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

"Social Representations and Sciences"

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

Participants Presentations

European Ph.D

on Social Representations and Communication

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Breaking The Boundaries: The Social Representation Of Love

Ph.D. trainee - Lazăr Iulia

Tutors:
- Dorin Nastas - University Alexandru Ioan Cuza

- Radim Marada - Masaryk University

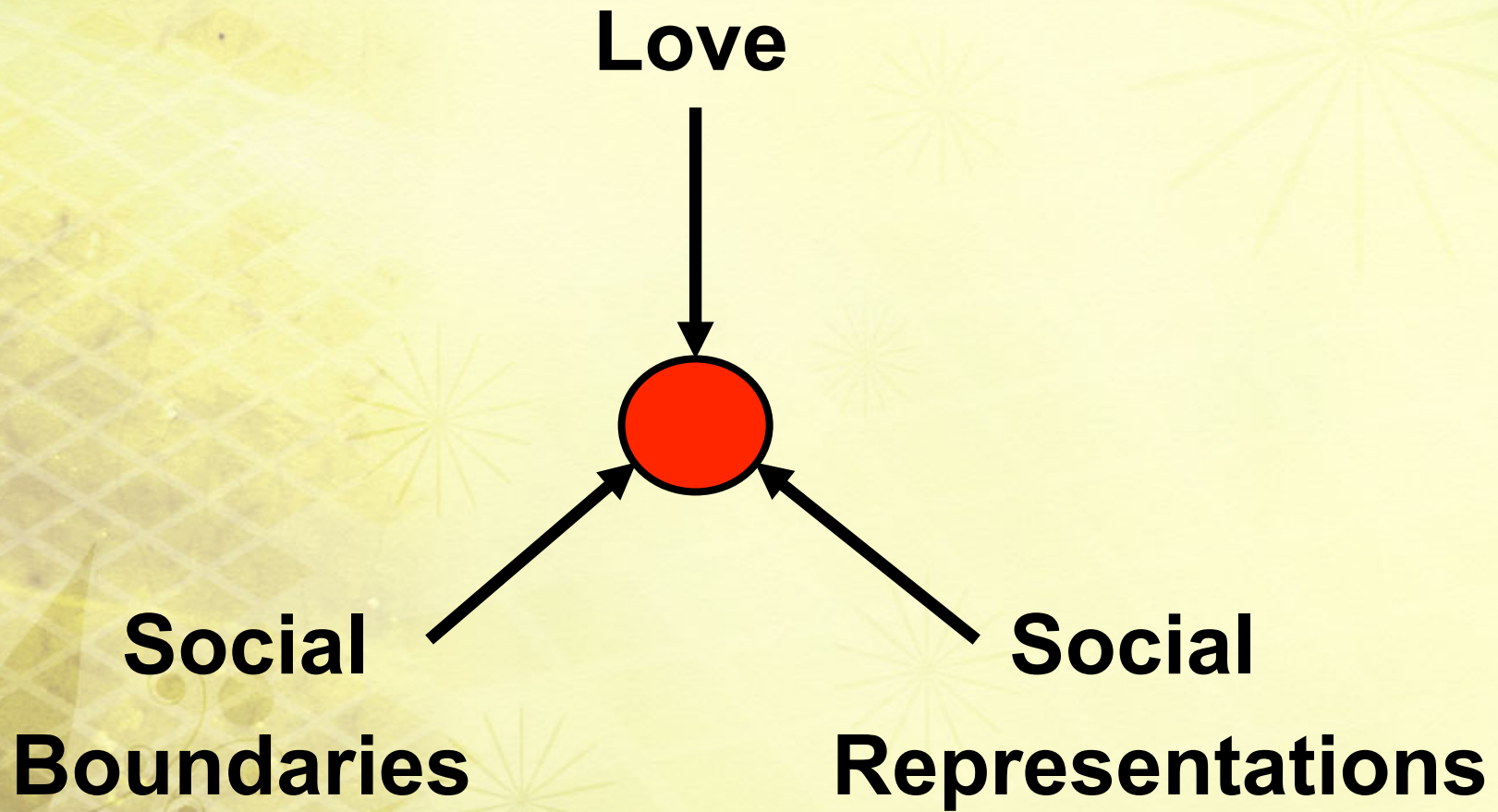- Themis Apostolidis - University of Marseille-Aix

Theoretical background

Given the main objective of this paper – identifying the relationship between Social Representation and Social Boundaries, when in love, we are considering as a theoretical background this three important concepts:

- **The Social Representation Theory**
- **The Social Boundaries Theory**
- **The Psychology of Love**
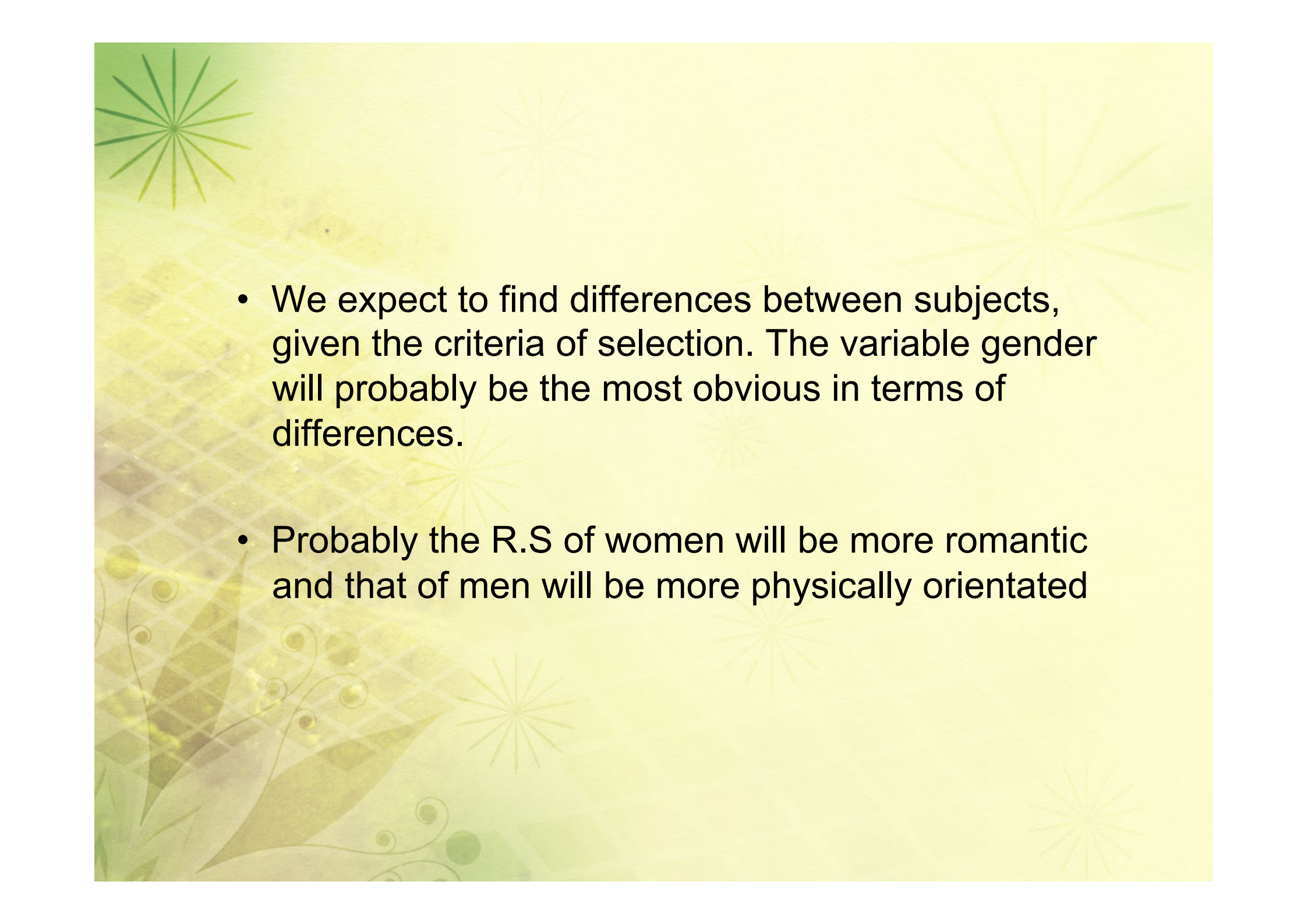
Study no. 1

The Social Representation of **Love**:

N = 250

     Criterias:
- Gender *(M/F)*
- Nationality *(Romanian / Other)*
- Economical status *(Rich / Poor)*
- Religious confession *(Orthodox / Catholic)*

Methodology – Triangulation (Apostolidis, 2006)
- Complex free association task
- Semi - directive interview.

- We expect to find differences between subjects, given the criteria of selection. The variable gender will probably be the most obvious in terms of differences.

- Probably the R.S of women will be more romantic and that of men will be more physically orientated

Study no. 2:

Research on a movie database: **romance / drama**
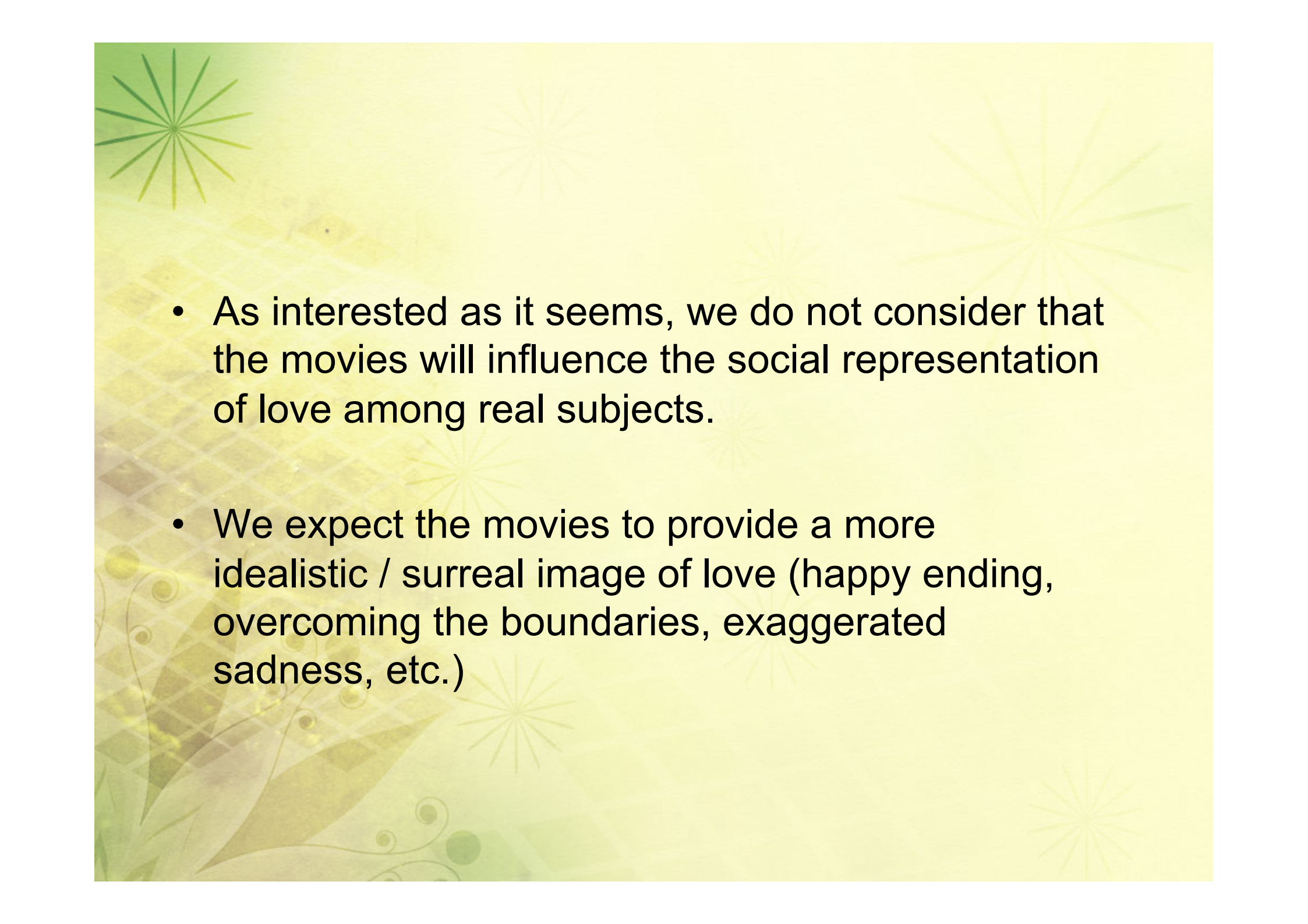
- 1930 – 1950
- 1960 – 1980
- 1990 – 2010

$$N = 60$$

(images and subtitles)

* Establish the way we can use the posters given the fact that they have a specificity of the period that they were released.

Margaret SULLAVAN · James STEWART
The SHOP AROUND THE CORNER
An ERNST LUBITSCH Production

Ali MacGraw · Ryan O'Neal
love means never having to say you're sorry—
LOVE STORY
The Year's #1 Best Seller
John Marley & Ray Milland

jennifer lopez   ralph fiennes
maid in manhattan

Robert DONAT
"The Best Picture of Any Year"
Goodbye Mr. Chips
Greer GARSON
A SAM WOOD Production

Robert DE NIRO   Meryl STREEP
Falling in love

JULIA ROBERTS   HUGH GRANT
Notting Hill
FROM THE CREATORS OF "BEAN" AND "FOUR WEDDINGS AND A FUNERAL"

- As interested as it seems, we do not consider that the movies will influence the social representation of love among real subjects.

- We expect the movies to provide a more idealistic / surreal image of love (happy ending, overcoming the boundaries, exaggerated sadness, etc.)

- **Study no. 3:**

    Identifying the relationship between SR and SB: is love subjective to different social boundaries?

    Methodology:
    - Implicit Association Test (2 sets of stimulus – love and boundaries)
    - Probably doubled by a questionnaire - Likert type