

22nd International Summer School
European/International Joint Ph.D. in Social Representations and Communication
17th - 23th July 2016

The methodological polytheism in the Social Representations literature and its implication in the contemporary communication era: distinctiveness and dialogue between multiple research methods



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



Taxonomy of social representations and social change: is there no royal road to the study of social representations?

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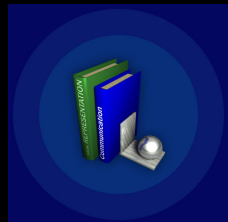
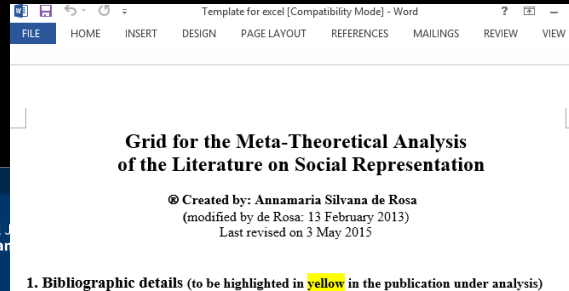
Post-doc Research Assistant and member of the Supervisory Board of the European/International Joint Ph.D. in S.R. &



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



Polemic Social Representations and Their Societal Impact: A Meta-Theoretical Approach



B	C	D	E	F	G	H	I	J	K
85	Yes	Social Repres Conference F Beltrão Soare			2014 Sentidos compartilhados da violência contra o docente				
8973	Yes	Social Repres Article in Jou Jeaffron, Chi			2009 Santé et représentations sociales: une étude «multi-objets» auprès de profes	No			
933	Yes	Social Repres Conference F Ben Alaya, D			2002 Ajustement entre représentations, définition de soi et interactions sociales da				
934	Yes	Social Repres Conference F Ben Alaya, D			2004 Contenu hiérarchisé de la représentation sociale de la mondialisation et appi				
935	Yes	Social Repres Conference F Ben Alaya, D			2010 Représentation sociale de l'«homme homosexuel» et prises de position				
936	Yes	Social Repres Conference F Ben Alaya, D			2010 Représentations, transmission des savoirs et transformations sociales				
937	Yes	Social Repres Conference F Ben Alaya, D			2008 Oppositions and compensations in a social representation field the case of th				
Yes		Social Repres Conference F Ben Alaya, D			2014 Représentations sociales, caractéristiques de l'objet et questions théoriques e				
Yes		Social Repres Conference F Ben Alaya, D			2014 L'objet en tant que construit collectif et mode d'expression exceptionnel d'une				
940	Yes	Social Repres Article in Jou Ben Asher, Si			2006 Thinking groups: a rhetorical enactment of collective identity in three Israeli kil	YES			United Kingd Psychology
941	Yes	Social Repres Article in Jou Ben-Asher, Si			2003 Hegemonic, Emancipated and Polemic Social Representations-Parental Dialog	NO			
939	Yes	Social Repres Article in Jou Jaspal, Rusi			2014 Representing the 'Zionist Regime': Mass Communication of Anti-Zionism in th	YES			United States Arts and Hun
938	Yes	Social Repres Conference F Ben-Asher, Si			2006 Being a parent and settler in the Gaza strip facing Immanent evacuations: Inco				
941	To be scanned	Social Repres Conference F Ben-Asher, Si			1996 Kibbutz members' monistic versus pluralistic sets of social representations req				
942	Yes	Social Repres Article in Jou Ben-Ner, Avn			2004 Share and share alike? Gender-pairing, personality, and cognitive ability as de	YES			Netherlands Economics E
943	Not yet	Social Repres Conference F Benbenaste,			2003 El concepto de corrupción y las representaciones de la población argentina				
944	Yes	Social Repres Article in Jou Benedito, Ic			2007 Representación de la política en los argentinos: la madurez política				United States Social Scienc
946	Yes	Social Repres Book Chapter Benetka, Ger			2004 Zur Lage von Forschung und Lehre in der Psychologie an österreichischen Univ				
947	Yes	Social Repres Conference F Benincasa, Li			2002 School Parades on National Holidays, or, the Ethnic Group at the Mirror: A Vie				
950	Yes	Social Repres Conference F Benradia, Im			2010 Les représentations sociales du soin de la «folie», de la «maladie mentale» et d-				

Typology/Taxonomy of Social Representations

Hegemonic representations prevail implicitly in all symbolic or affective practices. They seem to be uniform and coercive. They reflect the homogeneity and stability that French sociologists had in mind when they called these representations collective.

(...)

Other representations are the outgrowth of the circulation of knowledge and ideas belonging to subgroups that are in more or less close contact. Each subgroup creates its own version and shares it with the others. These are **emancipated** representations with a certain degree of autonomy with respect to the interacting segments of society.

(...)

Last, there are representations generated in the course of social conflict, social controversy, and society as a whole does not share them. They are determined by the antagonistic relations between its members and intended to be mutually exclusive. These **polemical** representations must be viewed in the context of an opposition or struggle between groups and are often expressed in terms of a dialogue with an imaginary interlocutor. (pp. 220-221)

(Moscovici, 1988)

Typology/Taxonomy of Social Representations

Moscovici, 1986	Moscovici, 1988	2016
Closed	Hegemonic	Hegemonic
Open	Emancipated	Emancipated
Agonal/Critical	Polemical	Polemic/ Controversial/ Oppositional (?)

(Pop, 2012)

Creating a corpus for Meta-theoretical Analysis

Search Words

Hegemonic

Emancipated

Polemic; Polemical; Oppositional;
Controversial

Where?



'A.S. de Rosa' @-
Library

Google Scholar

EBSCO

PsyArticles

(worldwide web...)

Hegemonic masculinity; Emancipation of Women;
Polemic Topics; Controversies...

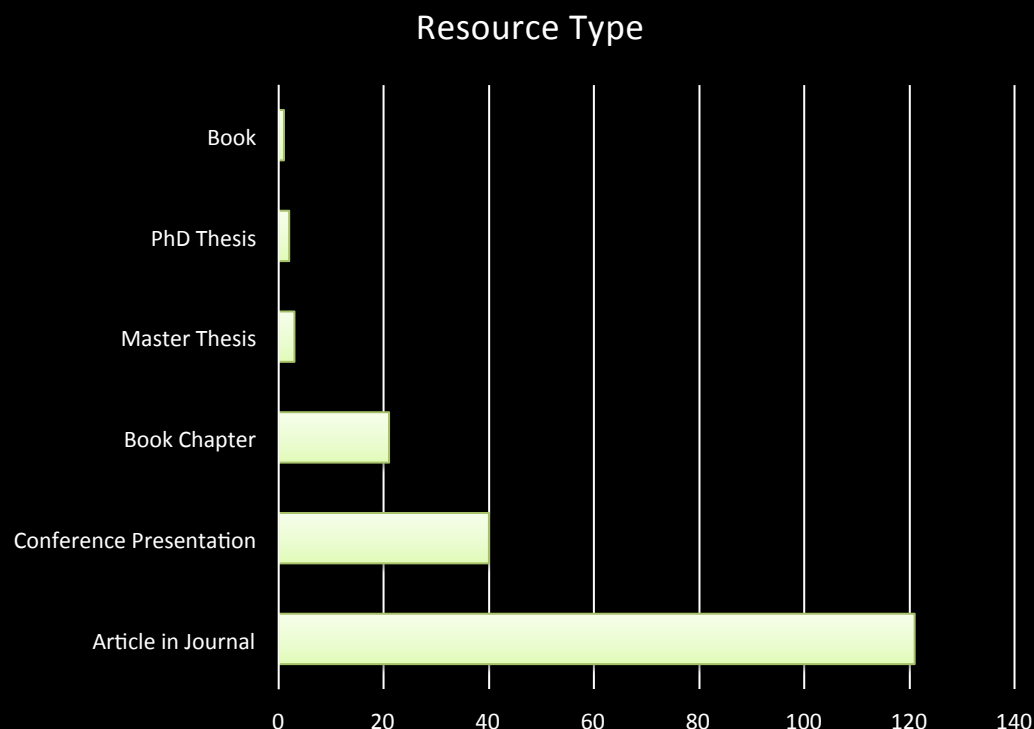
188 Bibliographic Items

From a total of 10,690 records at '**A.S. de Rosa**' @-Library

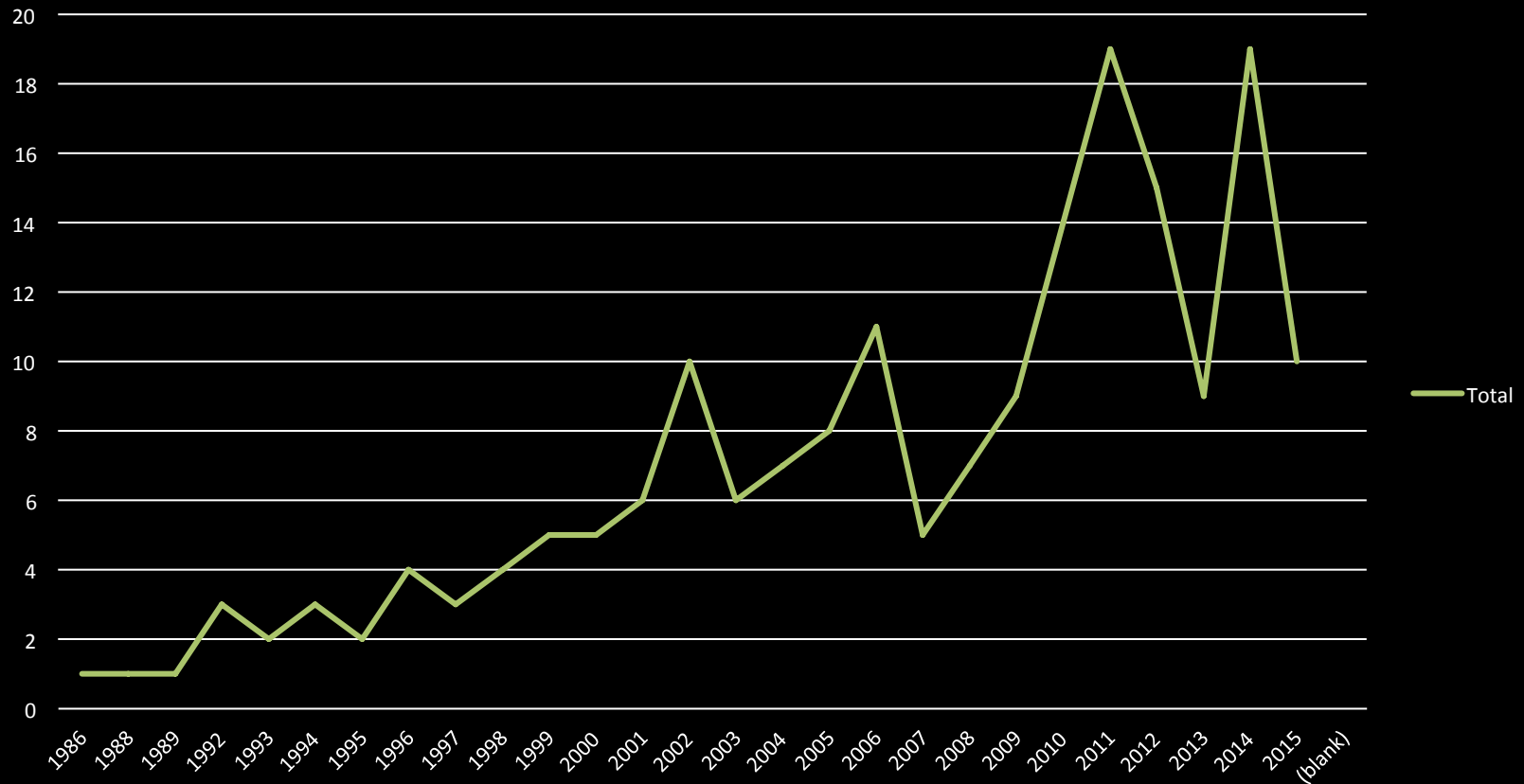
(Criteria of inclusion: Presence of Hegemonic, Emancipated and Polemic Social Representations in Title, Abstract or Body of Text)

**The frequencies distribution of the 188 items related to ‘Taxonomy
of Social Representations’ specifically related to social
representations and communication
field in the repositories of the SoReCom ‘A.S. de Rosa’ @-Library)
by Resource Type**

Resource Type	Frequencies
Article in Journal	121
Conference Presentation	40
Book Chapter	21
Master Thesis	3
PhD Thesis	2
Book	1
Total	188



The frequencies distribution of the 188 items related to 'Taxonomy of Social Representations' specifically related to social representations and communication field in the repositories of the SoReCom 'A.S. de Rosa' @-Library) by Year



The frequencies distribution of the 188 items related to 'Taxonomy of Social Representations' specifically related to social representations and communication field in the repositories of the SoReCom 'A.S. de Rosa' @-Library) by Author

Resource Type	Frequencies
Ben-Asher, S.	3
Montiel, C.	3
Cabecinhas, R.	3
Pop, A.	4
Paredes, E.	5
Howarth, C.	6
De Rosa, A.	6
Jaspal, R.	8
Liu, J.	8
	(...)
Total	137

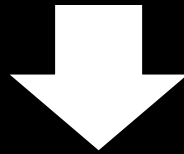
First Authors that use taxonomy the most (3,4,5,6 and 8)

128 Authors have between 1-2 publications/presentations referring to the taxonomy

Taxonomy of Social Representations

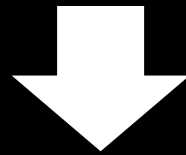
Is there one

Royal Road?



Multiple Methodological Roads

Multiple Forms of Interpretation



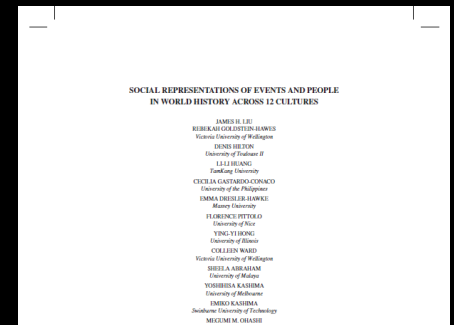
Let's have a look at two examples...

Jaspal, Rusi

Jaspal, R., Nerlich, B. & Koteyko, N. (2013). Contesting Science by Appealing to Its Norms: Readers Discuss Climate Science in the Daily Mail. *Science Communication*, 35(3), 383-410.

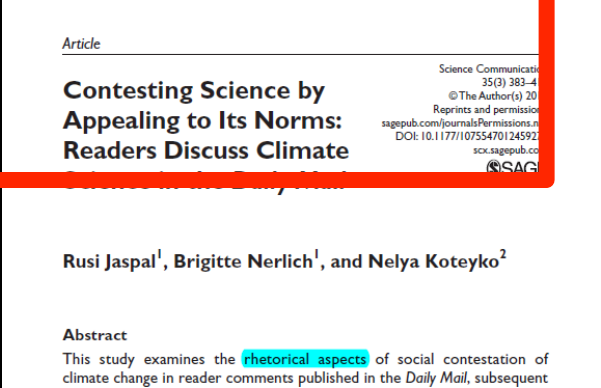
Liu, James

Liu, J. H., Goldstein-Hawes, R., Hilton, D., Huang, L., Gastardo-Conaco, C., Dresler-Hawke, E., Pittolo, F., Hong, Y., Ward, C., Abraham, S., Kashima, Y., Kashima, E., Ohashi, M. M., Yuki, M. & Hidaka, Y. (2005). Social Representations of Events and People in World History across 12 Cultures. *Journal of Cross-Cultural Psychology*, 36(2), 171-191.



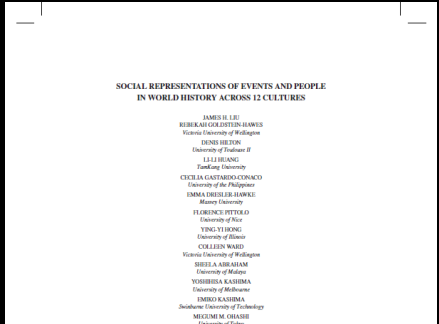
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Liu, J. H., Goldstein-Hawes, R., Hilton, D., Huang, L., Gastardo-Conaco, C., Dresler-Hawke, E., Pittolo, F., Hong, Y., Ward, C., Abraham, S., Kashima, Y., Kashima, E., Ohashi, M. M., Yuki, M. & Hidaka, Y. (2005). Social Representations of Events and People in World History across 12 Cultures. *Journal of Cross-Cultural Psychology*, 36(2), 171-191.



Contesting Science by Appealing to Its Norms: Readers Discuss Climate Science in the Daily Mail

Abstract

This study examines the **rhetorical aspects** of social contestation of climate change in reader comments published in the *Daily Mail*, subsequent to climategate. The following themes are reported: (1) denigration of climate scientists to **contest hegemonic** representations, (2) delegitimization of pro-climate change individuals by disassociation from science, and (3) outright denial: **rejecting hegemonic** social representations of climate change. The study outlines the discursive strategies employed in order to *construct* social representations of climate change, to **contest alternative representations**, and to *convince* others of the validity of these representations. It examines how social representations of science are formed, maintained, and disseminated.

(Jaspal, Nerlich & Koteyko, 2013)

Contesting Science by Appealing to Its Norms: Readers Discuss Climate Science in the Daily Mail

Critical Discourse Analysis (van Dijk, 1991, 1993)

*The method provides insight into how “reality,” as we understand it, is constructed (rather than reflected) in talk and text. Thus, we are not looking for an “objective” reality but rather **the discursive resources** (e.g., metaphor, argument) that are employed in order to construct it (Burr, 2003). This analytical approach acknowledges the possibilities offered by, and potential constraints imposed by, social power relations (van Dijk, 1993). It helps reveal the rhetorical strategies **for affirming and contesting hegemonic and polemic representations**. (p. 390)*

(Jaspal, Nerlich & Koteyko, 2013)

Contesting Science by Appealing to Its Norms: Readers Discuss Climate Science in the Daily Mail

*(3) **Science is the search for truth. Politics is the generation of lies to support personal agendas.** The two do not mix. Science is likened unto fine wine. Lies, unto sewage. So how much sewage is acceptable in your wine? How much feces will YOU personally swallow? . . . If these “models” are so accurate, why was data omitted? That is the practice of a politician, not a scientist. The practice of a child, not an adult.*

*While science (overall) is constructed in terms of “the search for truth,” politics is depicted as “the generation of lies to support personal agendas.” The commentator separates the two constructs theoretically, while arguing that in the domain of climate science they have become entwined. Thus, the negative characteristics attributed to politics (i.e., the metaphors of sewage and feces; lies) are generalized to climate science, given the constructed similarities between the two constructs. Crucially, the **hegemonic representation of climate science as a consensus-based aid to policy making is being challenged through its anchoring to politics.** (p.393)*

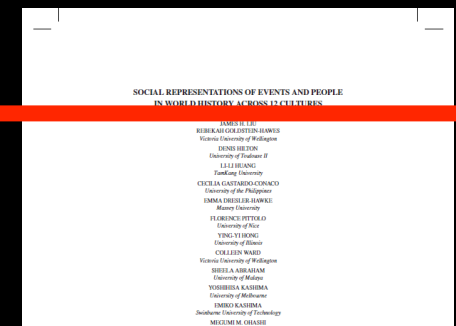
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Liu, James

Liu, J. H., Goldstein-Hawes, R., Hilton, D., Huang, L., Gastardo-Conaco, C., Dresler-Hawke, E., Pittolo, F., Hong, Y., Ward, C., Abraham, S., Kashima, Y., Kashima, E., Ohashi, M. M., Yuki, M. & Hidaka, Y. (2005). Social Representations of Events and People in World History across 12 Cultures. *Journal of Cross-Cultural Psychology*, 36(2), 171-191.



Social Representations of Events and People in World History across 12 Cultures

Abstract

Social Representations of world history were assessed using the **open-ended questions**, 'What are the most important events in world history?' and 'Who are the most influential persons in the world history in the last 1000 years?' Data from 6 Asian and 6 Western samples showed **cross-cultural consensus**. Historical representations were (a) focused on the recent past, (b) centered around politics and war, and (c) dominated by the events of the World Wars and (d) the individual Hitler, who was universally perceived as negative. (e) Representations were more Eurocentric than ethnocentric. (f) the importance of economics and science was underrepresented. (g) Most cultures nominated people (more than events) idiosyncratic to their own culture. These data reflect power relations in the world and provide resources and constraints for the conduct of international relations. The degree of **cross-cultural consensus suggests that hybridity across Eastern and Western cultures in the representations of knowledge may be underestimated.**

Social Representations of Events and People in World History across 12 Cultures

*When different groups of people represent things in the same way, it not only provides the foundation for the successful communication and coordination of action, but what is shared is often **taken for granted**. Social constructions that are universally shared are treated as reality. They are hardly ever the source of contention; Moscovici (1988) refers to these as '**hegemonic representations**' and details how societal institutions propagate such knowledge. 1 (p.3)*

*1. Departing from Durkheim's 'collective representations', Moscovici also posits the existence of '**polemical representations**' that signal serious factions of opinion within society and '**emancipated representations**' that co-exist of one another (p.3)*

Social Representations of Events and People in World History across 12 Cultures

Open-ended questions - 'What are the most important events in world history?' and 'Who are the most influential persons in the world history in the last 1000 years?'

6 Asian and 6 Western Samples

Descriptive Statistics

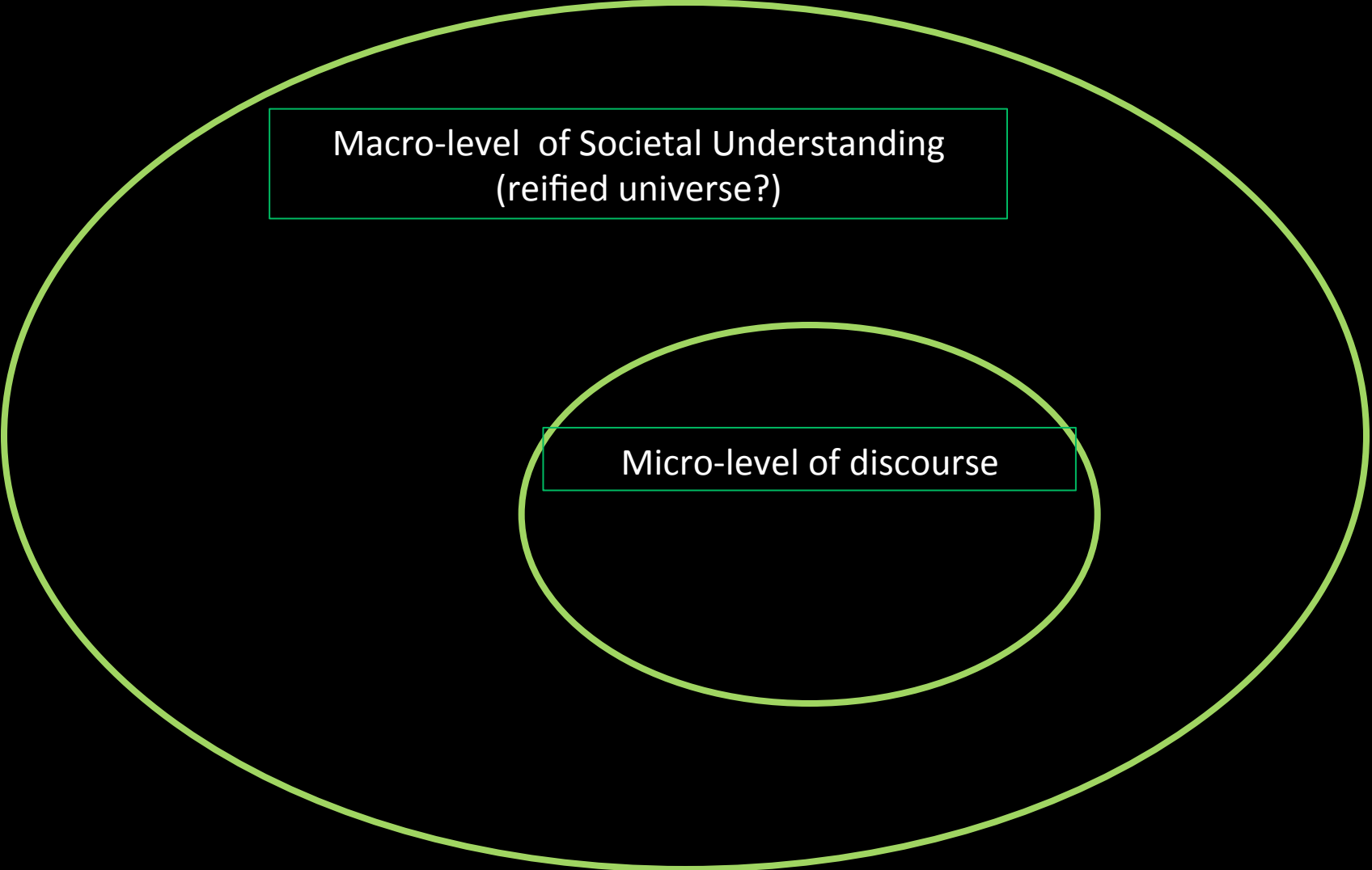
(Liu et al., 2015)

Social Representations of Events and People in World History across 12 Cultures

*Two concurrent factors suggest that the representations reported here will **become less hegemonic** (or dominant) over time. (...) in our Taiwanese sample, the end of the Cold War was viewed **more importantly by the general population than by students**. (...) United States and Russia are claiming a mandate for a 'new world order'. We speculate that **current relevance** is an important criterion that maintains centrality of a historical representations over time (...). The aging and dying of populations and the overlaying of new events with political significance on top of older ones are both involved in the process of representational change (see Liu & Allen, 1999). (p.17)*

(Liu et al., 2005)

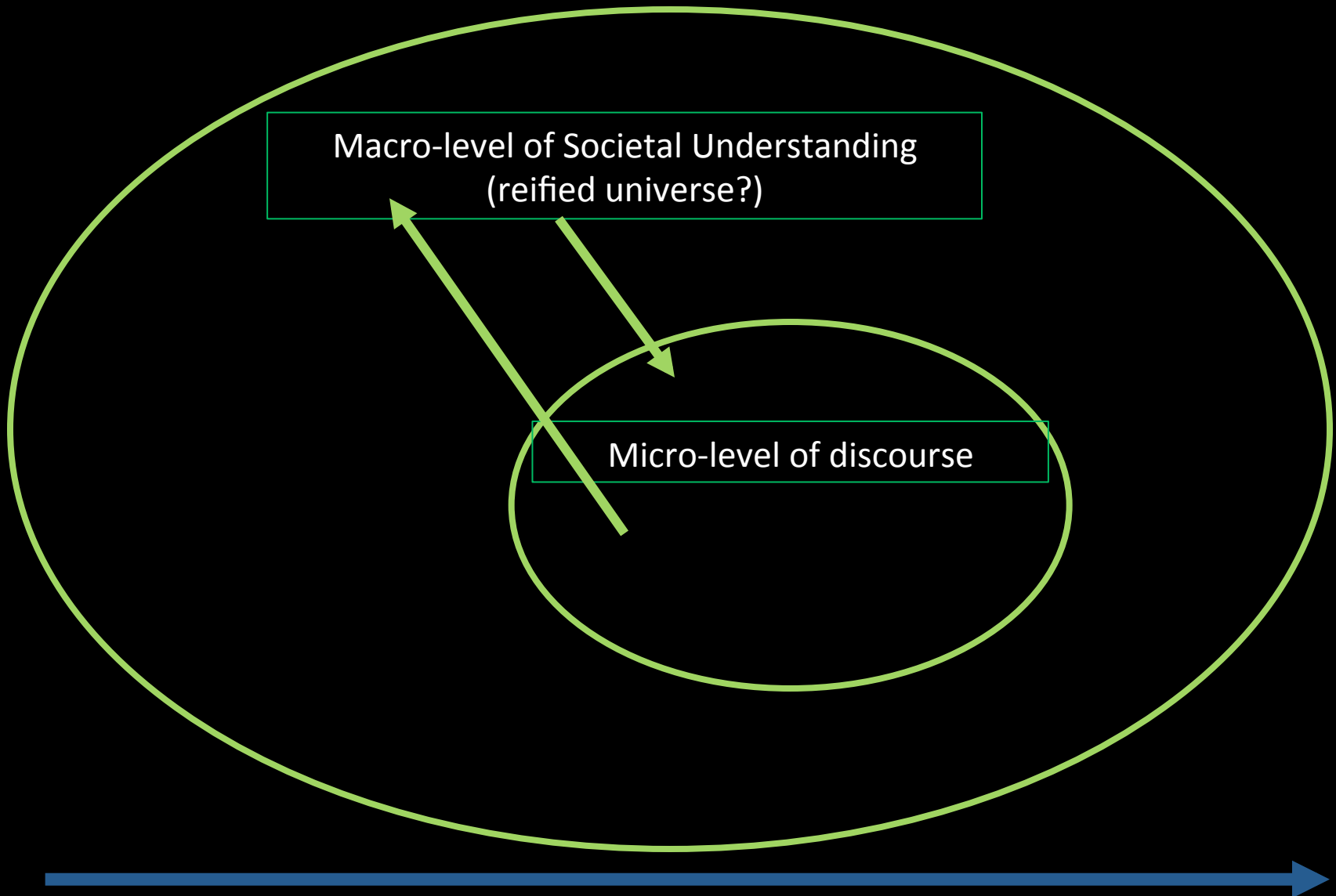
Two Roads?



Macro-level of Societal Understanding
(reified universe?)

Micro-level of discourse

To Social Change?



Some Final Remarks...

Taxonomy of Social Representations

- Neglected or actively developed?
- How much can it contribute to the study of social change? (Social Representations in Movement)
- How polemic is polemic and how hegemonic is hegemonic?
- What is the methodological future?

Thank you for your attention!

