



University of Rome Sapienza



**European/International Joint PhD  
in Social Representations and Communication  
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Detecting multiple methods researching social representations in the thematic areas and cross-disciplinary domains of Health and Community topics.

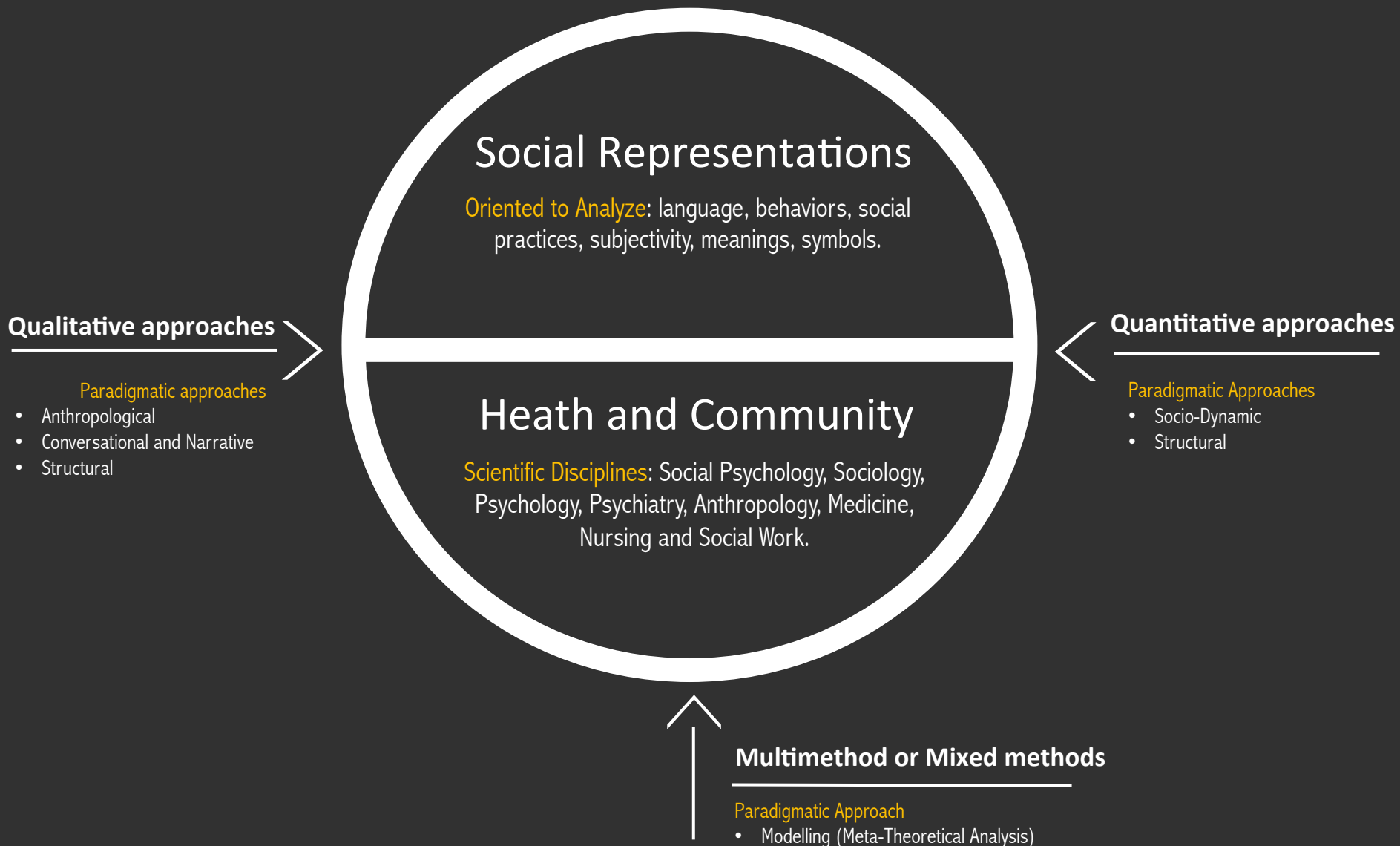
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# THE METHODOLOGICAL POLYTHEISM IN THE SOCIAL REPRESENTATIONS

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## Main topics

RELATED WITH HEALTH AND COMMUNITY

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- ☐ Mental illness
- ☐ Cancer
- ☐ HIV/AIDS
- ☐ Smoking
- ☐ Sexuality
- ☐ Drug addiction (for health domain)
- ☐ Intercultural and ethnic differences (for community)

## **Quantitative methods**

- Questionnaire
- Scales
- Structured Content Analysis
- Test
- Characterization  
questionnaires

## **Techniques for the analysis**

- Descriptive Statistics
- Frequencies and Percentages
- Bivariate techniques of data  
Analysis
- Multivariate techniques of data  
Analysis



## Examples

# Quantitative Researches on Social Representations, Health and Community

- Campbell, A., & Muncer, S. (1994). Sex differences in aggression: Social representation and social roles. *British Journal of Social Psychology*, 33(2), 233-240.

England (143 Soldiers, men and women)

Questionnaire and Scales

Multivariate Analysis (ANOVA)
- Friestad, C., Rise, J., Røysamb, E. (1999). Social representations of smoking and attitudes towards smoking restrictions in the Norwegian Navy. *Scandinavian Journal of Psychology*, 40(3), 187-196.

Norwegian (4244 employees, men and women)

Questionnaire and Scales

Multivariate Analysis (ANOVA)
- Páez, D., Echebarria, A., Valencia, J., et. al. (1991). AIDS social representations; contents and processes. *Journal of Community & Applied Social Psychology*, 1(2), 89-104.

Spain (813 people from Basques Country, men and women)

Questionnaire and Scales

Multivariate Analysis (Cluster Analysis)





## Examples

# Quantitative Researches on Social Representations, Health and Community

- Camargo, B. V., Bertoldo, R. B., & Barbará, A. (2009). Representações sociais da AIDS e alteridade. Estudos e Pesquisas em psicologia, 9(3), 1-12.  
Brazil (271 students, men and women)  
Questionnaire  
Cluster Analysis (Hierarchical descending analysis)
- Nascimento-Schulze, C. M. N. (2011). Social representations of ageing shared by different age groups. Temas em Psicologia, 19(1), 43-57.  
Brazil (171 people, different age groups, men and women)  
Questionnaire  
Factorial Analysis (Analysis of multiple correspondences)
- Capelli, M., De Leo, A., Lorenzotti, F., et. al. (2001). Social attitudes towards HIV and AIDS patients. A research project on health and social workers, teachers and students. Bollettino per le farmacodipendenze el alcoolismo, 24(2), 96-102.  
Italy (126 health workers, social workers, teachers and students)  
Questionnaire  
Semantic Differences

## **Qualitative methods**

- Interviews
- Word association
- Associative network
- Focus group
- Structured observation
- Participant observation
- Non-participant observation

## **Techniques for the analysis**

- Content Analysis
- Thematic Analysis
- Lexical Analysis
- Analysis of Semantic Networks
- Narrative Analysis



## Examples

# Qualitative Researches on Social Representations, Health and Community

- Campbell, C., & McLean, C. (2002). Representations of ethnicity in people's accounts of local community participation in a multi-ethnic community in England. *Journal of community & applied social psychology*, 12(1), 13-29.

England (75 people of different ethnics, men and women)

Semi-structured interviews

Content analysis
- Flick, U., Fischer, C., Neuber, A., et. al. (2003). Health in the context of growing old: social representations of health. *Journal of Health Psychology*, 8(5), 539-556.

Germany (64 Nurses and Doctors, men and women)

Focus Group

Content analysis
- Ribeiro, M. O., Trench Ciampone, M. H. (2001). Homeless children: the lives of a group of Brazilian street children. *Journal of Advanced Nursing*, 35(1), 42-49.

Brazil (14 boys and girls)

Individual semi-structured interviews

Thematic analysis





## Examples

# Qualitative Researches on Social Representations, Health and Community

- Lauri, M. A., & Lauri, J. (2005). Social representations of organ donors and non-donors. *Journal of community & applied social psychology*, 15(2), 108-119.

Malta (57 people from Malta, men and women)

Focal Groups

Correspondence analysis
- Murray, M., Pullman, D., & Rodgers, T. H. (2003). Social representations of health and illness among 'baby-boomers' in eastern Canada. *Journal of health psychology*, 8(5), 485-499.

Canada (500 people of different ethnics, men and women)

Individual interviews and Focal Groups

Content Analysis
- Dufort, F., Lemelin, S., & Charron, L. (1998). Social representations of menstruation, pregnancy and menopause: A study of community health care practitioners. *Journal of reproductive and infant psychology*, 16(4), 293-300.

Canada (20 health workers, men and women)

Semi-structured interviews

Content Analysis

## Conclusion

The context of health and community has invited professionals of different disciplines to work with different methodologies, which has opened a multidisciplinary space that has brought great wealth in the production of Social Representations Theory.

