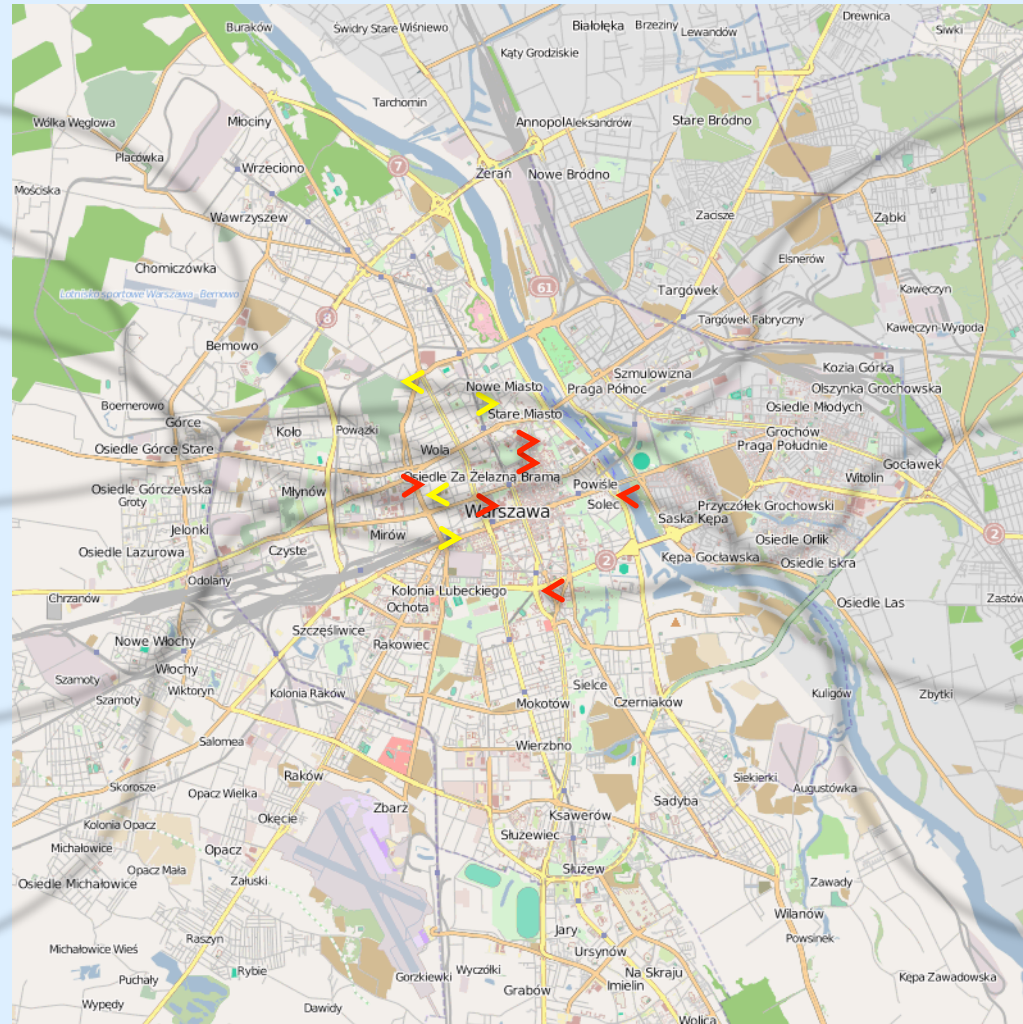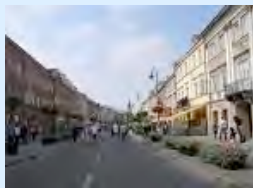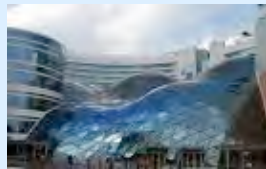- Population variable

Specificity of Warsaw

- Post-communist European capital city
- Destroyed during World War II
- Language difficulty
- Weather conditions
- The year of Chopin
- Event in Smolensk
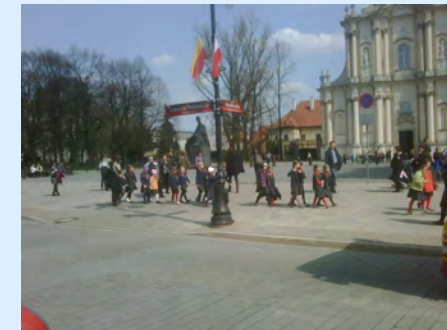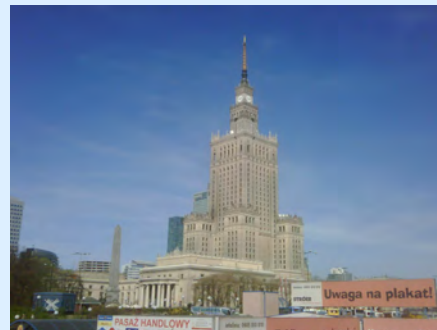- Presidential elections
- Very low appeal
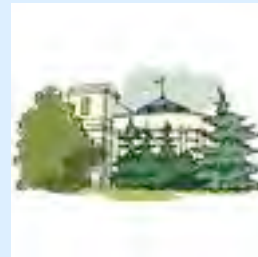
Initial Findings – Places

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Thank you for your attention