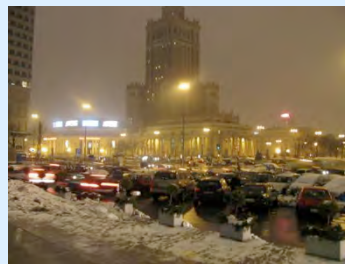


# Social Representations of Warsaw and Rome



Among first-visitors from six different nationalities and Italian and Polish residents



# Studies

- Study 1: Social representations of the city of Warsaw among first visitors from seven different nationalities
- Study 2: Social representations of the city of Warsaw among residents from Italy and social representations of the city of Rome among residents from Poland



# 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 of Study 1

- 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



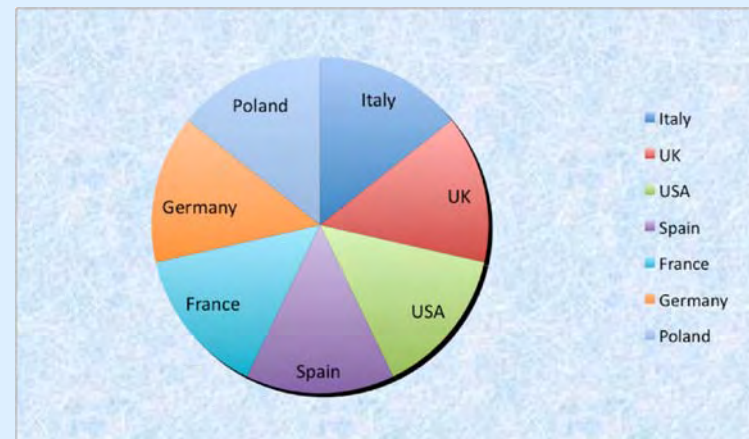
# European Capitals





# Study 1 - subjects

- Location: the city of Warsaw
- Subjects: 30 first visitors of seven different nationalities
- Data collection: from January 2010 until June 2011
- The dynamics of the figurative nucleus: before and after seeing the city
- Languages: English, French, German, Italian, Polish and Spanish





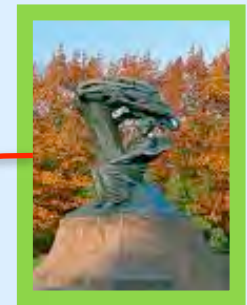
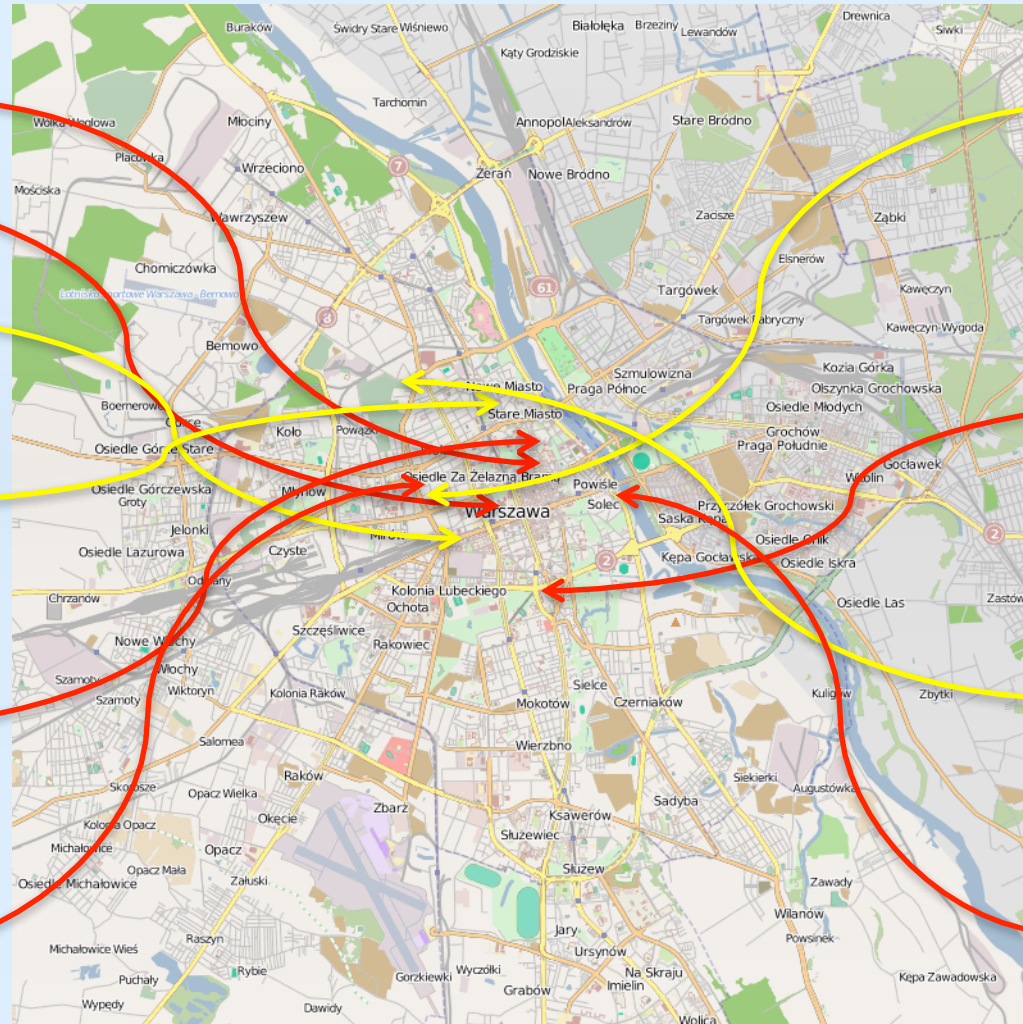
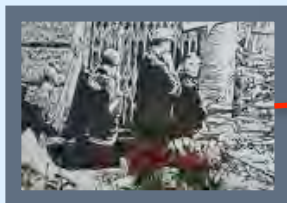
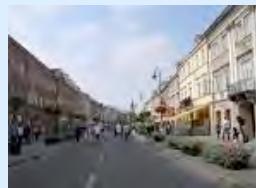
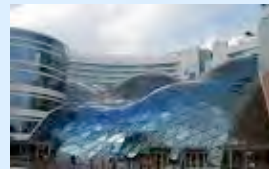
# Study 1 – Research Tool

- 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





# Places

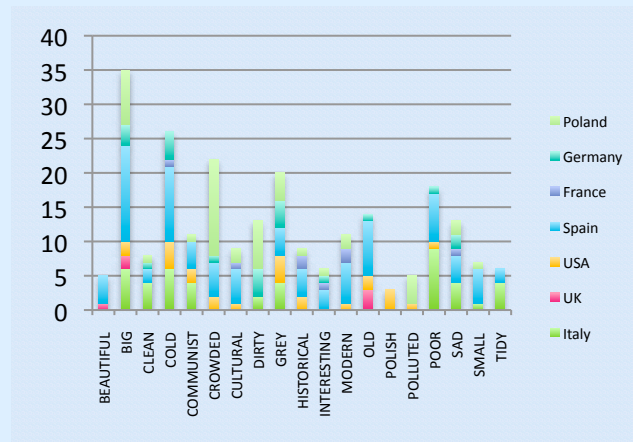




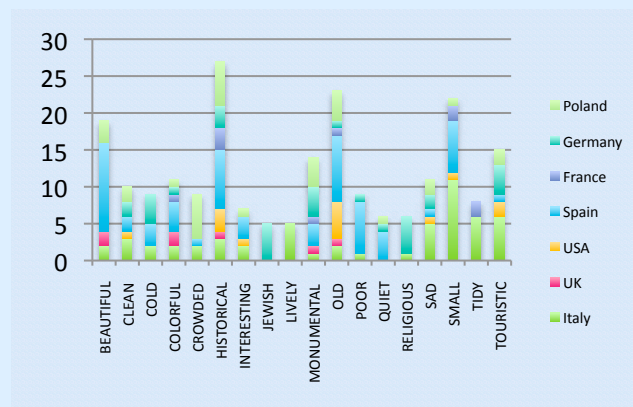


# Study 1 - Findings

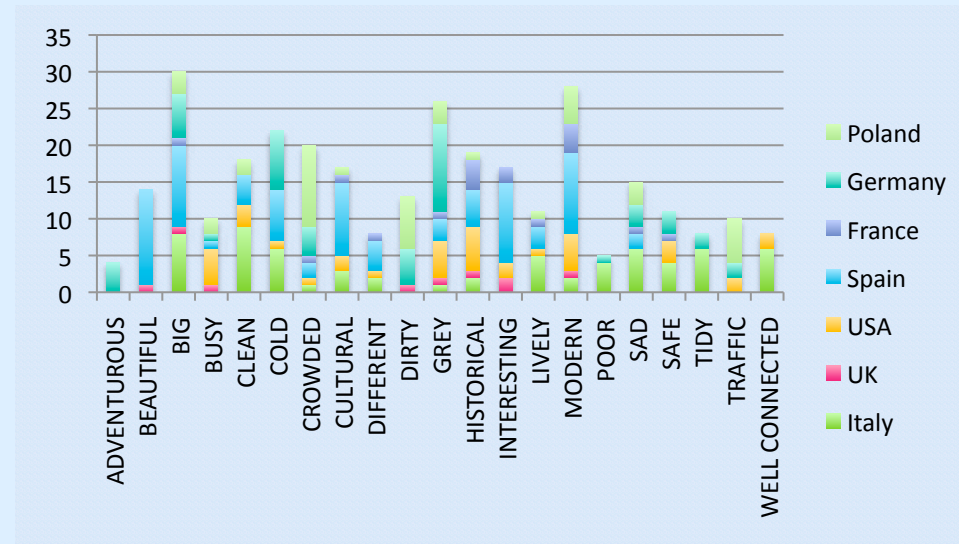
- Imagined Warsaw



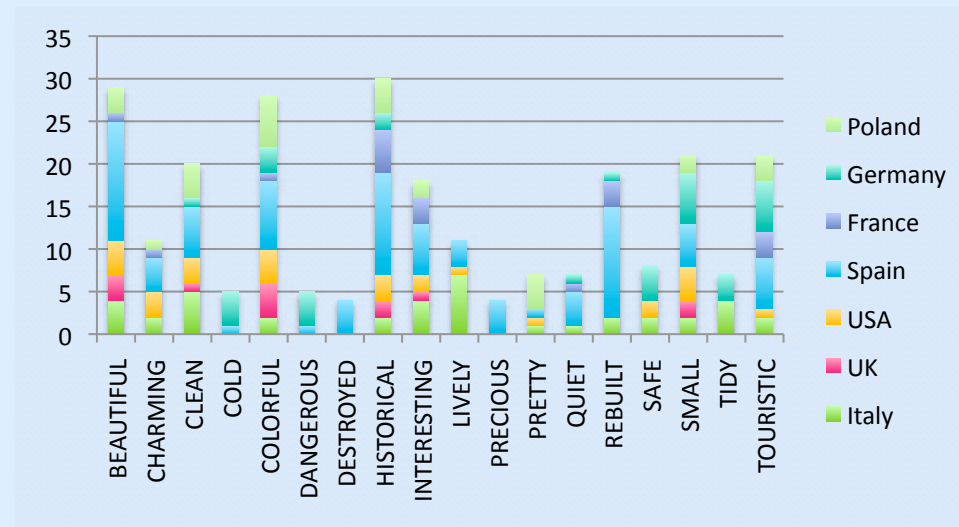
- Imagined historical center



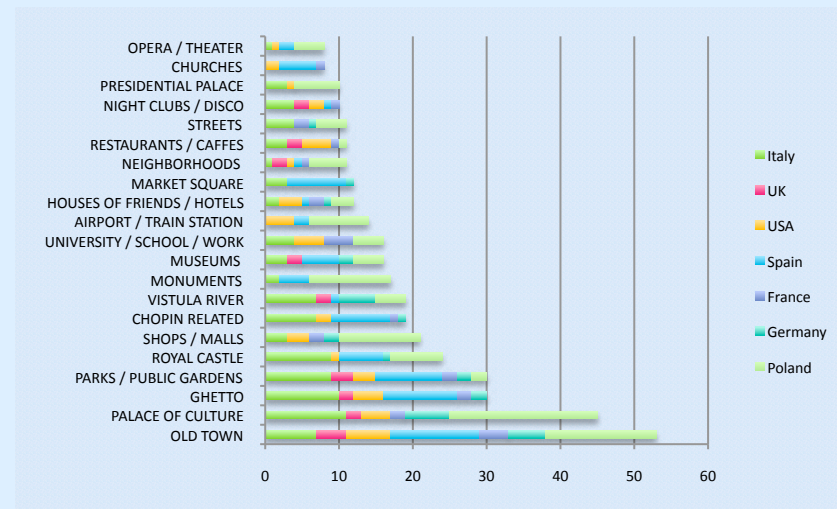
- Experienced Warsaw



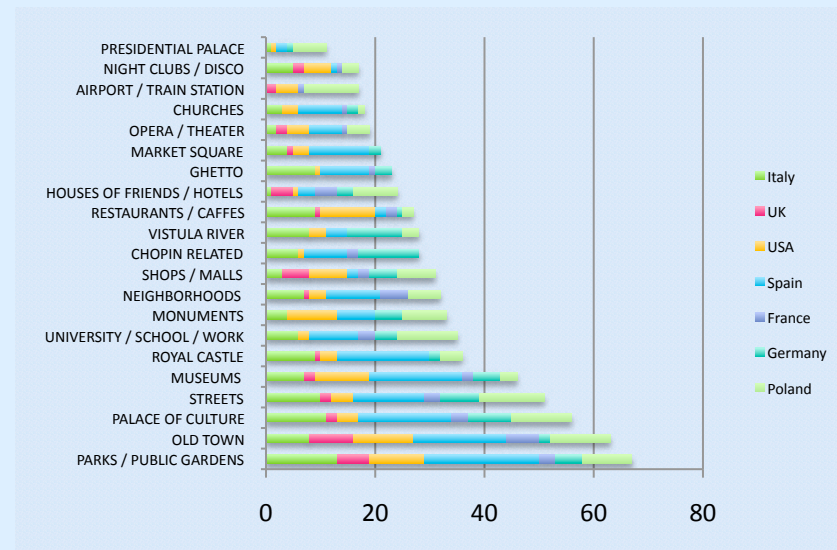
- Experienced historical center



- Imagined places in Warsaw



- Experienced places in Warsaw





# The most important places in Warsaw





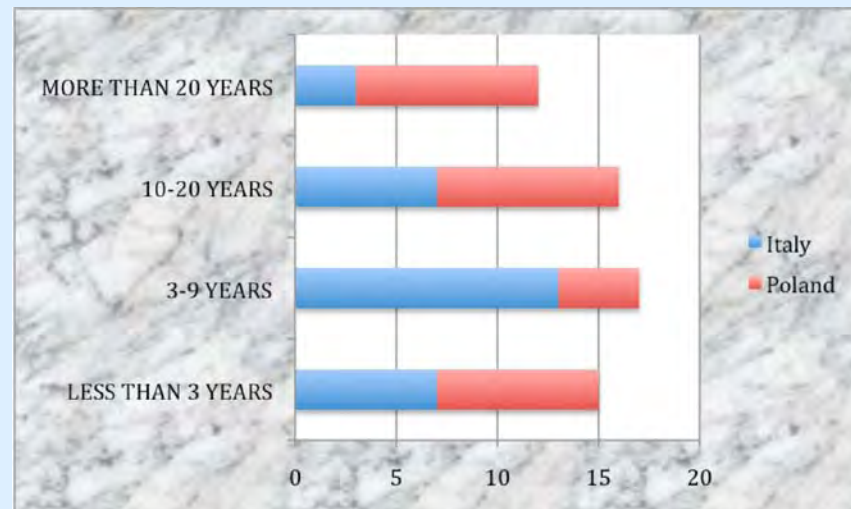
## Study 2

- A) Social representations of the city of Warsaw among Italian residents and social representations of the city of Rome among Polish residents based on questionnaires
- B) Social representations of the city of Warsaw among Italian residents and social representations of the city of Rome among Polish residents based on guided interviews



# Study 2A

- Location: the cities of Warsaw and Rome
- Subjects: 30 Polish residents and 30 Italian residents
- Data collection: from January 2010 until June 2011
- Languages: Italian and Polish







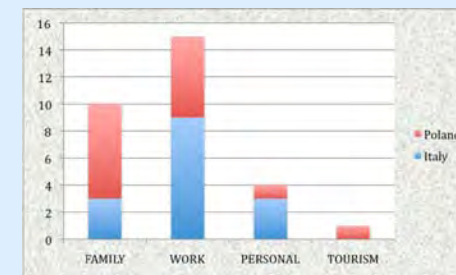
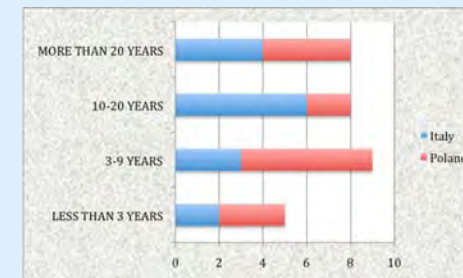
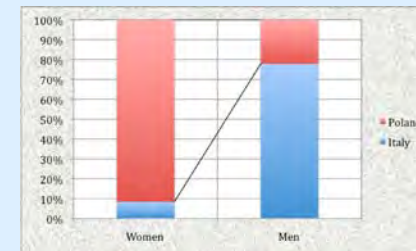
# Study 2A – Research Tool

- The questionnaire developed by Professor de Rosa
- Associative network: Warsaw, Rome 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
- Open ended questions – changes in Warsaw and Rome
- Sources of information about Warsaw – informational luggage



# Study 2B

- Location: the cities of Warsaw and Rome
- Subjects: 15 Polish residents and 15 Italian residents
- Data collection: from October 2010 until May 2011
- Languages: Italian and Polish





# Study 2B – Research Tool

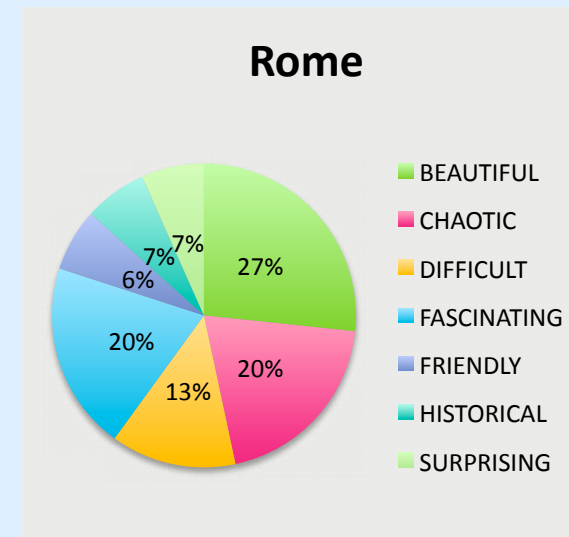
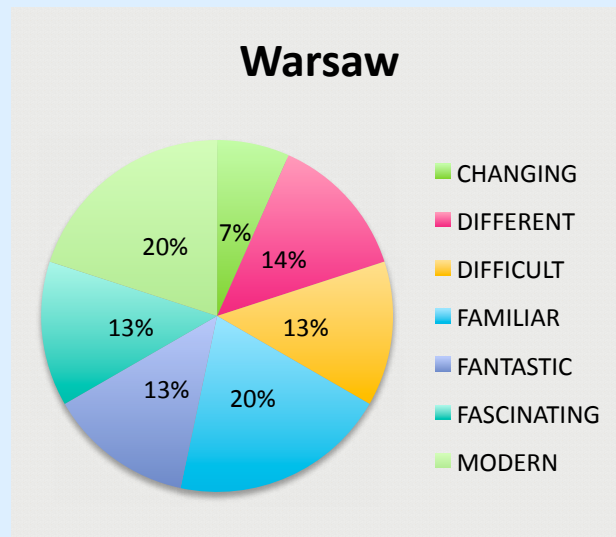
- The audio recorded interviews suggested by Professor Szalo
- The interview questions developed by Professor de Rosa concerning:
  - 1) Reasons of moving to Warsaw/Rome
  - 2) Free description of the city
  - 3) First impression of the city
  - 4) Current impression of the city
  - 5) Evaluation of the city
  - 6) Places to see in the city



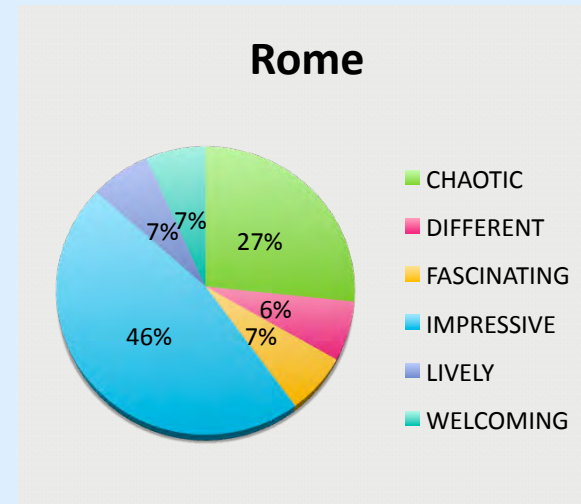
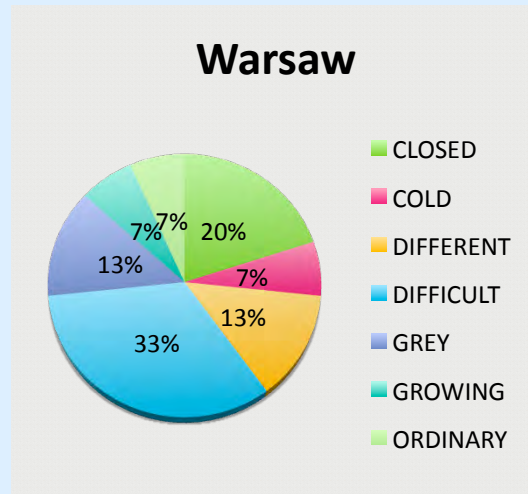


# Study 2 - Findings

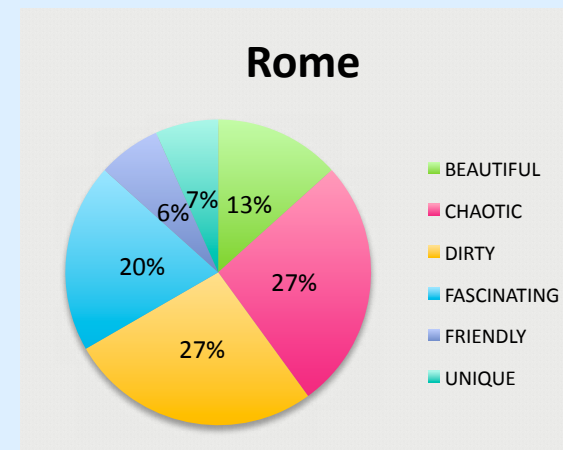
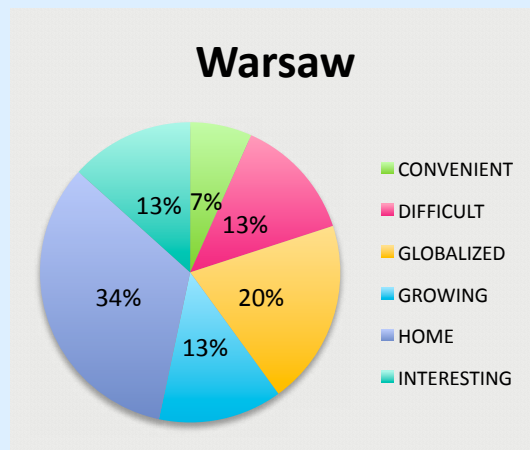
- Descriptions of the city



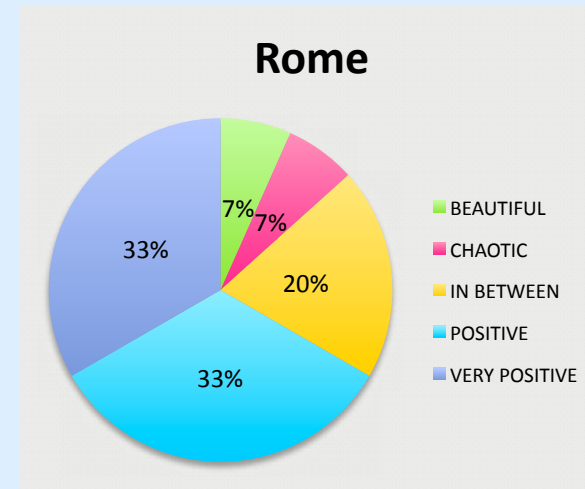
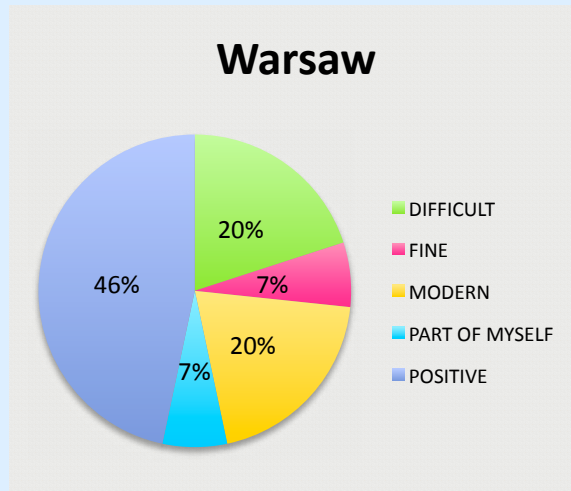
- First impression of the city



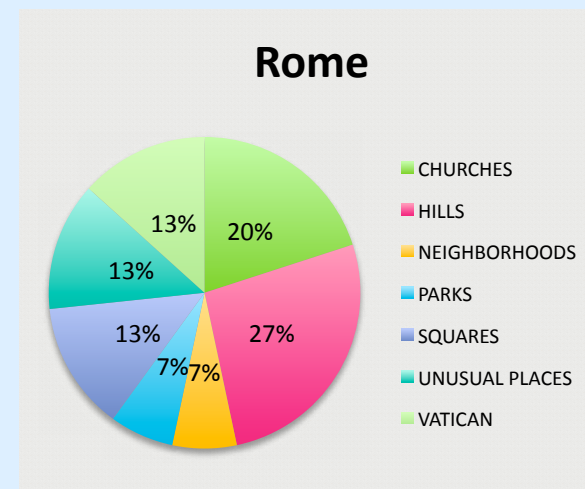
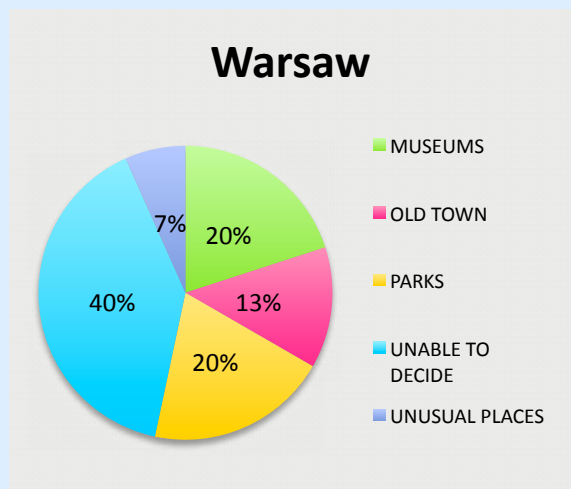
- Current impression of the city



- Evaluation of the city



- Places to see in the city

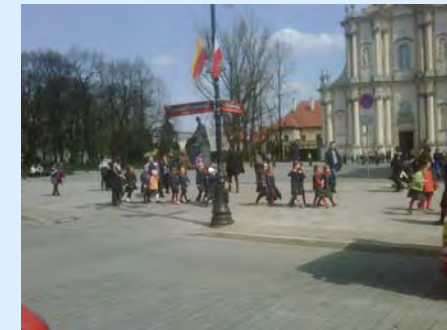






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**Thank you for your attention**