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European Ph.D. on  
Social Representations and Communication  
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"Social Representations and Sciences"

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# Participants Presentations



## European Ph.D

on Social Representations and Communication

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**European Ph.D. on  
Social Representations and Communication**

*Between Communication and Social Representation:  
Stock Market as a Social Construction*

*Sofiene HARABI*

# *Summary*

- *Introduction :*
- *Epistemological frame*
- *Theoretical background*
- *Methodology*
- *State of art and perspective*



# *Introduction*

- *Mass Psychology of the Stock Market (de Rosa, 2009):*

*To what extent social psychology (through social representations and communication) can put forward the comprehension of the investment practices within the stock market ?*

# *Epistemological frame*

- *Berger & Luckmann (1966): Social construction of the reality*
- *Moscovici (1984): Psychosocial view*
- *Doise (1982): Four psychosocial explanation level*
- *Vergès (1998): Social representations in economic psychology*

## *Theoretical frame*

- *Shiller (2000): media as a source of behaviour changing*
- *Oberlechner (2004) stock market metaphors*
- *Moscovici: Social representations theory*
- *Moliner (1993): images and social representations*



# *General hypothesis*

- *Stock market would be a social construction depending on the interaction between individual, collective and holistic processes and factors leading to set up, in a differential way, the link of the individuals and the groups to the stockmarket as a social representation object, on one hand, and their practices in there, on the other hand.*

# *Methodology*

- *Population :*

- *32 financial advisors*
- *30 investors through financial advisors*
- *36 autonomous investors*

- *Tool:*

- *Questionnaire* (see commentary below)



# *State of art and perspective*

- *State of art*
- *Field pressure*
- *Organisation and perspective*