



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

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

Participants Presentations



European Ph.D

on Social Representations and Communication

www.europhd.eu



Social and semantic structure

(through fashion)

Sič Petr

Sociology, FSS MU, Brno

Head of the research Stereotypes on the FSS

Overview

Question: Relationship between social and semantic structure

Theory: P. Bourdieu

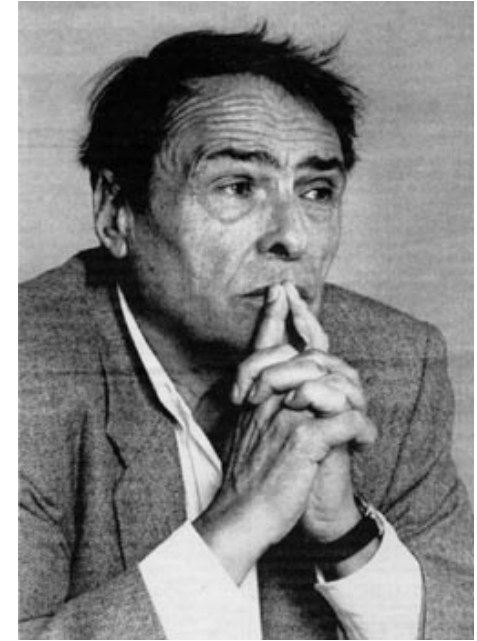
Place: Faculty of Social Science, Masaryk Un.

Datum: 2009

Case: 628 (students)

Bourdieu Pierre

- Social space – social field
- Social position < > Habitus (Taste)
- Distinction



Bourdieu, P. *Distinction: A Social Critique of the Judgement of Taste*. 1984.

Distinction through fashion

Social space on the FSS

Department A

Department B



Distinction through fashion

Social space on the FSS

Department A

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Department B

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Method – Habitus space

projekt stereotypy - kdo je z fss

úkol první - vyberte ze čtrnácti fotografií dívek sedm, které jsou podle vás studentky fss a přiřaďte k nim konkrétní katedru.

Questionnaire:

Assignment photos to the corresponding agents



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- Není z FSS
- Katedra sociologie
- Katedra psychologie
- Katedra politologie
- Katedra soc. politiky a soc. práce
- Katedra med. studií a žurnalistiky
- Katedra environmentálních studií
- Katedra mez. vztahů a evr. studií



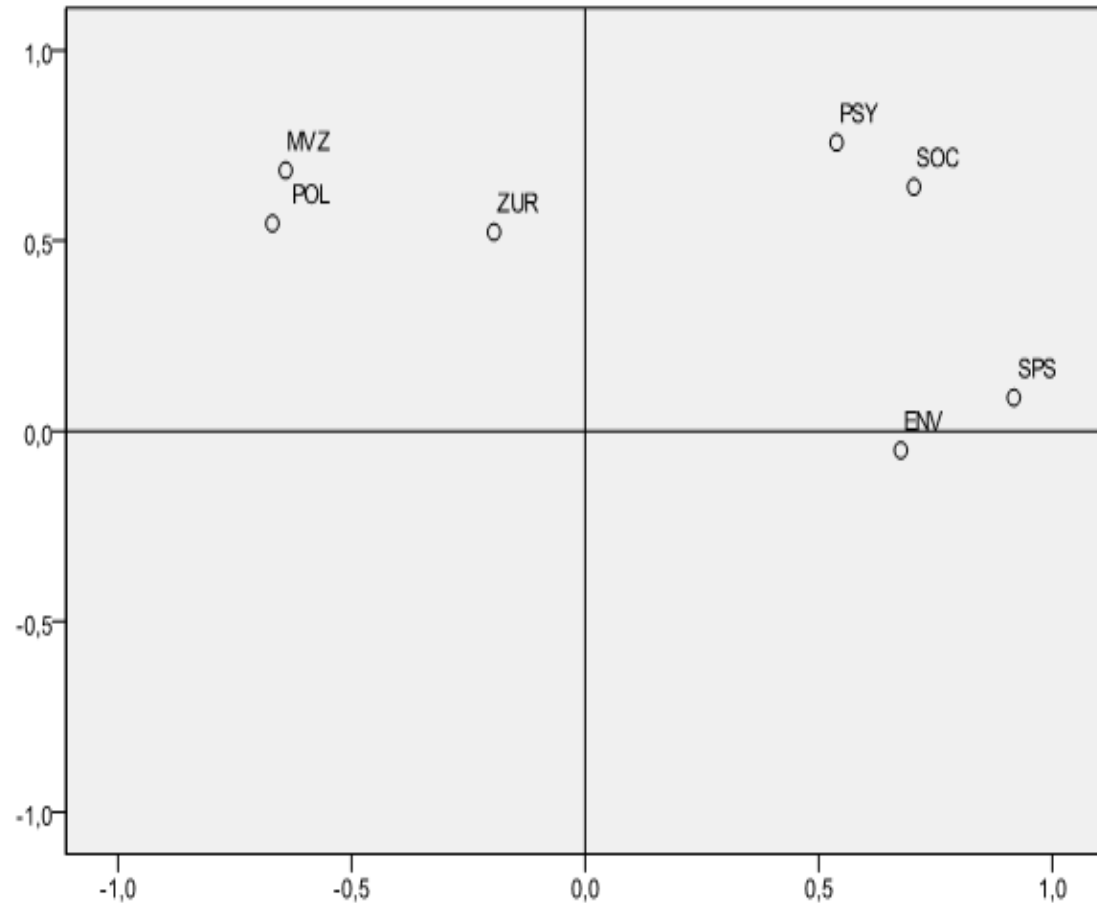
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Results - Interpretation

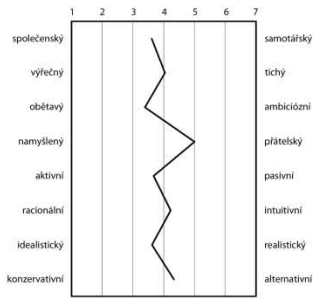
- Habitus space
- Structure
- Distinction:
Close-Oposite



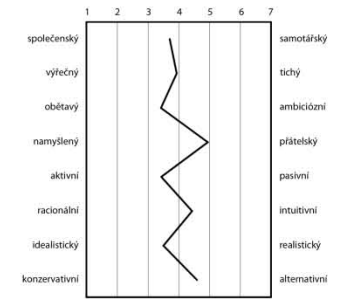
Semantic space - Methods

- **Two steps**
 - a) **Asociation (case = 70)**
 - b) **Semantic differential (case = 628)**

Sémantický diferenciál fotky studenta

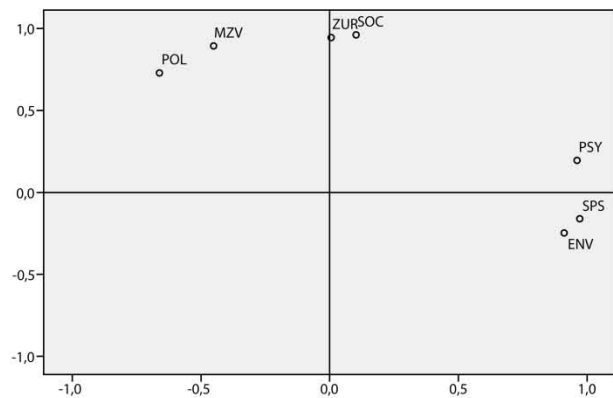


Sémantický diferenciál fotky studentky



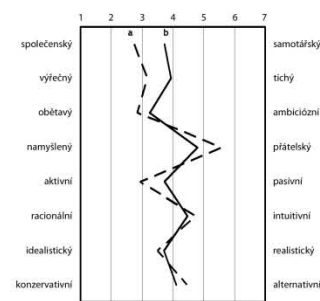
Katedra psychologie

Pohled studentů PSY na FSS (faktorová analýza sémantického diferenciálu)



Sémantický diferenciál katedry

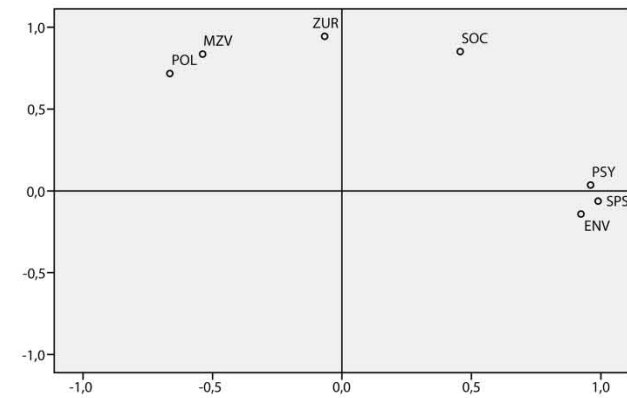
- a) jak se vidí sami studenti PSY
- b) jak vidí ostatní PSY kromě jich samých



Korelace mezi sémantickými profily jednotlivých kateder – PSY (statisticky významné korelace jsou zvýrazněny tučně)

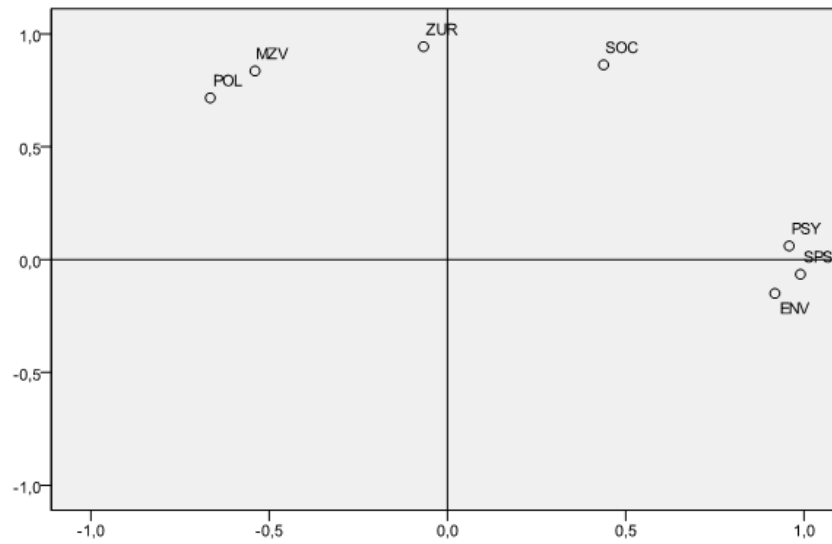
	psy	mzv	zur	env	pol	spi	soc
psy	1	-0,497	-0,053	0,787	-0,563	0,975	0,464

Pohled studentů FSS na FSS (faktorová analýza sémantického diferenciálu)

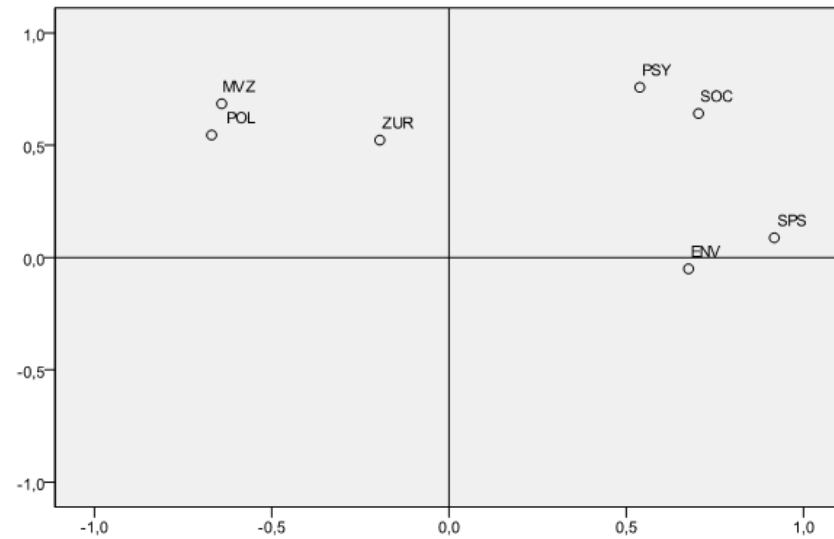


Results – Topography

Semantic space



Habitus space



Thank you for your attention

Petr Sič

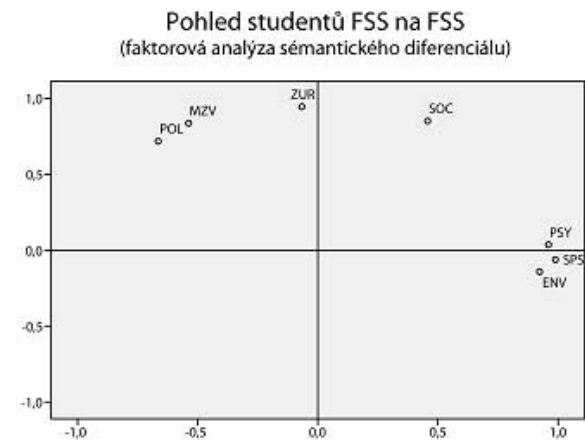
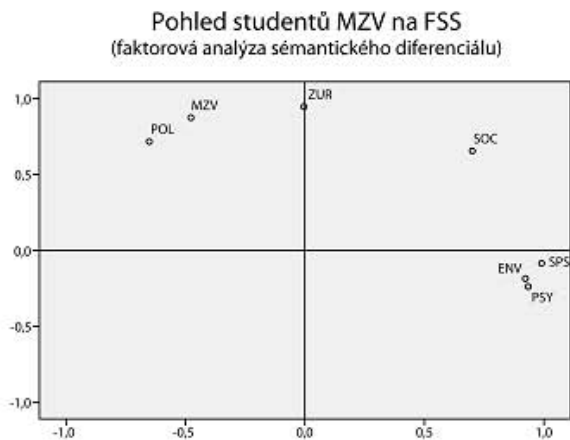
Stereotypes on the FSS

www.stereotypy.cz

52789@mail.muni.cz

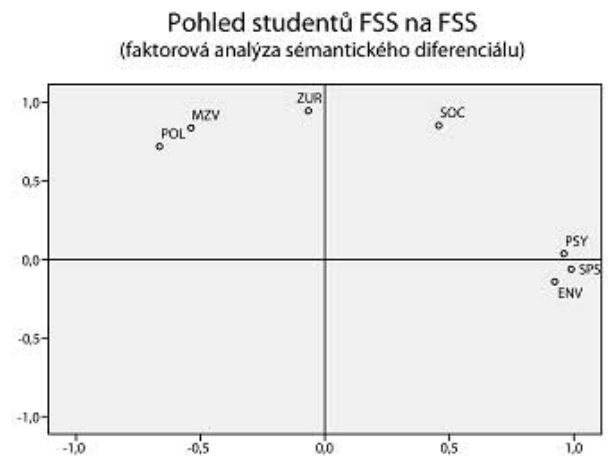
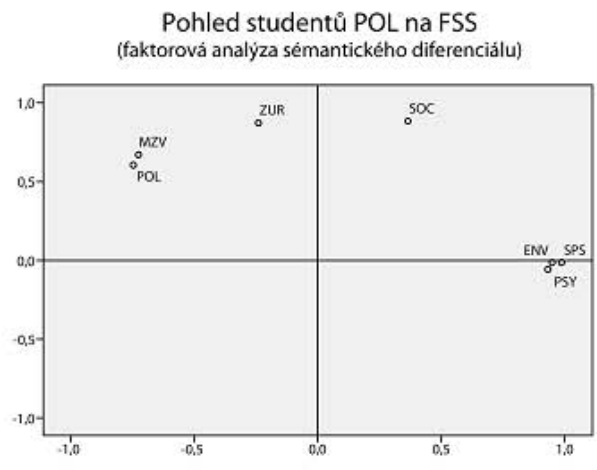


Katedra mezinárodních vztahů a evropských studií



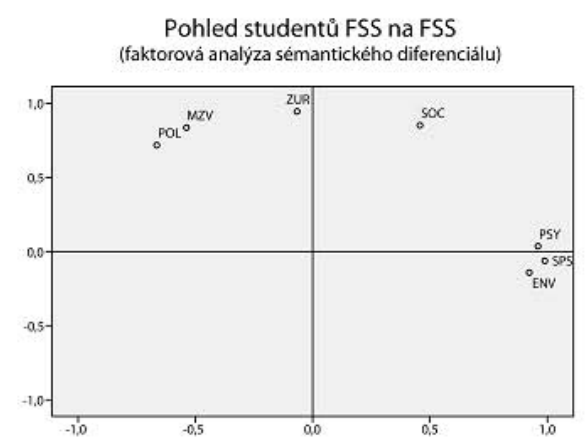
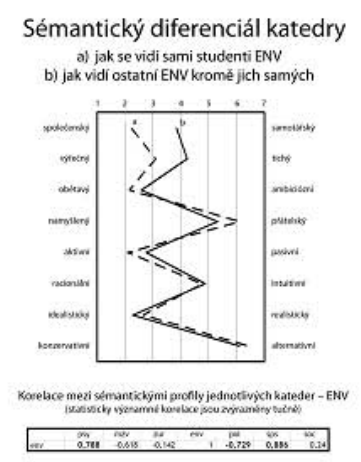
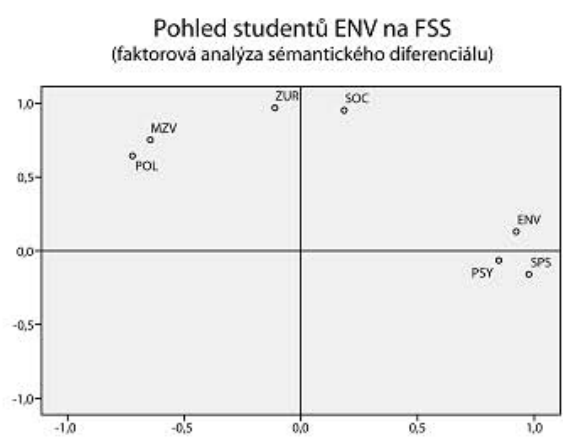


Katedra politologie



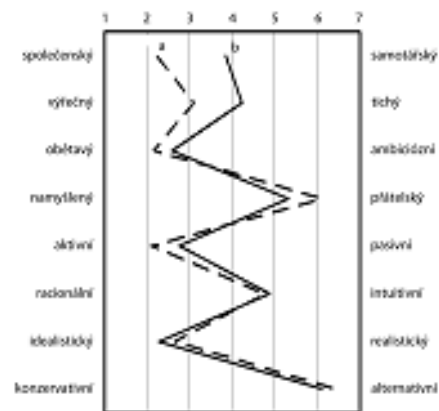


katedra environmentálních studií

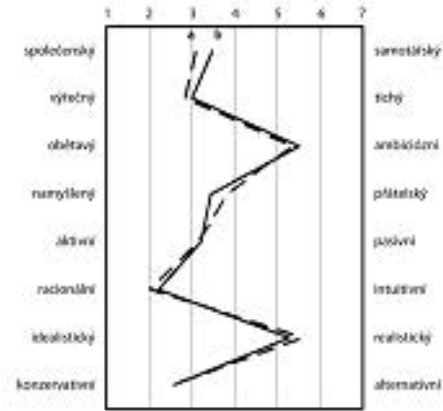


Analysis – Semantic space

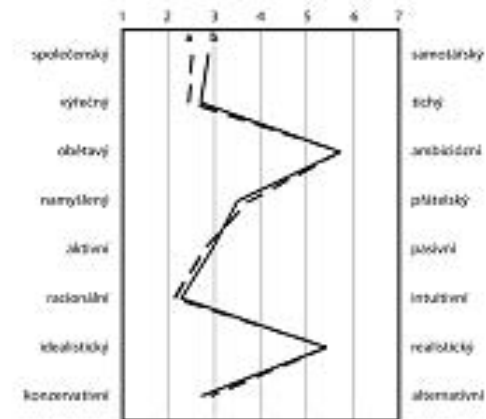
Department of ENVIRONMENTAL studies



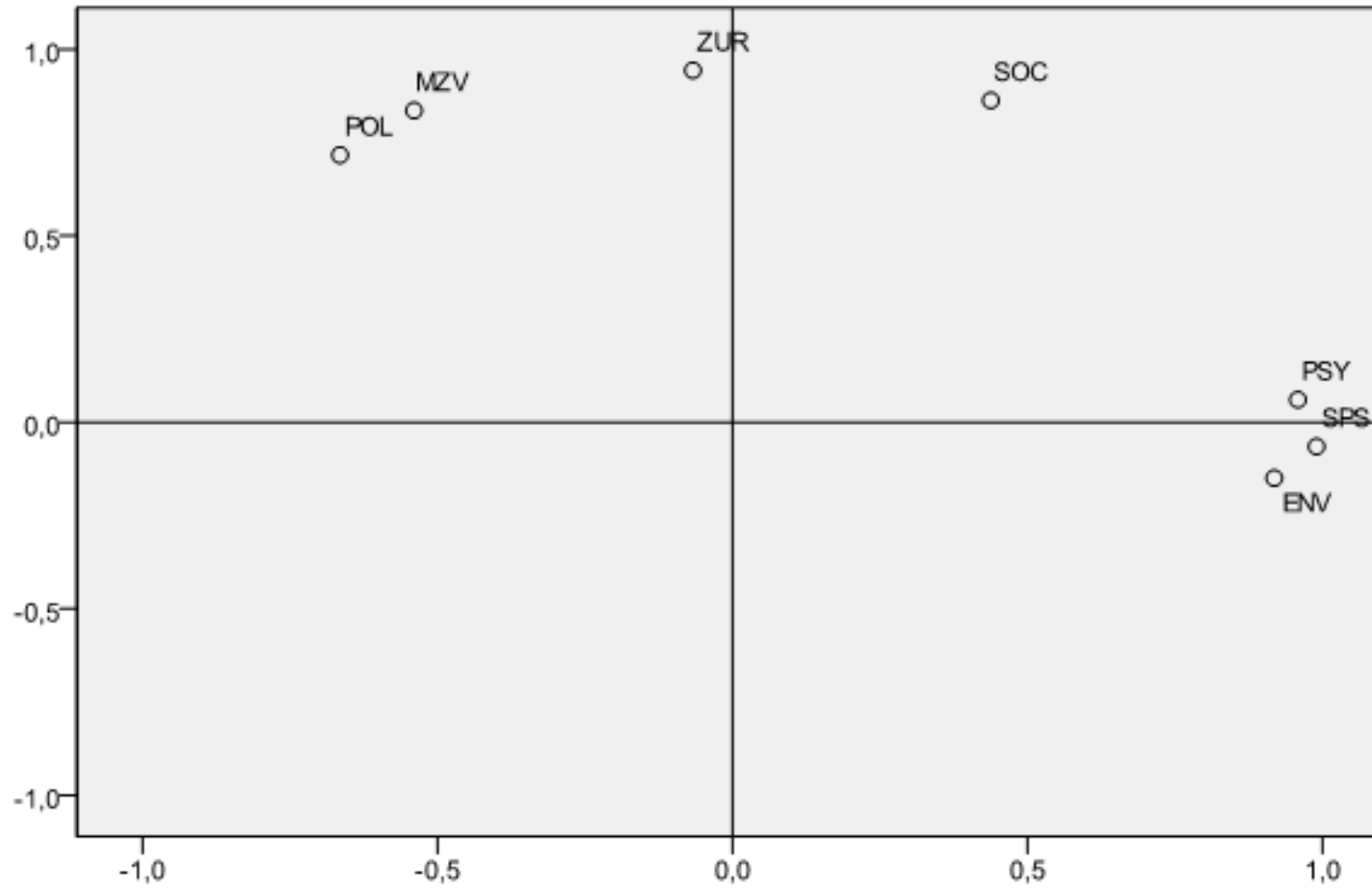
Department of POLITICAL science



Department of INTERNATIONAL RELATIONSHIP studies



Semantic space



Statistics – Habitus space

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,980	42,565	42,565	2,980	42,565	42,565
2	2,037	29,101	71,666	2,037	29,101	71,666
3	1,117	15,951	87,617			
4	,571	8,163	95,780			
5	,170	2,424	98,204			
6	,087	1,247	99,451			
7	,038	,549	100,000			

Extraction Method: Principal Component Analysis.

Design of the method

- 1, Agents in social space
- 2, Photographs
- 3, Questionary
- 4, Analysis
- 5, Results interpretation

1 . Step - Selection of the agents

- Experts
- Case study: 7 departments of the FSS
(department of the sociology, politology etc.)

II. Step - Photos

- 10 photos of every agents
- Reduce from 10 to 2:
 - Quota selection



Case study: 70 photos > 14 photos

III. Step - Questionnaire

- Questionnaire with chosen photos
- Assignment photos to the corresponding agents

projekt stereotypy - kdo je z fss

úkol první - vyberte ze čtrnácti fotografií dívek sedm, které jsou podle vás studentky fss a přiřaďte k nim konkrétní katedru.



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IV. Step - Analysis – case study

Photo	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Sociology	15	27	51	16	10	15	5	2	16	24	13	21	8	12
Psychology	12	31	36	14	24	15	15	3	29	16	17	11	5	7
Politology	9	15	14	8	13	38	39	10	25	8	6	21	9	20
SPSP	26	24	18	34	10	9	7	5	20	25	21	9	13	14
Journalism	15	26	25	11	14	20	11	16	19	30	7	20	5	16
ENVS	7	24	42	56	3	0	1	2	6	36	37	15	2	4
MZV	14	7	9	4	10	42	41	24	22	12	14	17	3	16

Results Stereotypes on FSS 2006

V. Step - Interpretation

- Social space
- Structure
- Distinction:
Close-oposite

