

31st International Lab Meeting – Summer Session 2016 of the
European/International Joint Ph.D. in Social Representations and Communication

The methodological polytheism in the Social Representations literature and its implication in the contemporary communication era: distinctiveness and dialogue between multiple research methods (textual and image-based research sources and tools, traditional and new media-based research design, experimental and field oriented studies)



European / International Joint Ph.D. in
Social Representation and Communication



Multiple methods researching social representations of Science, Communication and Education

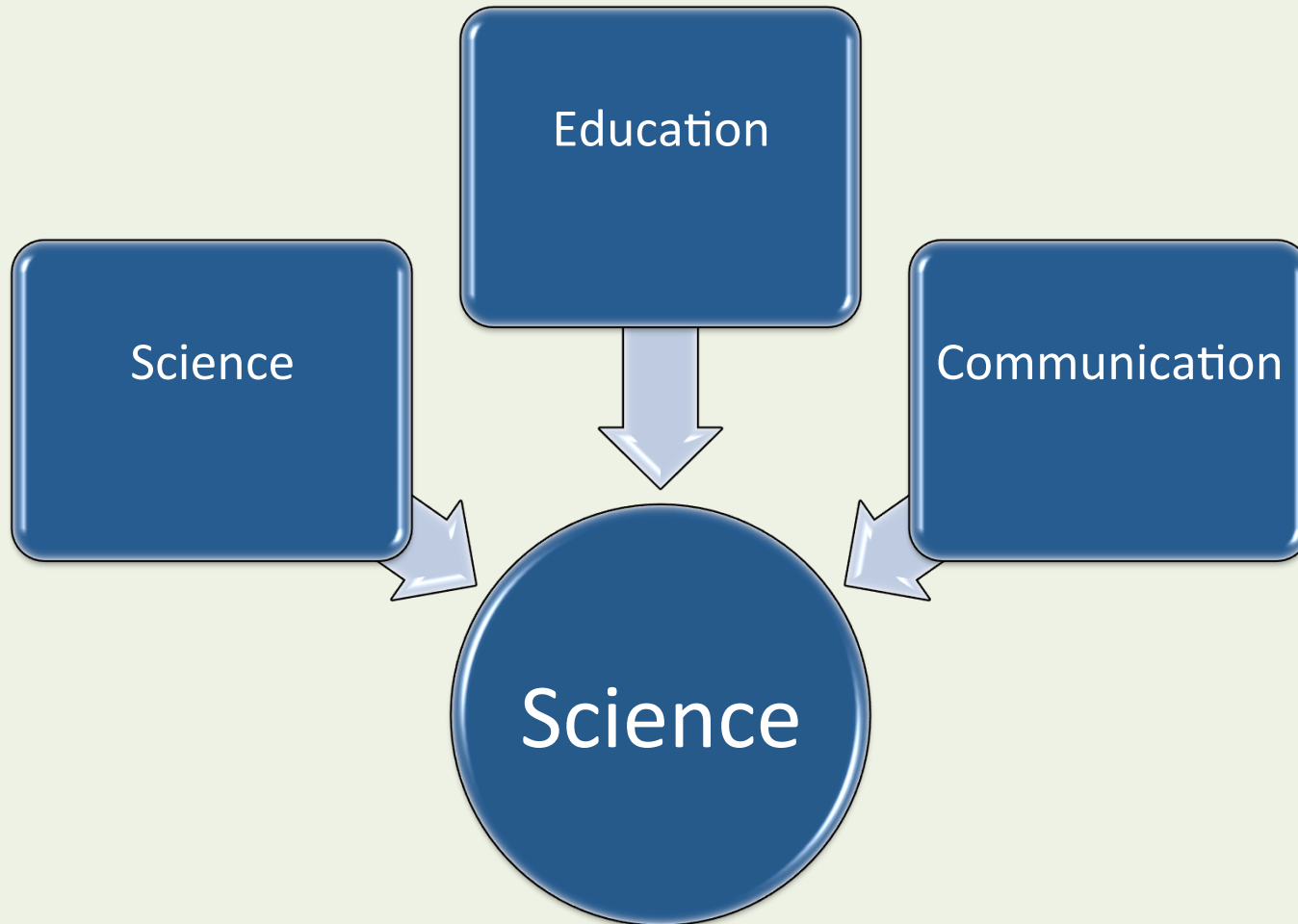
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Grant Agreement PITN-GA-2013-607279 - So.Re.Com. Joint-IDP

***Taking stock of the literature in the thematic field of “Science,
Social Representations and Communication” (10786)***



Is the research focus common to
different continents?

Europe

the publications deal mostly with some issues of **Science**:

- Biotechnology
- GM products
- Cloning
- Organ donation, etc.,
- and the way it (*Science*) is **communicated and perceived by lay people** (Moscovici 1961, 1993, 1994, 2014; Parker & Shotter 1990; Farr 1993; Bauer 1991 – 2014; Wagner 1998; Wagner, Kronberger (2001); Gaskell 2000, 2001, 2006)

and **Education issues** (Carugati 1996; Addessi & Carugati 2010; Alexandre Simen Rangel 1997; De Abreu & Cline 1998)

Latin America

- the research is focused mainly on **Education** matters (Almeida de Oliveira 1994; Alves-Mazzotti 2005; Alves-Mazzotti & Wilson 2006; etc.)
- Health issues

The research focus in various geo-cultural contexts differs greatly. What about the use of methodology?

Instruments for the data collection

- Free associations
- Word association tasks
- Questionnaires
- Structured interviews
- Semi-structured interviews
- In-depth interviews

Techniques for the analysis of the data: *qualitative*

- Content analysis
- Thematic analysis
- Lexical analysis
- Textual analysis

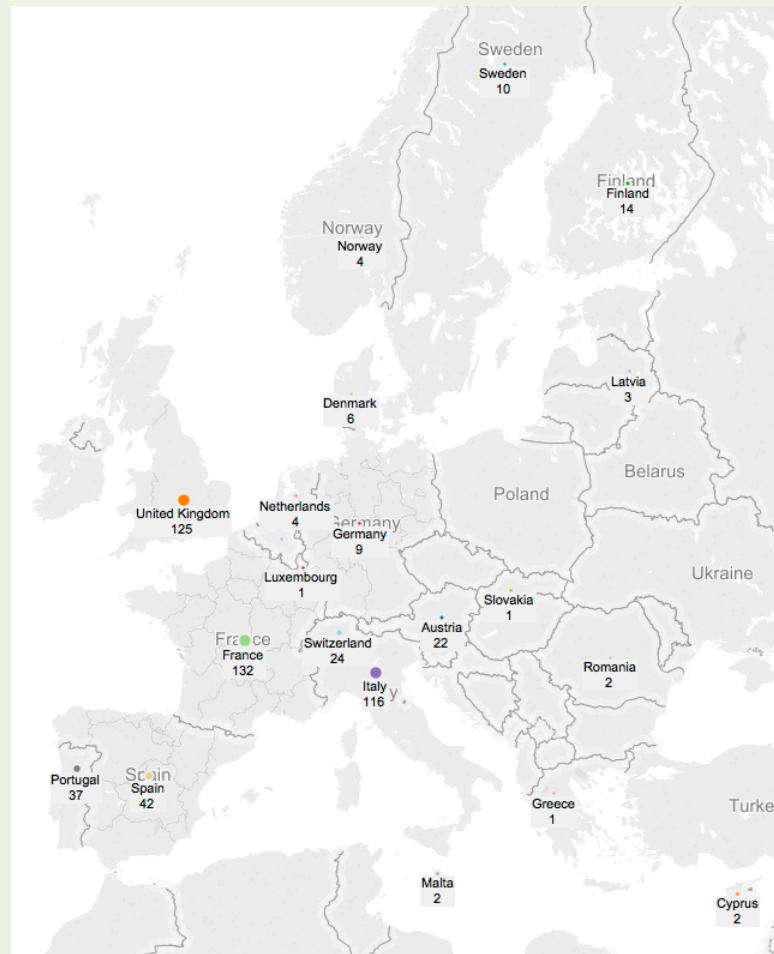
Techniques for the analysis of the data: *quantitative*

- Descriptive Statistics
- Bivariate techniques of data Analysis (e.g. ANOVA, CHI Square, etc.)
- Multivariate techniques of data Analysis (e.g. MANOVA, Factor Analysis, Cluster Analysis, etc.)

The data analysis is mostly carried out by packages like

- EVOC
- SPSS
- ALCESTE
- SPAD T, SPAD N
- ATLAS.ti

Continent Europe: the country of the author's institutional affiliation

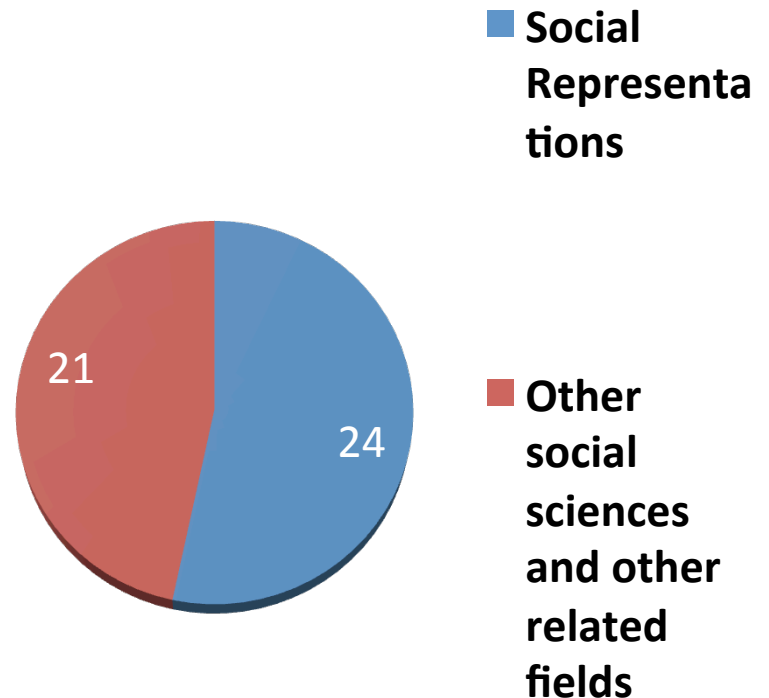


The quantitative and qualitative analyses in the majority of the papers are based on the data collected by *Eurobarometer*

They selected the questions related to:

- science popularisation
- science communication
- biotechnology
- genetically modified products
- nanotechnology and
- public attitudes to them

Papers on Science by M.W. Bauer, G. Gaskell



Thank you!