

**‘The European PhD on Social Representations and Communication  
Research Centre and Multimedia Lab:**

*an incubator for new generations of young researchers”*

**18<sup>th</sup> International Summer School on  
Social Representations and  
Communication– Rome, Italy  
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**The modelling approach**

**as a unifying paradigm for research programs  
in various thematic areas**

**introduced by Annamaria Silvana de Rosa**



# ***Social representation MULTIPLE PARADIGMS: ONE THEORY, ONE CONCEPTION OF THE “SOCIAL”.***

## ***The distinct meaning of the “social” in***

### **Social Cognition Approach**

treats the social world in the same way it addresses the natural world,  
as an **object of cognitive operations and categorization**, since invariable forms are considered superior to variable contents

'by adopting a strictly **individual type of constructivism** which considers **cognitive structure as invariable**, ends up defining social psychology by applying general cognitive psychology to the study of social stimuli' (Ugazio 1988: 44)

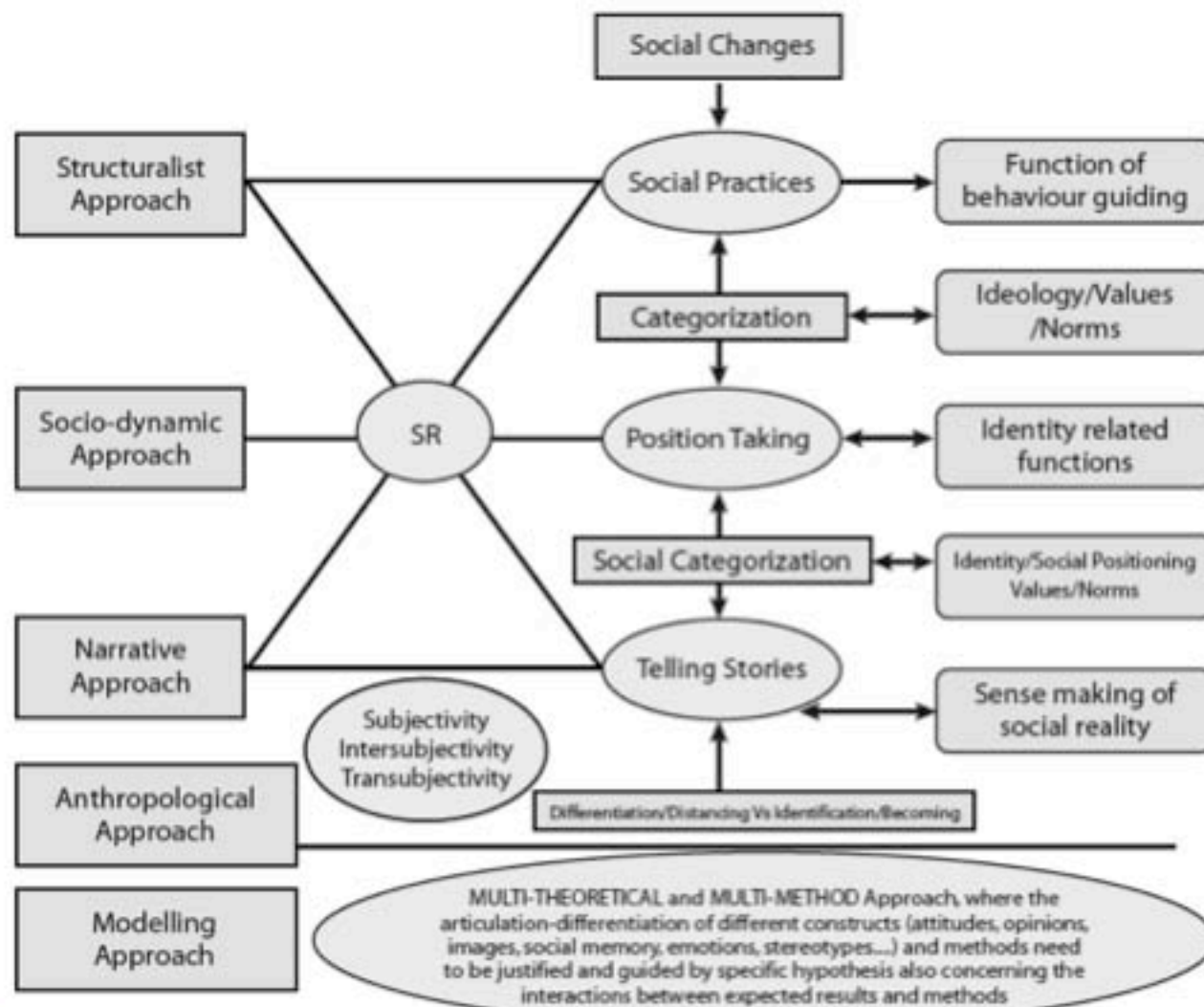
### **Social Representations Approach**

the 'social' is an element that generates knowledge (genesis), orients its goal and functions, influences its diffusion and transformation

'Thus it is not the common object or sharing criteria which validate the social nature of representations, but the social exchanges that produce them' (de Rosa 1992: 125)

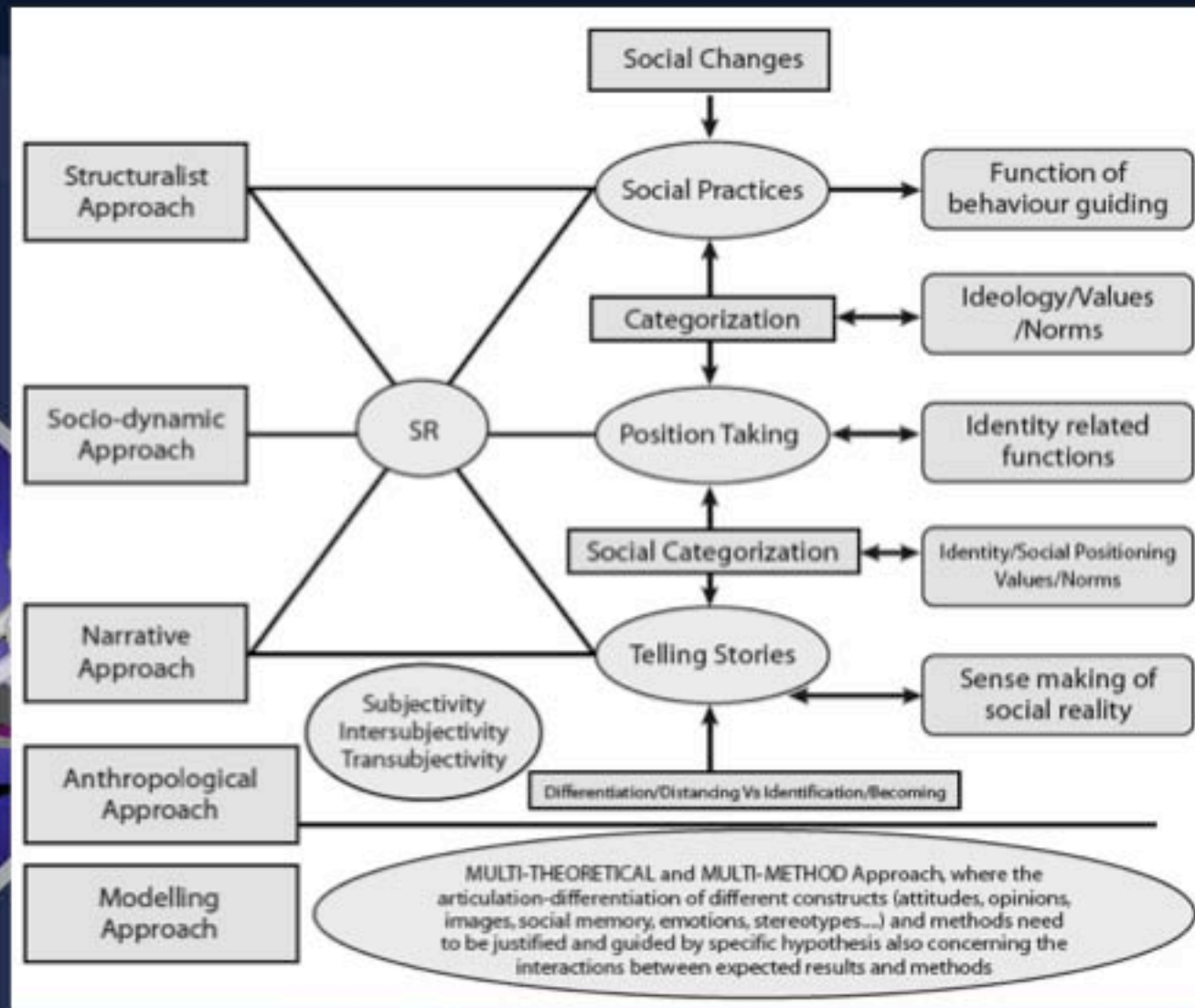
# Social representation paradigms:

## ONE THEORY, DIFFERENT APPROACHES AND METHODS





# Social representation paradigms: one theory, different approaches and methods.





# SRT paradigmatic approaches

## Structural Approach

- So called **Aix-en-Provence School**
- Inspired by **Flament's** seminal work and diffused starting with **Abric's** doctoral thesis and following texts on the structure of Social Representations
- Several generations of researchers have contributed to the development of this approach including: **Abric, Tafani, Deschamps, Guimelli, Flament, Rouquette, Moliner, Rateau** among others

## Socio-dynamic Approach

- So called **Geneva School**
- Built on **Doise's** work
- Includes contributions from **Doise; Clémence; Lorenzi-Cioldi; Spini, Staerklé**, among others

## Anthropological Approach

- Basically inspired by **Jodelet's** perspective on S.R.
- Includes contributions from **Jodelet, Haas, Kalampalikis** among others
- Also called the **Ethnographic Approach** focused on the analysis of the articulation between **socio, onto and micro genesis**, such as in the developmental approach to Social Representations of gender among children studied in their own interactive contexts (**Duveen and Lloyd**)

## Narrative and Dialogical Approach

- Often integrated with the **Dialogical approach (Markova)**
- Inspired by '**socio-cultural psychology**', including among other perspectives the **semeiotic mediational approach** with its complex conceptual map
- Includes contributions from **Laszlo, Contarello, Volpato, Jovchelovitch, Purkhardt**, among others

## Modelling Approach

- Developed by **de Rosa**
- largely orients the research activity carried out at the **European PhD on Social Representations and Communication [S.R. and C.] Research Centre and Multimedia Lab**





## *A short definition of the Modelling Approach (de Rosa, 1990, 2012, 2013)*

- **Multi-theoretical and multi-method approach**, where the **articulation-differentiation of different constructs** (attitudes, opinions, images, myth, social memory, emotions, stereotypes, etc.) **and methods** needs to be justified and **guided by specific hypotheses also concerning the interactions between expected results and methods**” (de Rosa, 2013)



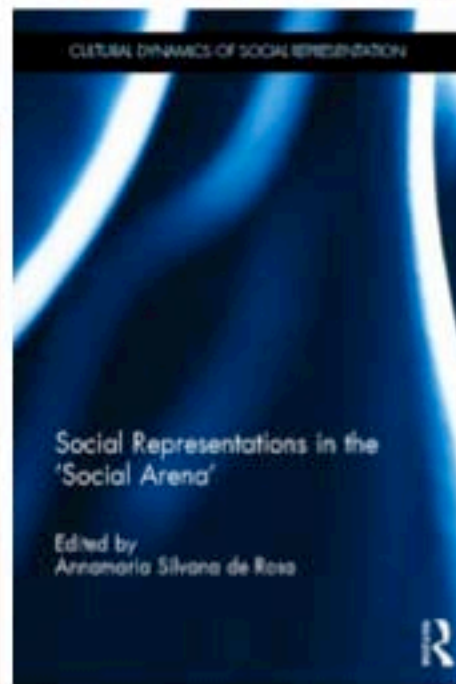
## *The Modelling Approach as a unifying paradigm for research programs in various thematic areas*







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For more details about the research programmes carried out in the abovementioned thematic areas, see the introduction (*“Taking stock: A theory with more than half a century of history”*) to the book *Social Representations in the ‘Social Arena’* edited by Annamaria Silvana de Rosa, ROUTLEDGE, 2013



## ***The European PhD on Social Representations and Communication: an incubator for new generations of young researchers***

- **“La psychanalyse, son image et son public” fifty years later: explorations via the Social Networks**  
by de Rosa, A. S., Fino, E., Bocci, E.
- **Living in the City as an Expat: Social Representations of Rome and Warsaw among Highly Qualified Expats from Poland and Italy**  
by de Rosa, A. S., Bocci, E., Dryjanska, L.
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## Bibliography

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