# From the couch of the psychoanalyst to the social networks:
## discussing actuality of the "Opera Prima:
### *"La psychanalyse, son image et son public"*
## fifty years later in the era of Facebook.

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# *La psychanalyse, son image et son public*

- **1961-2011:**
  50 years of history from an idea to "more than a theory"

- **2011:**
  a **birthday and a re-baptism** → *Celebrating Events (in Italy, UK, Brazil...) and Publications*.
  The best way to celebrate the 50th anniversary of the Social Representation Theory has been to announce new-borns, both on the:
  a) **editorial initiatives** – Italian edition of *La Psychoanalyse,* launch of dedicated book series, edited books in Brasil and in Italy, Special Issues of *Journal for the Theory of the Social Behavior* and of *Papers on Social Representations*
  b) **Research on *Opera Prima*** – the follow-up and extension of the  first-wave research

  This fertility of the theory allows Denise Jodelet (2008) to qualify it as "***A Beautiful Invention***"

# The Follow-up of Moscovici's Opera Prima (1961, 1976) in the era of Facebook

A special opportunity to study the **stability and possible trasnformations in social representations**, given the evolution occurred not only in the three apexes (Subject-Other-Object) of the epistemic triangle, but also in the relevant socio-historical, ideological and communicative contexts
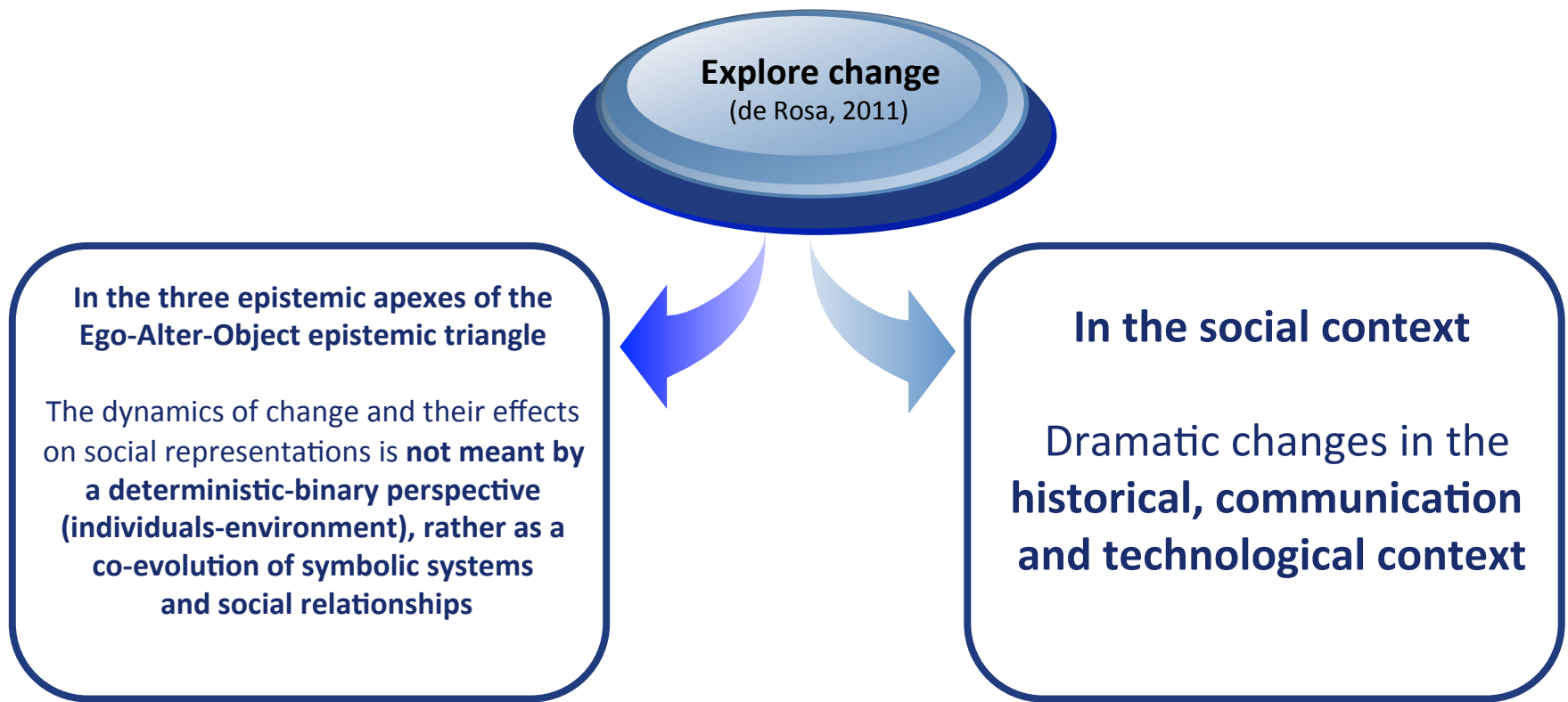
Regarding the three apexes of the Epistemic Triangle, changes have occurred:

a) In the development of the **'object'** of knowledge-practice itself: psychoanalysis
b) In the **social actors involved** (Subject-Other)
c) In the **socio-historical and communicative context**

Ego

Social actors

Alter

Object of knowledge-practice: psychoanalysis
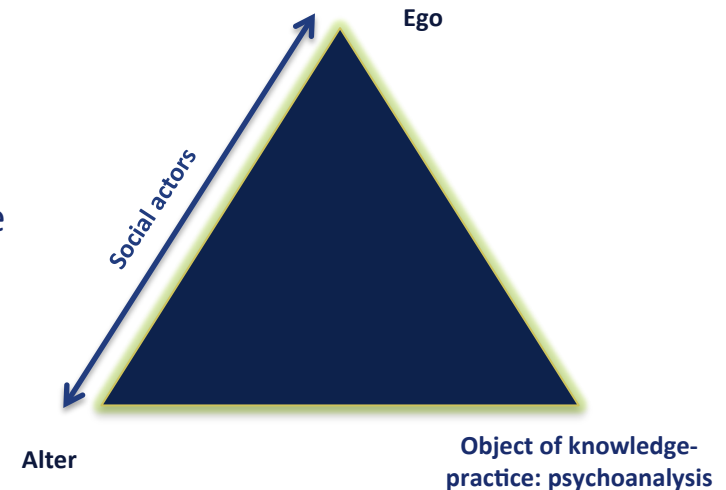
# 50 years later:
# why study the Social Representations of Psychoanalysis?

**Explore change**
(de Rosa, 2011)

**In the three epistemic apexes of the Ego-Alter-Object epistemic triangle**

The dynamics of change and their effects on social representations is **not meant by a deterministic-binary perspective (individuals-environment), rather as a co-evolution of symbolic systems and social relationships**

**In the social context**

Dramatic changes in the **historical, communication and technological context**

# Co-evolution of changes in the Epistemic Triangle

**Analyzying the evolution of the apexes of the epistemic triangle (S-O-S) along a temporal dimension (S-O-P-S; Bauer & Gaskell, 1999), it was possible to identify:**

**EGO-ALTER:**
**social actors**

**LAYPEOPLE, EXPERTS,**
**EXPERTS IN TRAINING**

**Changes in:**
- **Socio-cultural** *milieus*
- **Lifestyles**
- **Practices** related to health, illness, mental disease and related forms of therapy
- **Exposition to scientific knowledge**
- **Social and professional** environments



Temporal Dimension: 1961-2011
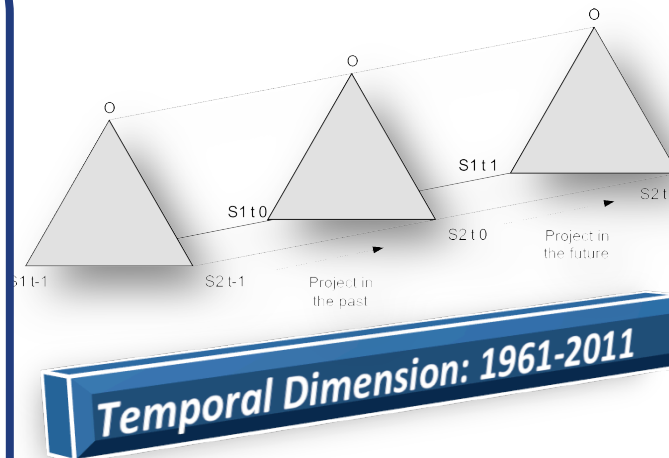
**OBJECT:**

**PSYCHOANALYSIS,**
**PSYCHIATRY**

- **Internal evolution** (new paradigms, schools, applications)

- **external changes** (new forms of psychotherapy, confrontation with the **anti-psychiatric movement and the affirmation of neurosciences**)

# Contextual Changes

**The international political scenario:**

- End of the Cold War
- Fall of the communism
- Globalization
- Reformulation of economic systems and cultural values

**Historical and ideological changes**

**The communication scenario:**

From the "**Gutenberg Era**" of the traditional **press (Castells, 2000)**, integrated by the **radio and cinema**…

…to the **digital era** of TV, running forward to the ICT and the **Web revolution,** with the emergence and affirmation of the **Social Networks**

**Communicational changes**

# Following-up Moscovici's seminal study

Given the hypothesized **co-evolution of social representations and the above-mentioned fundamental axe of changes, the follow-up could no consist in a mere cloning of the baseline research**

We necessarily had to harmonize the need for **"replicability" of the seminal study with the introduction of innovative elements tailored on new research objectives** (new data collection and analysis techniques, if compared to the original notebook-questionnaire)

In the same vein, significant structural **extension were introduced, in terms of research tools, samples, geo-cultural contexts of interest, media system, objects of representations**

**Moscovici himself, in 1976, highlighted the need to follow-up the study, with special regard to the analysis of communication systems**
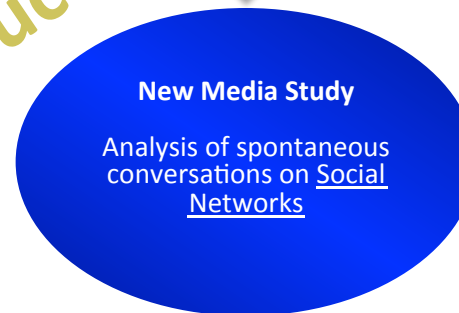
# The Modeling Approach

Aiming at capturing the dynamic inter-relation among different representational systems, we found that a multi-paradigmatic and multi-method integration were not enough, as a simple stratification based on different theoretical, methodological, empirical perspectives, could not cover the complexity of social reality (de Rosa, 1990)
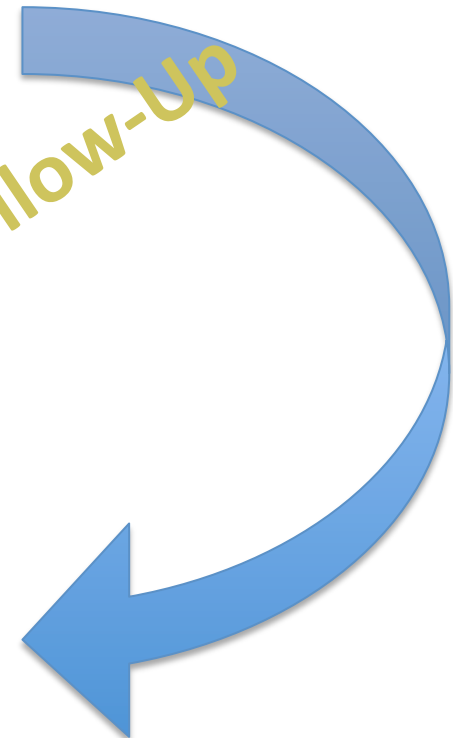
The modelling approach (1987a, 1987b, 1990, 1991, 1993, 1994a, 1994b, 1995, 1996, 1997, 2002, 2006a, 2006b, 2006c, 2009, 2012; de Rosa, Bocci, & Pedreira, 2012; de Rosa, d'Ambrosio, & Cohen, 2005; de Rosa & d'Ambrosio, 2008; de Rosa & Farr, 2001; de Rosa, Mormino, Rosa, Bellelli, & Bakhurst, 2000) represented a fundamental epistemological option for the present follow-up, relying on the interconnected continuum between theoretical, methodological, and empirical perspectives, in which the choice of methods, samples, and the interpretation of results is supposed to follow specific pre-defined hypothesis and research objectives

**The structure of the Follow-Up**

Extensions implemented:
**Objects**: psychoanalysis & psychiatry
**Geo-cultural contexts**: France & Italy
**Target populations**: lay & professionals
**New Techniques:** reformulating the original interview/questionnaire

**Content Analysis of the Online Press**

Online Italian and French Press

**Field Study**

Italian and French populations

**New Media Study**

Analysis of spontaneous conversations on Social Networks

Focus on the new communicative system: integration of online press and new media (social networks)

**Part I**

# The Field Study

# Research Objectives

- Analyze the co-evolution of inter-related systems of representations along a temporal perspective (1961-2011)
- Study the content and the structure of the representations related to the objects of analysis
- Study the transformations regarding the social actors involved
- Examine cultural similiarities and differences between the two contexts investigated

# Research Tool

We reformulated the original notebook-questionnaire created by Moscovici, accurately extracted by a comparative analysis of the book-editions of *la Psychanalyse* (Moscovici, 1961, 1976; see de Rosa, 2011a). Eventually, a **semi-structured interview was elaborated and added to the final notebook-questionnaire, including the following investigation tools:**

- **associative networks (verbal stimuli: psychoanalysis, psychiatry, illness, mental illness, normality, deviance)**
- **semantic self-identification conceptual network**
- **semantic conceptual identification network (verbal stimuli: psychoanalysis, psychiatry, psychoanalist, psychiatrist)**
- **5-point Likert scales**
- **Open-ended questions**
- **Multiple choice questions**

Interviews were administrated by interviewers specifically trained in the context of the European/ International Joint PhD on Social Representations and Communications Research Centre and Multimedia Lab, **from January 2011 to January 2012, in Italy and France** (Rome, Paris, and several provinces)
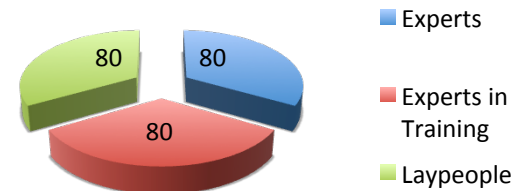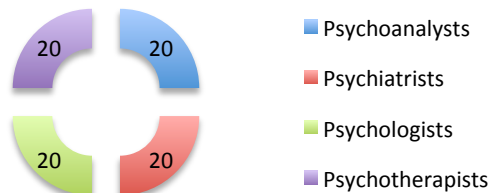
# Participants

**Geo-Cultural context**

- Italy
- France
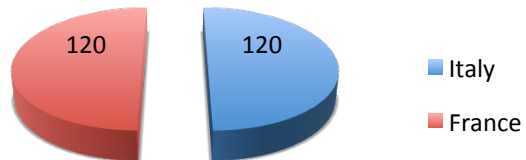
**Social-Working status**

- Experts
- Experts in Training
- Laypeople

**Experts**

- Psychoanalysts
- Psychiatrists
- Psychologists
- Psychotherapists

**Experts in Training**

- Psychoanalysis
- Psychiatry
- Psychology
- Psychotherapy

**Laypeople**

- Midlle Class A
- Middle Class B
- Labourers
- Professionals
- Students (Uni)
- Students (TS)
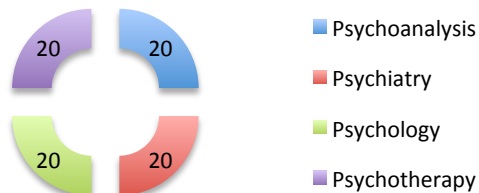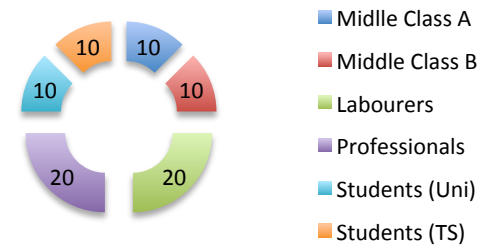
# Target Objects, Dimensions, Techniques, Data Analysis

| Research Lines | Target Objects | Variables | Method | Analytic tools | Software |
|---|---|---|---|---|---|
| Field Study | SR of psychoanalysis and psychiatry | Definition of the disciplines | Lexical Correspondence Analysis | Associative network | SPAD-T |
| | | | Multiple Correspondence Analysis | Multiple choice questions | SPAD-T |
| | | | Descriptive statistics and One-way ANOVA | Semantic network | SPSS |
| | | | Hierarchical Text Classification | Semi-structured interview | Alceste |
| | | Diffusion of the disciplines | Multiple Correspondence Analysis | Multiple choice questions | SPAD-T |
| | | | Factorial analysis | Likert scale (0-5) | SPSS |
| | | Sources and levels of knowledge | Multiple Correspondence Analysis | Multiple choice questions and ranking | SPAD-T |
| | | | Hierarchical evocation | Free association task | EVOC |
| | | | Hierarchical Text Classification | Semi-structured interview | Alceste |
| | | | Multiple Correspondence Analysis | Multiple choice questions and ranking | SPAD-T |
| | | | Factorial analysis | Likert scale (0-5) | SPSS |
| | | Attitude toward the disciplines | Hierarchical Text Classification | Semi-structured interview | Alceste |
| | | | Factorial analysis | Likert scale (0-5) | SPSS |
| | Image of the psychoanalyst and the psychiatrist | Description of the specialists and their relationship with patients | Hierarchical Text Classification | Semi-structured interview | Alceste |
| | | | Descriptive statistics and One-way ANOVA | Semantic network | SPSS |
| | | | Multiple Correspondence Analysis | Multiple choice questions and ranking | SPAD-T |
| | Psychoanalysis, Psychiatry and their publics | Demand and public of the disciplines | Factorial analysis | Likert scale (0-5) | SPSS |
| | | | Multiple Correspondence Analysis | Multiple choice questions | SPAD-T |
| | | | Factorial analysis | Likert scale (0-5) | SPSS |
| | | | Multiple Correspondence Analysis | Multiple choice questions | SPAD-T |
| | | | Factorial analysis | Likert scale (0-5) | SPSS |
| | | | Hierarchical Text Classification | Semi-structured interview | Alceste |
| | SR of mental health and mental illness | Definition and perception of the field of mental health/illness | Lexical Correspondence Analysis | Associative network | SPAD-T |

# A selection of results: Psychoanalysis, psychiatry, their protagonists and publics: exploring representational fields through Multiple Correspondence Analysis

Besides a simply descriptive approach to data, we applied a **Multiple Correspondence Analysis** (MCA), defining the set of *active variables*, i.e. concurring to the determination of factors, vs. a second group of variables, excluded from the factorial matrix, to be considered as **illustrative,** i.e. **clarifying the meaning of factors and subjects-groups' positioning on the representational space**.

Subsequently, through the elaboration of the contingency matrix on the set of active variables, the extraction of factors is realized, allowing to **synthesize the latent structure of relations among variables**.

# MCA

**199 ACTIVE VARIABLES and 994 modalities** related to the image of psychoanalysis and psychiatry and focusing on the following domains: **definition and goals, knowledge of the disciplines and their thematic languages, attitudes, implications with sexuality, religion, and ideologies, diffusion, publics, efficacy, influence on personality, image of the psychoanalyst and the psychiatrist, and the forms of relationship and communication with patients.**

**11 descriptive and socio-demographic ILLUSTRATIVE VARIABLES (41 modalities): population, age, gender, social-working status, education, political orientation, religious belief, orientation, faith, and practice.** Data were preliminarily codified in order to group modalities in valid frequency classes (e.g. classes of age).

# MCA – Illustrative Variables

- **POPULATION** [1 = Experts, 2 = Experts in training, 3 = Laypeople]
- **SUB-POPULATION** [1 = psychoanalyst 2 = psychiatrist 3 = psichotherapist,  4 =  psychologist, 5 = in psychoanalytic training, 6 = in psychiatric training, 7 = in psychotherapeutical  training, 8 = in  psychological  training, 9 = Middle Class A, 10 = Middle Class B, 11 = Labourers, 12 = Students Univ., 13 = Students Techn. Sch., 14 = Professionals]
- **AGE** [1= 18-30, 2 = 31-65, 3 = 65 e oltre]
- **SEX** [M = 1, F = 2]
- **RESIDENCE_TOWN** [1 = Roma, 2 = Provincia, 3 = Parigi, 4 = Provincia francese]
- **EDUCATION** [1 = scuola primaria, 2 = scuola superiore, 3 = università  e post-università
- **WORKING_STATUS** [1 = imprenditore+libero professionista, 2 = classe media, 3 = operai, 4 = studenti universitari, studenti presso scuole tecniche]
- **POLITICAL_ORIENTATION** [1 = LEFT, 2 = CENTER, 3 = RIGHT]
- **SPIRITUALITY** [SI = 1, NO = 2, 3 = NON DICHIARA]
- **RELIG_ORIENTATION** [1 = cattolico, 2 = Cristiano di altre confessioni, 3 = non credente +agnostico 4 = altre confessioni]
- **RELIG_BELIEVE** [1 = LOW, 2 = MODERATE, 3 = HIGH]
- **RELIG_PRACTICE** [1 = LOW, 2 = MODERATE, 3 = HIGH]

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## MCA – Data Analysis

ACM was conducted by means of SPAD-T (v. 5.0), specifically through the CORMU procedure. The maximum number of dimensions considered corresponded to the minimum ratio between the total number of categories minus the number of valid (no missing data) active variables, and the number of observations minus one. The final solution was however limited to the top-dimensions identified (see Di Franco, 2001).

**239 factorial axes were extracted,** with 2.7857 total amount of eigenvalues. Nevertheless, according to Benzècri (1979; cfr. Greenacre, 1984) the binary codifying system implicit in the elaboration of the Burt matrix supports a pessimistic estimation of the proportion of inertia provided by the ACM, i.e. an underestimation of the Variablesty explained by the factorial asses. Hence, we applied Benzècri's procedure for the correction of eigenvalues and total inertia.

# MCA – Results

| Nr. | Autovalori $(\lambda_i)$ | Inerzia $(\tau_i)$ % | Inerzia % Cumulata | Autovalori corretti $(\lambda_r)$ | Inerzia corretta $(\tau_r)$ | Inerzia corretta % $(\tau_r\%)$ | Inerzia % cumulata |
|---|---|---|---|---|---|---|---|
| 1 | 0.18410 | 5.95 | 5.95 | 0.02985 | 0.42534 | 42.53416 | 42.53 |
| 2 | 0.10500 | 3.39 | 9.34 | 0.00857 | 0.12211 | 12.21086 | 54.75 |
| 3 | 0.07280 | 2.35 | 11.69 | 0.00359 | 0.05117 | 5.11666 | 59.86 |
| 4 | 0.06160 | 1.99 | 13.68 | 0.00236 | 0.03361 | 3.36115 | 63.22 |
| 5 | 0.05960 | 1.92 | 15.60 | 0.00217 | 0.03086 | 3.08633 | 66.31 |
| 6 | 0.05800 | 1.87 | 17.48 | 0.00202 | 0.02875 | 2.87492 | 69.18 |
| 7 | 0.05390 | 1.74 | 19.22 | 0.00166 | 0.02367 | 2.36741 | 71.55 |
| 8 | 0.05200 | 1.68 | 20.90 | 0.00151 | 0.02149 | 2.14892 | 73.70 |
| 9 | 0.04990 | 1.61 | 22.51 | 0.00135 | 0.01920 | 1.91974 | 75.62 |
| 10 | 0.04880 | 1.58 | 24.08 | 0.00127 | 0.01805 | 1.80484 | 77.43 |
| 11 | 0.04760 | 1.54 | 25.62 | 0.00118 | 0.01684 | 1.68355 | 79.11 |
| 12 | 0.04470 | 1.44 | 27.06 | 0.00099 | 0.01408 | 1.40784 | 80.52 |
| 13 | 0.04340 | 1.40 | 28.47 | 0.00091 | 0.01292 | 1.29224 | 81.81 |
| 14 | 0.04220 | 1.36 | 29.83 | 0.00084 | 0.01190 | 1.18993 | 83.00 |
| 15 | 0.04180 | 1.35 | 31.18 | 0.00081 | 0.01157 | 1.15677 | 84.16 |
| 16 | 0.04050 | 1.31 | 32.48 | 0.00074 | 0.01052 | 1.05222 | 85.21 |
| 17 | 0.03960 | 1.28 | 33.76 | 0.00069 | 0.00983 | 0.98274 | 86.19 |
| 18 | 0.03940 | 1.27 | 35.04 | 0.00068 | 0.00968 | 0.96762 | 87.16 |
| 19 | 0.03850 | 1.24 | 36.28 | 0.00063 | 0.00901 | 0.90104 | 88.06 |
| 20 | 0.03730 | 1.21 | 37.49 | 0.00057 | 0.00816 | 0.81595 | 88.87 |

# ACM1: "Disseminating scientific knowledge": the sources of information on psychoanalysis and psychiatry

**The first factor explains the 42.53% of the total inertia** (5.95% before Benzecri's correction)

| Fattore 1 | Autovalori ($\lambda_i$) | Inerzia ($\tau_i$) % | Inerzia % Cumulata | Autovalori corretti ($\lambda_r$) | Inerzia corretta ($\tau_r$) | Inerzia % corretta ($\tau_r$%) | Inerzia % cumulata |
|---|---|---|---|---|---|---|---|
| | 0.18410 | 5.95 | 5.95 | 0.02985 | 0.42534 | 42.53416 | 42.53 |

# 1. "Disseminating scientific knowledge": the sources of information on psychoanalysis and psychiatry

**S+** This factor is characterized by references to **sources of scientific information**. In the positive semi-axis, in particular, the focus is on time dedicated to each of these **sources:** *friends* (4.38) and *relatives* (3.92) seem to hold a major position, stressing the role of everyday interaction and conversation in the process of information diffusion, through the incessant translation between the reified and consensual universe (Moscovici, 1961, 1976, 1984). Still, references to **more traditional media as** *radio* **(5.06),** *cinema* **(4.87),** *TV* **(4.51), and the** *press* **are present, although new digital media and the social networks represent a significant innovation from the FWR, specifically** *forum* **(2.88),** *facebook* **(2.85),** *wikipedia* **(2.85),** *twitter* **(2.61), e** *youtube* **(2.48).**

As regards active variables, we found reference to the alleged low (1.07) impact of psychoanalysis on personality, especially of **patients,** or at most corresponding to the ability and skills of the analyst (0.70). This implies a vision of **psychoanalysis as a poorly objective discipline, or at least with low standards in the estimation and reproduction of scientific and clinical outcomes, a "hot" topic** that was just included in the recent international debate on the controversy regarding the scientific status of psychoanalysis both as a theory and practice (Mecacci, 2000; Onfray, 2010).

# 1. "Disseminating scientific knowledge": the sources of information on psychoanalysis and psychiatry

**S-** Within the negative semi-axis, we found responses by **French respondents, mostly residing in Paris (**-4,12), seemingly reproducing the Freudian tension-reduction model characterized by the concepts of *complex* (-3.15) and *sublimation* (-2.43) of subconscious conflicts, although psychiatry is pointed out as responsible of intervening in case of sexual troubles (-2.09).

Therefore, **not surprisingly we found in both cultural contexts a major role attributed to social networks and new online broadcasters in disseminating scientific knowledge, as for *facebook* (-3.39), *twitter* (-4.82), *yahoo! answers* (-4.40), youtube (-3.93) and *wikipedia* (-2.33).** In the same vein, **also forum (-3.50) and websites (-3.62) are cited, at the light of the decline of more traditional media, as for *radio* (-2.55) and *tv* (-2.63).**

In this regard, the relevance of social networks is specifically evident in the context of everyday communication, disclosing new perspectives related to the dimension of trust/distrust, fundamental premises in the exchange and production of social representations, contributing to redefine traditional borders of scientific and epistemic communities, meeting no longer just in cafés or marketplaces, rather in online social networks (de Rosa, 2012b, p. 5).

# ACM2: Psychoanalysis, psychiatry, risks and opportunities

Factor 2 explains 12.21% (3.39% before Benzècri's) of total variance

| Autovalori ($\lambda_i$) | Inerzia ($\tau_i$) % | Inerzia % Cumulata | Autovalori corretti ($\lambda_r$) | Inerzia corretta ($\tau_r$) | Inerzia % corretta ($\tau_r$%) | Inerzia % cumulata |
|---|---|---|---|---|---|---|
| 0.10500 | 3.39 | 9.34 | 0.00857 | 0.12211 | 12.21086 | 54.75 |

## 2. Psychoanalysis, psychiatry, risks and opportunities

**S+** The positive semi-axis provides results mainly referring to **Italian respondents**, (*Rome*: 5.24, *Italian province*: 8.52), **non-experts and with high school education (3.60), mostly labourers (2.43)**. As regards the religious orientation, respondents were not surprinsingly **mostly christians** (3.38 – still being the prevalent orientation in Italy), although characterized by **low religious faith (2.85) and practice (2.88).**

Results, as delineated by the active variables involved, refer to differences emerging from the **comparison between psychoanalytic and psychiatric treatments**. The **psychiatric treatments**, in fact, is remarked to represent a **potential *risk*** (1.07) of further dissociation for the patients' personality, whereas **the psychiatrist is depicted as distant and poorly personally involved in the *treatment*** (2.32), if compared with the *psychoanalyst* (1.23). Nevertheless, **psychiatric therapy is perceived as an "objective" as well as "aseptic" kind of treatment, with no implications with *sexuality*** (1.70). Differently, the relationship to be established between psychoanalyst and patient is described as *spiritual* (1.07), with **no implication with sexuality or the therapist's gender** (1.65). It requires effort and constance, as the **frequency of the treatment is indicated *twice per week*** (0.98), and **preferably not before 21 y.o**. (0.83), because of the hard personal change required, even better for the adult aged (31-60: 0.72). Finally, it is perceived as **an economically expensive treatment, so that rich people would be the more likely to recur to psychoanalysis** (1.65).

## 2. Psychoanalysis, psychiatry, risks and opportunities

**S-** In the negative semi-axis, participants reveal a clearer knowledge on the two disciplines instead, as further supported by **higher levels of information and education**. As regards, expressions as *sublimation* (-5.38), *identification* (-4.61), *thanatos* (-4.53), *missed act* (-3.95), *symbol* (-3.95), *dream* (-3.77), *free associations* (-3.72), *eros* (-3.22), *unconscious* (-3.04), *psychic conflict* (-2.99), *lapsus* (-2.94), *drive* (-2.87), *projection* (-2.85), ego (-2.8), *instinct* (-2.71), *neurosis* (-2.68), *preconscious* (-2.12), and *transfert* (-2.03), have been correctly associated to psychoanalysis. On the other hand, psychiatry is called to action just for cases of *schizophrenia* (-2.84), *anti-social troubles* (-2.43), *phobia* (-2.36) and *neurosis* (-2.13).

Active variables highlighted that **recurring to either psychoanalysis (1.38) or psychiatry (2.19) may be a double-face choice, revealing *risky* and *helpful* at the same time**, on the basis of the professional help and competence implied by the therapist's contribution.

Furthermore, **psychoanalysis is historically recognized as born in the XIX century** (1.75), especially by high-educated participants, and it is not associated with a specific *age* to recur to (2.05), opposing the previously discussed association with *adulthood* (0.43). It is indicated as aiming at solving sentimental, familiar, social and adjustment problems, **providing a sort of "*chemin a deux*" between *analyst* and *patient*, both (0.86) actively involved in the healing process.**

# ACM3 – "Dangerous methods": nature and course of the therapist-patient relationship

Factor 3 explains 5.11% (2.35% before Benzècri's) of total variance

| Autovalori ($\lambda_i$) | Inerzia ($\tau_i$) % | Inerzia % Cumulata | Autovalori corretti ($\lambda_r$) | Inerzia corretta ($\tau_r$) | Inerzia % corretta ($\tau_r$%) | Inerzia % cumulata |
|---|---|---|---|---|---|---|
| 0.07280 | 2.35 | 11.69 | 0.00359 | 0.05117 | 5.11666 | 59.86 |

# 3. "Dangerous methods":
## nature and course of the therapist-patient relationship

**S+** The positive semi-axes is delineated by responses mainly provided by *experts* **(2.00)**, *experts in training* **(4.79)**, **and more specifically** *psychiatrists* **(2.37)**, *students in psychoanalytic* **(2.76) and** *psychiatric training* **(2.99),** hence characterized by a higher degree of education and exposition to specialistic knowledge. They are mostly non believers (2.17) and poorly interested in *religion* (2.74).

Such population of experts referred the following **terms to both disciplinary domains**, i.e. *conscious* **(3.6)**, *neurosis* **(3.45)**, *dream* **(3.37)**, *symbol* **(2.98)**, *indentification* **(2.89)**, *transfert* **(2.41)**, *phobia* **(2.3)**, *psychosis* **(2.24)**, *complex* **(2.17)**, *thanatos* **(2.15)**, *instinct* **(2.13)**, *ego* **(2.1)**, **and** *lapsus* **(2.09). On the other hand,** *thanatos* **(2.71) and** *repression* **(2.36)** still are acknowledged as heritage of the **"phylosophy of subject"** provided by the original Freudian theoretical proposal (Meyer, 2005).

This is in line with the **recent interchange between psychiatry and psychodynamic theories and approaches,** especially among European epistemic communities (Kandel, 2005), highlighting the latest contribution of psychoanalytic psychiatry and neuroscience in remodelling the image and the nature of modern psychoanalysis, so that traditional psychopathology is now object of redefinition under the influence of both new paradigms of mind functioning and the neurobiological approach to mental therapies (following the introduction of psychotropic drugs on the global market, see Jervis e Dazzi, 1999).

# 3. "Dangerous methods":
## nature and course of the therapist- patient relationship

**S-** The negative semi-axis is delineated by responses provided by *lay participants* **(-6.80) instead,** *residing in Paris* **(-3.25), especially** *labourers* **(-4.14),** *professionals* **(-2.72),** *middle class individuals* **(-2.05), mainly** *catholics* **(-2.93) and** *believers* **(-2.39).** As regards the **thematic language used, we found an underlying ambiguity and poor clarity**, as expressions like *drive* (-2.65), *unconscious* (-2.24), *transfert* (-2.70), *free associations* (-2.63), *identification* (-2.28) and *projection* (-3.17), were not properly identified as belonging to a specific disciplinary field, and **they were simply not recognized**.

By means of such **"lay lenses",** it is possible to observe differences to the previously described experts' perspectives. First, we found the contribution of active variables indicating **a high involvement by the patient within the therapeutic** *relationship* **(1.12), perceived more as a** *spiritual* **link (1.08) rather than a health consultancy or intervention by a professional**. Psychoanalysis is supposed to be recurred to about *twice a month* (0.55), *averagely* chosen by people in psychic difficulty (0.82).

**Part II**

# The Content Analysis of the Online Press

# About the relevance of the online Press

Online newspapers and/or magazines are defined as those which exist on the World Wide Web, either separately or as an online version of a printed periodical (Schultz, 1999). They are different from the traditional ones to some salient aspects. In fact, under the influence of the Web 2.0 revolution, a new dimension of communication has progressively emerged, giving rise to new forms of interactive, ubiquitous and multi-actor models of information

The specific features that separate web and print media, traditional and online press, have been progressively included within an integrative framework, calling information agencies and readers to "juggle" among the paper and the web, to master several languages, in order to process information adapt it to different media

Although it is difficult to determine whether this structural change is uniform among national and cultural contexts (Carelli, 2004), characterized by different levels of contribution and access to information (Iannone, 2007), it is certain that these flows mark the boundaries of an irreversible transformation

# Research Objectives and Hypothesis

- Investigate similarities and differences in comparison with the first-wave research (Moscovici, 1976), with special reference to the objects of analysis-representation investigated (see Moscovici, 1976)
- Verify the validity of Mosocovici's results related to the content of the representation investigated, expecting to confirm those findings providing psychoanalysis as as a system of interpretation and only incidentally as a specialised discipline – both as a theory and a technique – in the general context of newspapers and magazines. Conversely, we expected to find psychiatry represented as "official" science, acknowledged within and by society to master the field of mental health.
- Similarly, we expected that the figure of the psychiatrist would be assimilated the figure of "doctor", as placed in the professional field of medical science, considering psychiatry as "official", effective and institutionalized
- Examine expected variations in the communication systems, not just radically influenced by the ideologies representing the two political and ideological blocks (american capitalism vs communism) characterizing the socio-cultural scenario in which the first-wave research had been produced, hence mainly relying on the Diffusion of information rather than the orientation of attitudes and/or behaviours (as in the case of Propagation and Propaganda)

# The online newspapers and magazines investigated in Italy and France, selected and listed by political and religious orientations

| Online Newspapers | | | | Online Magazines | | |
|---|---|---|---|---|---|---|
| Orientamento politico | | | Cattolico | Orientamento politico | | Cattolico |
| Sinistra | Generalista | Destra | | Sinistra | Destra | |
| Liberazione | CORRIERE DELLA SERA | il Giornale.it | Avvenire.it | L'espresso | panorama.it | FAMIGLIA CRISTIANA |
| Libération | France-Soir | LE FIGARO | la Croix | L'EXPRESS | Le Point | famille chrétienne |

# The content analysis of online press

| Variables | | |
|---|---|---|
| **Objects** | **Variables** | **Keywords for web search** |
| SR of psychoanalysis<br><br>SR of psychiatry<br><br>SR of the psychoanalyst<br><br>SR of the psychiatrist<br><br>SR of the common field of mental health/illness | • Definition and goals<br>• Level of knowledge of the discipline and its thematic languae<br>• Attitude toward the discipline Diffusion<br>• Efficacy<br>• Fields of application and intervention<br>• Relations with ideologies and religion<br>• Image of the expert<br>• Relationship between expert and patient | Psychoanalysis<br><br>Psychiatry/ies<br><br>Psychoanalyst/s<br><br>Psychiatrist/s<br><br>Mental health/illness |

# Methods

- **Data collection:** collection of online articles from Italian and French newspapers and magazines, through Google's advanced search function, according to the following criteria:
    **a)** Time range (1/3/2010-1/3/2011);
    **b)** Country (Italy-France);
    **c)** Pre-defined keywords (in two versions, Italian vs. French)

- **Data analysis: submission of the obtained text corpus to a Descending Hierarcical Classification (HDC) by the Software Alceste (Image, V. 4.5).**

# Results: *Online newspapers*

## Italian Context

- 37366 distinct forms
- 367450 occurrences
- 479 ECUs



- Cl. 1 — 24%
- Cl. 2 — 17%
- Cl. 3 — 15%
- Cl. 4 — 10%
- Cl. 5 — 14%
- Cl. 6 — 20%
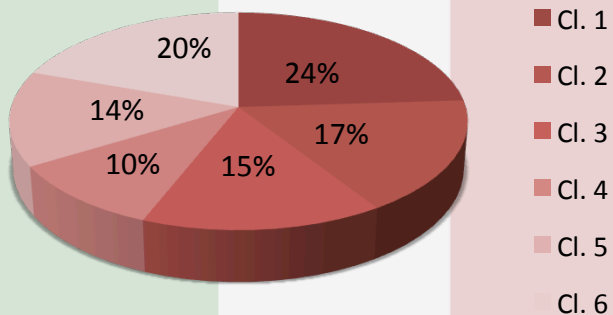
## French Context

- 33.534 distinct forms
- 490.958 occurrences
- 9.861 ECUs



- Cl. 1 — 12%
- Cl. 2 — 34%
- Cl. 3 — 22%
- Cl. 4 — 10%
- Cl. 5 — 8%
- Cl. 6 — 14%
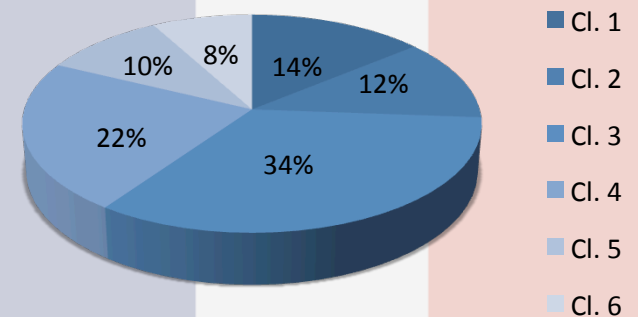
# Italian Online newspapers

**1. Family as theatre for tragedies in the generalist press** (la versione del padre l' #uomo ha #raccontato agli investigatori di #aver accompagnato insieme #alla #donna a scuola le altre figliolette di 9 #anni, 7 e 6 #anni. il #padre #avrebbe #portato le #tre #bimbe #all' interno della scuola, #mentre la #madre restava in #auto #con la piu #piccola. #appena uscito dalla scuola, l' #uomo, pero, non #avrebbe piu #trovato ne l' #auto, ne #moglie e #figlia)

**2. The press as a place for cultural gathering: psychoanalysis, arts, and poetry** (*in lui la #Psychoanalysis si confronta con le #testimonianze #letterarie e filosofiche #da moliere a georges bataille, #da arthur schopenhauer a platone, prova della #sua solida #cultura #classica. per il #corriere della sera condusse #importanti inchieste all' estero, di #cui uno dei frutti #migliori e il #suo #viaggio in india, uscito quando anche #alberto moravia e pier paolo pasolini pubblicavano i loro reportage*

**3. Body and soul: reflection on existential and emotional experiences, in-between science and religion** (*E la rigida divisione dualistica tra #mente e #corpo, #vita e #morte, #spazio e tempo, e #solo un #modo della #coscienza ordinaria di classificare gli #oggetti dell' esperienza*)

# Italian Online newspapers

**4. Psychoanalysis and political reflection: discussion in the Italian conservative press** (indignate le/ organizzazioni gay italiane. di irreparabile indignazione #parla anna paola/ concia, deputata del #pd: a #davvero sconfortante che #ancora #oggi eminenti/ rappresentanti della #chiesa cattolica si lascino #andare ad analisi #cosi/ grossolane, proponendo tesi sbagliate, dannose, smentite dall' oms e non/ condivise dalla maggioranza dei cattolici)

**5. Psychiatry, mental health, and local presence** (operatori e familiari. #centri di #salute #mentale, in trecento occupano il leonardo bianchi. protestano contro il mancato rispetto #degli accordi presi #dal commissario dell' #asl #napoli 1 #centro, coppola. napoli trecento #operatori e familiari #degli utenti #dei #centri di #salute #mentale della #asl #napoli 1 hanno occupato l' ex #ospedale #psichiatrico leonardo bianchi di #napoli)

**6. Mental health, substance abuse and psychiatric intervention** (#mentali #studi #pubblicati nel mese di novembre 2002 #hanno affrontato #anche il #problema di eventuali #rapporti #fra consumo di #cannabis e #disturbi #mentali non psicotici, ma riguardanti #depressione #ed #ansia. in australia, nello stato di victoria, e stato seguito a partire dal 1992 un #gruppo di 44 classi valutando a caso #oltre duemila #adolescenti dell' #eta di 14 15 anni appartenenti #ad una popolazione di #oltre 60mila studenti.)

# French Online newspapers

**1. Psychiatry, mental illness and social (in)security** desormais, un college/ de #soignants, deux #psychiatres et un #cadre #infirmier, aura pour #mission de/ fournir un #avis ecrit aux #prefets sur les sorties de l' h #pital pour les #patients/ en #hospitalisation d' #office ou #hospitalises en #unite pour #malades #difficiles

**2. Psychoanalysis as interpretative tool** le centre #propose aujourd'-hui une ouverture sur l' heritage #culturel de l' irlande et surtout sur sa #culture #contemporaine, tout en favorisant et soutenant les #echanges #culturels entre la france et l' irlande. son #programme d' evenements #culturels englobe un #large eventail de formes #artistiques, en-particulier les #arts visuels, la #musique, le #cinema, la #litterature, le theatre, ainsi que des colloques sur des enjeux de societe.

**3. Psychoanalysis: theory or clinical practice?** le danger de ces deviances #lacaniennes, c'-est non #seulement qu' elles discreditent la #psychanalyse, mais qu' elles ne sont pas sans #consequences #politiques. la fetichisation de la #difference sexuelle, dans la repetition lassante d' un tel catechisme, ne fait que conforter les #institutions #existantes, dans leur declin m me, sans #aider en rien les tres #humains

# French Online newspapers

**4. Psychoanalysis, in-between reality and fiction** #tient d' une #main celle de sa #femme, l' autre est #glissee dans une poche. quelques #jours plus tard, #raconte t elle dans son #journal, il lui dira: tu es malade, je dois le supporter.

**5. Psychiatry, law, and justice** deux psychiatres, qui m' ont #examine quatre #heures chacun, ont dit que j' etais credible. huit #temoins ont #confirme mes #declarations. on ne peut pas lire ce #dossier et #refuser un #proces. je-crois. une #cassation, je-crois aussi.

**6. Psychiatry and crime** #perpetuite pour avoir #tue une seconde compagne. jean guy horn a ete #condamne #mardi #soir par les #assises de l' oise. la #reclusion #criminelle. #perpetuite avec une periode de s rete de 22 #ans. il avait #dej. ete #condamne pour le #meurtre d' une #precedente femme en 1995.

**Part III**

# The analysis of spontaneous conversations on Social Networks

# Social Networks: a Definition

"**Web-based services** that allow individuals to:

1. construct a **public or semi-public profile** within a bounded system
2. articulate a list of other **users** with whom they **share a connection**
3. view and traverse **their list of connections** and those made by others within the system

The nature and nomenclature of these connections may vary from site to site."
(Boyd and Ellison, 2007, p. 2)

The relevance of the social networks is not only concerned with the so-called **snowball effect,** i.e. the exponential growth of their users, but the kind of social relations that they structure within them and the "**familiarity effect**" that they determine among their members. The kind of **trust** that they generate determines a sort of "**small world phenomenon**" , i.e. a relational and contrastive category of social-scientific interest (de Rosa, 2012)

SAPIENZA
UNIVERSITÀ DI ROMA

**2011: un compleanno e insieme un battesimo!**

## Follow-up non come pura replica

**Diffusione esponenziale di Facebook** Number of monthly active Facebook users worldwide as of **2016 – 1st quarter.**
This statistic shows a timeline with the worldwide number of active Facebook users from 2008 to **2016. As of the third quarter of 2014, Facebook had 1.35 mln monthly active users.** In the 1st quarter of **2016,** the number of active Facebook users had surpassed **1.5 mln.** Active users are those which have logged in to Facebook during the last 30 days. Furthermore, as of that quarter the social network had 1.12 billion mobile MAU.
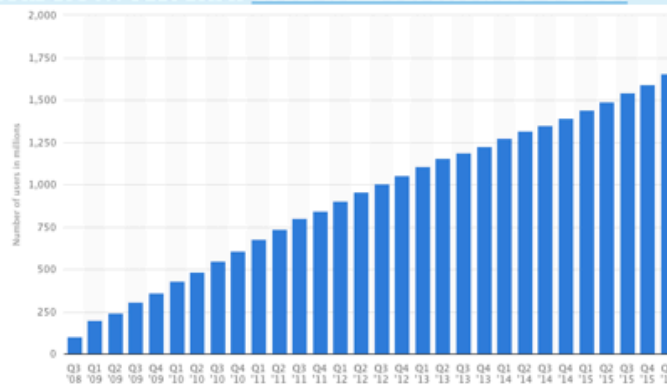
2011: un compleanno e insieme un battesimo!

**Follow-up non come pura replica**

**Facebook Users in the World by Regions – June 2016**

9.0%
0.8%
9.4%
3.6%
10.5%
17.2%
49.5%

- Asia  49.5%
- Europe  17.2%
- Lat Am / Carib.  10.5%
- Africa 9.4%
- North America  9.0%
- Middle East  3.6%
- Oceania / Australia  0.8%
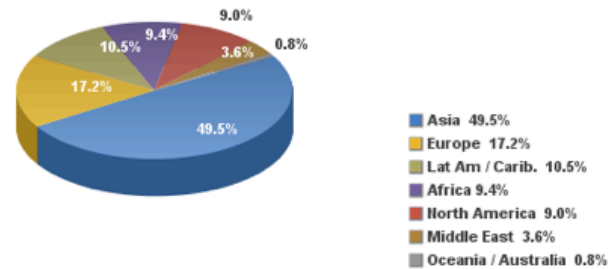
Source: Internet World Stats -  www.internetworldstats.com/stats.htm
Basis: 3,566,321,659 Internet users on June 30, 2016
Copyright © 2016, Miniwatts Marketing Group

**Follow-up non come pura replica**

**Leading social networks worldwide as of January 2016, ranked by number of active users (in millions)**

This statistics provide info on the most popular networks worldwide as of Janyary 2016, ranked by n. of active accounts. Market leader Facebook was the 1st social network to surpass 1.5 mln registered accounts.

2011: un compleanno e insieme un battesimo!
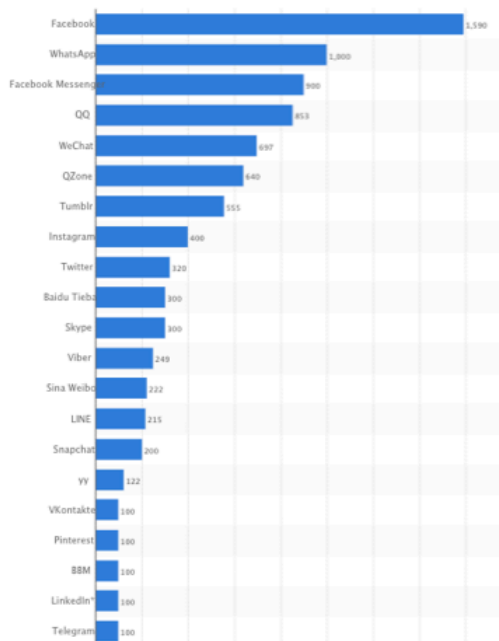
# The Social Networks research line
## Content Analysis of spontaneous conversations on Social Networks

| Social Networks analysed | | |
|---|---|---|
| Yahoo! Answers | Facebook | Twitter |
| | | |

# The Content Analysis of spontaneous conversations on Social Networks

| Variables Illustrative | | |
|---|---|---|
|  |  |  |
| **Year** (2010, 2011) | **Year** (2010, 2011) | **Year** (2010, 2011) |
| **Gender** (man, woman, not available) | **Gender** (man, woman, not available) | **Gender** (man, woman, not available) |
| **Online environment** (profiles, groups, pages) | **Hashtags** | **Type of answer** (best answer, answer) |
| | | **Users' expertise** (frequent, i.e. YA levels 5-7, non frequent, i.e. YA levels 1-4) |

# Research Objectives and Hypothesis

- Verify the occurrence of **new communicational styles** defined by the context of **Social Media**
- Study the relation between **institutional** and **lay knowledge** within the context of **new interactional media**
- **Analyze the communication systems emerging from** different informative/ experiential/sterotypical **conversational exchanges** in *Yahoo! Answers* vs. *Facebook*, as function of their communicative constrains
- Investigate the use of the social networks as **conversational space** for sharing and negotiating personal emotional/psychological problems and providing social support (the members of SN as therapists)

# Content Analysis of spontaneous conversations on Social Networks

| Variables in analysis | | |
|---|---|---|
| **Objects of study:** | **Level of analysis:** | **Selected keywords for data collection via Google:** |
| SR of Psychoanalysis | • Definition of each discipline and its goals | Psychoanalysis |
| SR of Psychiatry | • Level of knowledge of the discipline and its thematic language | Psychiatry |
| SR of the Psychoanalyst | | Psychoanalyst/s |
| SR of the Psychiatrist | • Attitude towards the discipline | Psychiatrist/s |
| SR of Mental Illness and Disease | • Diffusion of the discipline<br>• Efficiency as a therapy/theory<br>• Domains of application<br>• Relations with ideologies<br>• Image of the experts<br>• Relationship expert/patient | Mental Health, Mental Illness |

# Methods

- **Data collection:** collection of online articles from Italian and French newspapers and magazines, through Google's advanced search function, according to the following criteria:
    **a)** Time range (1/3/2010-1/3/2011);
    **b)** Country (Italy-France);
    **c)** Pre-defined keywords (in two versions, Italian vs. French)

- **Data analysis: submission of the obtained text corpus to a Descending Hierarcical Classification (HDC) by the Software Alceste (Image, V. 4.5).**
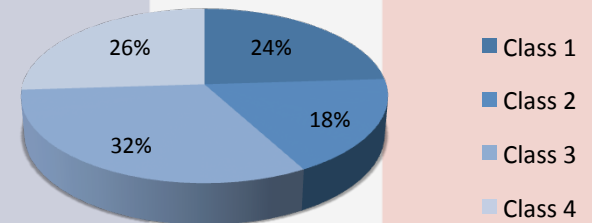
# Results: Facebook

## Italian Context

- 204.146 occurrences
- 5530 ECUs
- 5 classes



Class 1 28%
Class 2 24%
Class 3 22%
Class 4 11%
Class 5 15%
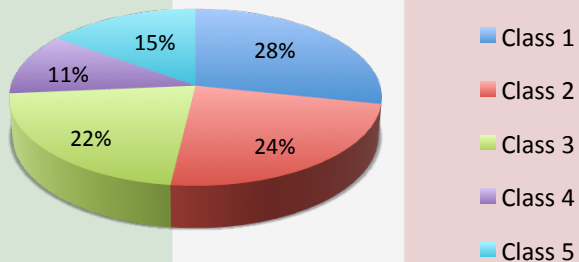
## French Context

- 292.612 occurrences
- 6947 ECUs
- 4 classes



Class 1 24%
Class 2 18%
Class 3 32%
Class 4 26%

# Facebook (Italy)

**1. Representation of mental health into an institutional framework** *#svolge interventi mirati,rivolti ai #singoli, alle famiglie,ai gruppi, ed al #contesto ambientale territoriale, nell'ambito delle #istituzioni e dei #servizi sociali,sanitari ed #educativi,pubblici e privati*

**2. Representation of mental health into an informal communicative context of mutual support** *noi #parliamo e #ti preghiamo e cerchiamo un confronto e tu l #unica cosa che sai #dire e –che la Psychiatry e tutto per #te!#non ti degni #nemmeno di #dire vabe, magari ce unaltra srada, magari trvo quella #giusta e #mi libero da questa merda no tu #vedi quello e #basta!)*

**3. Representation of psychiatry as a discipline aiming to cure psychopathologies (meant as individual problems) through the application of psychotrope drugs** *anni dopo,anche per la cura della #depressione bipolare,la #schizzofrenia e il #disturbo bipolare sono # malattie mentali #gravi che,in #molti casi possono richiedere l'#uso di farmaci,almeno a breve #termine*

**4. Representation of familiar distress and call for psychiatric intervention** il *provvedimento è stato #adottato dal #giudice delle #indagini preliminari,vi rendete conto? La #mamma ,il #piccolo stefano gianpiero mele, 25enne #originario di taurisano,lo ha #colpito con un coltello alla gola*

**5. Representation of psychoanalysis as a theory** *lo #stesso freud tento di spiegare la #psiche umana in termini di #energia utilizzando la fisica,intesa #come scienza esatta, #come riferimento di #base, il #fondatore della Psychoanalysis poggio le sue #teorie sullinconscio sulla libido definendolo/#energia mentre carl gustav #jung, fondatore della psicologia #analitica,distinse fra #inconscio personale,costituito da pulsioni #rimosse,e #inconscio collettivo*

# Facebook (France)

**1. Representation of psychoanalysis as a theory** #dans cette phrase, l #inconscient est a prendre comme registre de l un, celui de la #lettre, celui du chiffrage. et quand #lacan dans la postface a son seminaire xi #evoque une #image des rayons qui ruissellent d autant de vannes, ces vannes #designeraient les #caracteres chinois en on_yomi qui parsement les phrases #japonaises, et ou, grace au dechiffrage #automatique

**2. Psychiatry, madness and religion** #restez calme, sans bouger les #yeux de la #porte. car d une #seconde a l autre, #sortira d un rideau de noblesse, un #homme de #grande majeste, noblesse bamileke #oblige, avec un #air de bonte, un teint de sauveur et une taille de #dieu

# Facebook (France)

**3. Psychoanalysis and psychopathology** #incapable de maitriser son #stress, il #souffre d un #etat de #tension psychologique et #physique #intenses. l #anxieux generalise #eprouve des #difficultes dans sa vie #quotidienne, tout #evenement, #activite ou meme #pensee pouvant devenir la #source d une #angoisse incontrolable
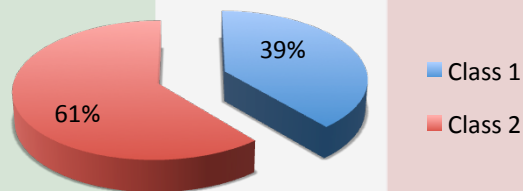
**4. Psychiatry, science, and medical profession** #services #medicaux #notamment #psychiatriques, #services de #sante, #services #hospitaliers. accompagnement_soutien a la personne par #divers moyens, #methodes ou #techniques #notamment #psychanalytiques. accompagnement_soutien a la personne par #divers moyens, #methodes ou #techniques #notamment #therapeutiques, aide et #soutien #psychologique, #psychotherapeutique
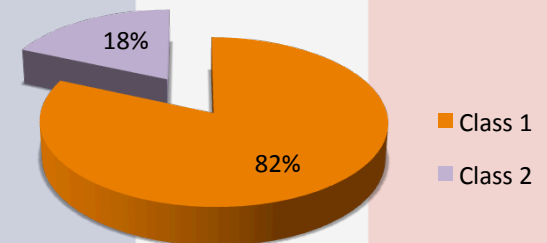
# Results: *Twitter*

## Italian Context

•32612 occurrences
•2324 ECUs
•2 classes

39% Class 1
61% Class 2

## French Context

•77955 occurrences
•4047 ECUs
•2 classes

18%
82% Class 1
Class 2

European PhD on
Social Representations & Communication

Sul lettino dello Psychoanalyst o in cerca dello Psychiatrist su Facebook e Yahoo! Answers

XI Congresso Nazionale della
Sezione di Psicologia Sociale AIP

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# Results: *Twitter* (Italy)

**1. Mental health services and micro-information** #trieste #incontro #nazionale persone e #associazioni con l' #esperienza #del #disagio mentale parco #san giovanni, #giugno #salutementale

**2. Psychoanalysis & emotional distress** *#ogni #volta #che comincia la #scuola mi #prende #questa #cosa qui. E se andassi #da #uno #psicanalista.*

# Results: *Twitter* (France)

**1. Psychiatry and mental health in current times** #professeur en #psychiatrie principaux #combats la #promotion de la sant #mentale l #mancipation des #femmes et la #lutte contre les #int grismes #religieux
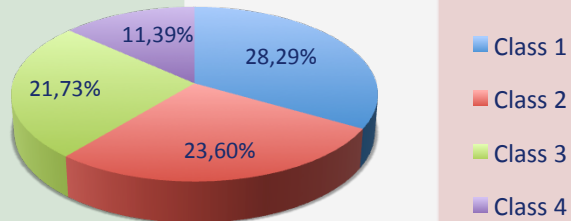
**2. "La rebellion contre Freud": on the track of Onfray** en #r alit #onfray veut #sauver la #psychanalyse contre #freud psychans http #googl #srst art le #monde mon #commentaire
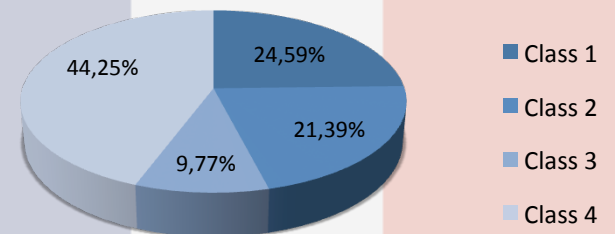
# Results: *Yahoo! Answers*

## Italian Context

- 217.357 total occurrences
- 7070 elementary context units
- 4 classes identified



28,29% Class 1
23,60% Class 2
21,73% Class 3
11,39% Class 4

## French Context

- 161.669 total occurrences
- 5.236 elementary context units
- 4 classes identified



24,59% Class 1
21,39% Class 2
9,77% Class 3
44,25% Class 4

# Results: *Yahoo! Answers* (Italy)

1. **Divulgation of the expert knowledge: representation of psychiatry as a medical science vs psychology and psychotherapy** la #psicologia e la #scienza che #studia il #comportamento #umano, la #Psychiatry e una #specializzazione di #medicina che si #occupa di #curare e prevenire i #disturbi #psichiatrici, l' #analista se #intendi #lo #psicoterapeuta

2. **Social Networks users replacing experts: informal tips and therapeutical support by laypeople** quindi #tranquilla, #man #mano che crescerai, #sara #piu #facile #smettere di #farti #problemi #per #tutto, #ricorda, complessarti #per #ogni #cosa #serve #solo a #farti impedire di #farle

**3. Sexuality, religion and madness: focus on pedophilia and omosexuality** #ike te stai #male. #come fai a giustificare #quei #criminali #pedofili di m. #malati mentali #loro. ma tu non e che ci scherzi!)

**4. Representation of mental disease as a pathological event in the familiy context** #quando ad un tratto ecco #arrivare inevitabilmente la depressione, non l' ho capita subito sembrava #fossi #diventato #pazzo! tutti pian piano si allontanavano, #amici compresi, e #io #avevo #deciso di abbandonarmi definitivamente, #quando #con l' aiuto di #mio #padre e della #mia #ragazza, oggi #mia #moglie, ho #deciso di combattere!

Sul lettino dello Psychoanalyst o in cerca dello Psychiatrist su Facebook e Yahoo! Answers

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1. **Representation of mental disease as a neurophysiological phenomenon**, whose cure is essentially constituted by psychotrope drugs following the comparison of psychiatric symptoms les #differents #neuroleptiques ont une #efficacite #similaire, en #moyenne, avec comme toujours des #differences #individuelles imprevisibles. on se #base alors volontiers sur le #type d' #effets #secondaires, certains sont plus #sedatifs, #assomment, ce-qui est souhaite ou non, sur le #poids, etc.

2. **Representation of psychoanalysis as a discipline in decline** - evoking a gap between religion and science – and of the **psychoanalyst as a charlatan** bien-que n' ayant pas #lu l' ouvrage de michel #onfray, je pensais deja le plus grand mal des #psychanalystes, charlatans #doubles de cretins, mais #reconnaissons quand m me la decouverte, dans le #monde occidental, de l' #inconscient par #freud, #pere de la #psychanalyse)

Sul lettino dello Psychoanalyst o in cerca dello Psychiatrist su Facebook e Yahoo! Answers

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3. **Legitimation of psichiatry in the legal-forensic context and social security** le #patient peut contester la #necessite son #hospitalisation devant le #juge des #libertes et de la detention, depuis la loi guigou de 2000; auparavant, c'etait le president du #tribunal de #grande instance qui etait #competent. le #juge des #libertes et de la detention peut maintenir l' #hospitalisation sans consentement, ou ordonner la #sortie)

4. **Experiential exchange, emotional support and therapeutical suggestions among the social network's members** je ne crois pas, les #choses #viendront d' elles m me, tu dis avoir le #sentiment d' #avancer, c'-est une #bonne #chose, ne crains rien tu auras le #temps de #dire tout ce dont tu #souhaites #parler, et si ce n' est pas lundi, ce sera un autre #jour

Sul lettino dello Psychoanalyst o in cerca dello Psychiatrist su Facebook e Yahoo! Answers

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# Comparison of results

European PhD on
Social Representations & Communication

# elements of continuity/distinction compared to the Opera Prima

- From the FiELD STUDY, it emerges that the **Psychoanalysis** is anchored into a **more diffused lay knowledge system (very rarely psychoanalyst is still anchored into "priest" or "magical healer" of occultism).**

- However - in line with our preliminary hypothesis following the recent international debate of its scientific status and validity - **psychoanalysis appears as a discipline in decline**. In fact, we found **it is recognized as a theory, a current of thought, a historical cultural movement more than a practice or therapy, especially in the Italian vs. the French context**
- **In France the influence of Lacan clearly still emerges from our results, despite the controversial debate stimulated "in" and "by" the media by Onfray (2010) about the "affabulation" of the psychoanalysis , as testified by the results from the research lines focused on the media studies.**

- Differently, **psychiatry** is **perceived as a medical, natural science delegated to intervene in case of mental illness**, providing pharmacologic and clinical solutions, as driven and **legitimated by recent development of neurosciences**, according to the advancement of **a new image of mind and its functioning by means of an integration between psychodynamic study of the unconscious and neurobiological instances.**

# Final Remarks:

## some Key transversal results as

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The field of **mental health**, is nevertheless differentiated, according to each cultural context explored:

- **in France**, depicted **as a condition of individual deviance potentially attempting social security and order, to be contained in specialized hospitals and controlled by the psychiatry as tool of forensic** law system to protect society;
- **while in Italy,** intended **as a condition of suffering to be overcome by insertion in the context of community and socialized institutions**,

as an **outcome of different historical and cultural development in the public management and control of psychopathology**, according to the main effects of the so-called **Italian Basaglia Law (1978**) and the more recent reform on psychiatric hospitals approved by the **French Sarkozy government (2011**).

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**From the MEDIA STUDIES on the press, as regards the systems of communication** investigated, in comparison with Moscovici's fundamental classification, **we found an evident decline of the propaganda and propagation, despite the emergence of the controversial dispute provoked by Onfray (2010) and the defence of the psychoanalysis by the professionals.**

The **decline of propaganda and propagation** is likely to be explained at the light of our preliminary hypothesis regarding **the decline of influence by the great ideologies prevalent in the twentieth century (including, mainly, the communist one, and the role of the Catholic church),** replaced by the affirmation of socio-cultural milieus and lifestyles in guiding attitudes and behaviors of individuals and groups and by the **emergence of the subjectivity** especially in the realm of the social networks.

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**On the contrary**, in regard to the **communication systems** Moscovici (1976, 1961), the **diffusion** **is still substantially active and prevalent in contemporary media communication from our results from media studies research lines.**

As argued by Moscovici, such system is not aiming to address and orientate attitudes, being **more inclined to confirm the reader's expectations**, according to a framework of equal relationship between broadcasting agency and receiver of the message.

We observe as **the contemporary press is characterized by a constant and specific proposal of images related to the domains of psychoanalysis, psychiatry and mental illness** that trace back representations which are commonly shared in society and especially lay environments, **operating within the boundaries of an apparently consensual universe.**

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As regards from the social networks research lines, the main results show **the demand for mutual-help based on an intense exchange of subjective experiences among users, perceived as "friend's community"**, in which the sharing of psychological, emotional and relational experiences serves to establish a fundamental dimension of socialization in the dynamics of communication implied.

We detect the emergence of a **specific style of communication characterizing the Web 2.0,** leading to the **substantial replacement of health tools and rehabilitation paths, as well as the institutional roles of professionals themselves** (such as, for example, psychiatrists, psychoanalysts and psychotherapists), **with a specific form of informal, mutual support, based on emotional and experiential sharing: "from the coach of the psychoanalyst to the psychiatric – aid of the imagined friends in the social networks".**

**Final Remarks:**

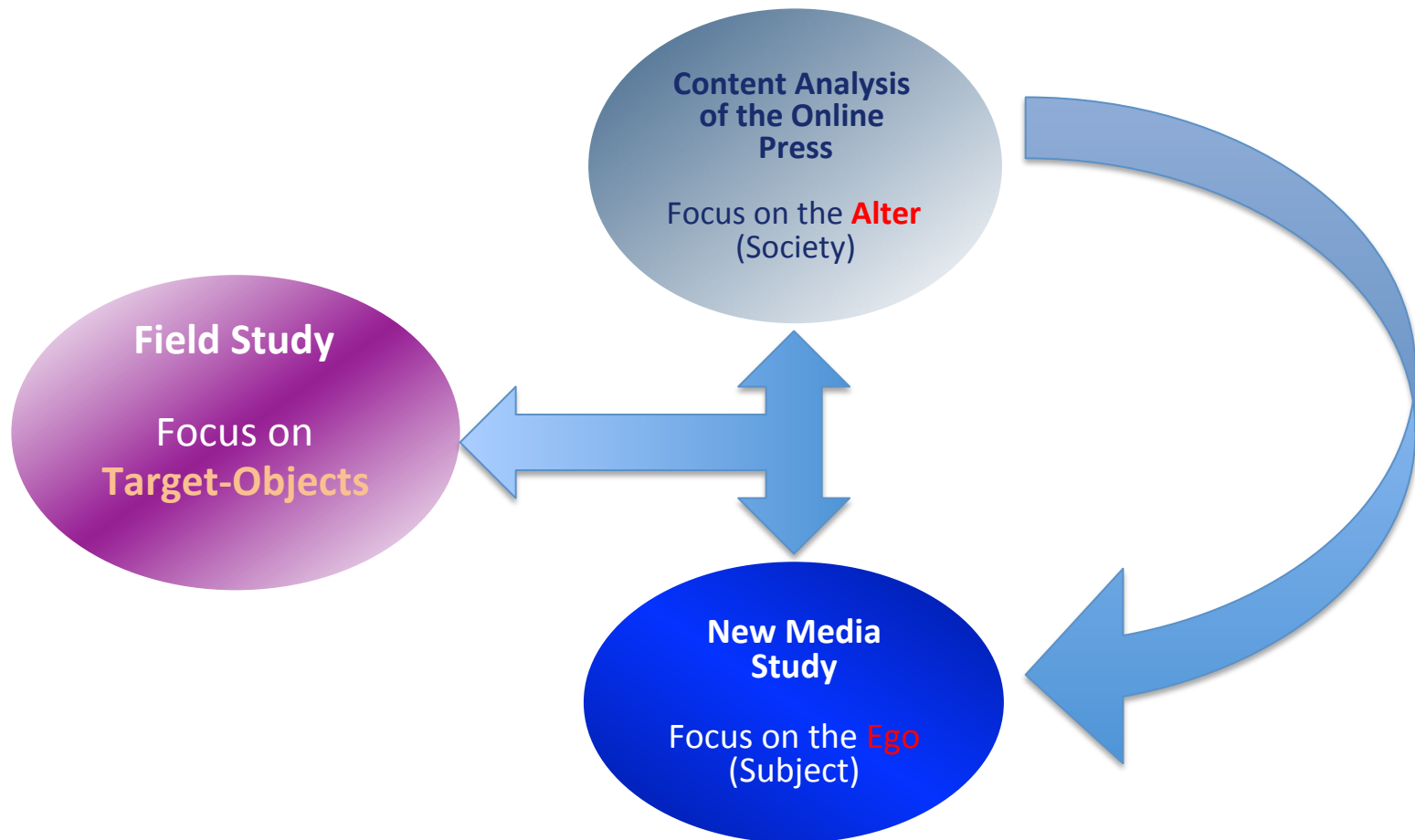**some Key transversal results as**

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In conclusion, the results obtained from the three research lines implemented in the context of the present study, allowed us to identify **the advent of a new "naive theory of mind" and to trace its boundaries**.

The three integrated research lines have detected **the complex interrelated systems of representations which characterize the objects of knowledge considered**: psychoanalysis, psychiatry, mental health and their practices in two geo-cultural and normative contexts .

Fifty years away from the historic and seminal research by Moscovici on the "level of penetration of psychoanalysis in French society" (ibid.), we have tried to shed light on the **emerging fragmentation of knowledge and the further articulation of communication systems in different styles and objectives.**

**The results highlight the existing delimitation of theories, methods and scientific practices, as dominated by a substantial and extended cognitive polyphasia, remarking the centrality of social representations as a powerful tool for the exploration and interpretation of the social world, to which the modeling approach applied sought to pursue.**

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**Content Analysis of the Online Press**

Focus on the **Alter** (Society)

**Field Study**

Focus on **Target-Objects**

**New Media Study**

Focus on the Ego (Subject)

# Final remarks

- Aware of the temerity of the intellectual enterprise, our hope in this audacious attempt to have at least understood the **desire for continuity** with which Moscovici says his own work in post-faction ***"The work of science is never done and its virtue lies in its start*.**"

- Our research aims to honor the fertility inspiring the ***Opera Prima***, that rightly Gerard Duveen (2008) valued as follows: "**It is a classic text, but not the kind of store shelves of a library** (…) Rather, it is a text that should be of interest to contemporary social psychologists and attract their attention"

**In accordance with the Opera Prima and its author, "we have conducted this research with the humility of the performer of a famous symphony, which does not pretend to recreate, but to renew the pleasure of play it back, updating it with some variation on the theme" (de Rosa, 2011).**

# Thank you