

Antonia Oliveira Silva
Brigido Vizeu Camargo
(Organizadores)

REPRESENTAÇÕES SOCIAIS DO ENVELHECIMENTO E DA SAÚDE



SOBRE O LIVRO

Este livro oferece estudos teóricos e pesquisas recentes, produzidas por pesquisadores brasileiros, portugueses, argentinos, italianos e franceses, sobre o pensamento cotidiano a respeito da saúde, do envelhecimento e de temas correlatos. O ponto em comum é a utilização de um dos legados que Serge Moscovici nos deixou: a teoria das representações sociais. Nessa, contempla-se uma das principais características do trabalho científico desse importante pensador: a pluralidade de referências e recursos para se trabalhar com ciência, ou seja, o cuidado para a ortodoxia epistemológica não empobrecer a busca de respostas para as dúvidas que caracterizam o trabalho da ciência. Os próprios trabalhos de Serge Moscovici envolveram influências epistemológicas diversificadas; teorias oriundas não apenas de diferentes disciplinas, mas também de tradições teóricas plurais; delineamentos metodológicos que envolveram experimentos, surveys, análise documental, estudo de casos, dentre outros; e análises tanto quantitativas como qualitativas. Essa posição não ortodoxa contribuiu para que ele aprofundasse sua reflexão no âmbito da Filosofia da Ciência.

Esta publicação expressa a articulação entre centros de pesquisa, grupos de programas de pós-graduação e laboratórios em torno da pesquisa científica sobre representações sociais em saúde e temas conexos, promovida pela Rede Internacional de Pesquisa sobre Representações Sociais de Saúde (RIPRES). Criada em 2010, por um acordo de cooperação entre o Laboratório Europeu de Psicologia Social (LEPS), o Centro de Investigação em Ciências e Tecnologias da Saúde (CICTS) da Universidade de Évora – Portugal e o Laboratório de Psicologia Social da Comunicação e Cognição (LACCOS) da Universidade Federal de Santa Catarina – Brasil, atualmente, faz parte do Réseau Mondial Serge Moscovici da Fondation Maison des Sciences de l’Homme de Paris – França. O Programa de Pós-graduação em Enfermagem da Universidade Federal da Paraíba teve um papel central na criação da RIPRES, por meio de um sólido programa de intercâmbio luso-brasileiro desenvolvido por essa formação de pós-graduação.

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SOCIAL REPRESENTATIONS, HEALTH AND COMMUNITY: VISUALIZING SELECTED RESULTS FROM THE META-THEORETICAL ANALYSIS THROUGH THE “GEOMAPPING” TECHNIQUE

ANNAMARIA SILVANA DE ROSA

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INTRODUCTION

Health has always been one of the most significant foci of the theory of social representations since its inception (MOSCOVICI, 2008, 1984). De Rosa frames the theory of social representations and communication as a supra-disciplinary field with a great consistency in terms of epistemological and theoretical inspiration. Its rich diversity from the paradigmatic, methodological and thematic points of view continues to inspire the latest development of the European/International PhD in Social Representations and Communication (DE ROSA, 2009a, 2009b, 2010, 2011, 2015c) and represent one of the core thematic foci of the So.Re.Com. Joint Innovative Doctoral Program <<http://www.europhd.eu/SoReComJointIDP>> selected by the Research European Agency of the European Commission in 2013 People-ITN-IDP call with the highest evaluation (98,80/100). Within the framework of this project, health and community is one of the thematic domains and applied contexts of expert and lay knowledge production and transmission.

OBJECTIVES

This empirical study is aimed at mapping the diffusion of the theory of social representations in relation to the thematic domain of health and community, based on the scientific production included in the SoReCom “A.S. De Rosa” @-Library dedicated to Social Representations and Communication (DE ROSA, 2001, 2014a, 2014b, 2015a). The objective is to take stock of the scientific field of social representations and health developed in more than 50 years. By conducting a meta-theoretical analysis (DE ROSA, 2002, 2013a, 2013b, 2015b) of the literature on this macro-area and its sub-topics, we map the development of the scientific production in terms of the: a) typology of resources,

distribution by the year of publication, c) language and e) author’s institution affiliation. In this way, we detect the worldwide dissemination of the theory in the applied field of health and community within the multi-generational community of scientists and across different geo-cultural contexts.

METHODOLOGY

The methodology used consists of the application of the grid for meta-theoretical analysis created by De Rosa in 1992 and subsequently developed (last revised version: 2014) in order to include the latest advances of the theory of social representations (DE ROSA, 2013a, 2013b). This tool enables the researcher to analyze each publication on social representations, health and community in a systematic way, taking into account the characteristics of the bibliographic item, as well as meta-theoretical and paradigmatic contributions.

Moreover, De Rosa (2014c) has introduced the technique of geo-mapping, crucial for the visualization of the scientific production in different parts of the globe. The technique is aimed at visualizing results that take into account the variable of the author's institution affiliation also crossed with other variables chosen depending on the specific target goal of the analysis (like the health and community as thematic domain in the case of study presented in this chapter). We take stock of the city, country and continent of each author's institution (usually a university), using the institution as a whole, not a single department of faculty. Following the task of detecting carefully the correct denomination of the authors' institutions, we obtain the pivot table of the frequencies, which are then visually displayed using the data analysis software *Tableau desktop*.

RESULTS

In this chapter, we take into account the publications dedicated to health and community from a corpus of 9694 bibliographic items filed in the SoReCom "A.S. De Rosa" @-Library specifically dedicated to social representations and communication. Altogether, 1577 bibliographic items have been identified while taking stock of the literature in this thematic field, from a corpus of 9694 bibliographic items filed in the SoReCom "A.S. De Rosa" @-Library as of January 2015. However, the total is destined to grow. With intense scientific production on social representations in general and on health and community in particular, we realize that at any given moment we provide a snapshot view, due to the fact – also in this dynamic of science production and

dissemination, as for many other research domains - that “reality changes faster than research” (DE ROSA, 1996).

The Table 1 presents the distribution of these 1577 bibliographic items related to health and community divided by resource type. We may observe that the majority of items fall under category of “Article in Journal”, followed by “Conference presentation” and “Book Chapter”. Such a high total of journal articles ($f= 662$; 42,04%) in this field is due to a significant number of journals fully dedicated to health, as well as the interest of general, and social and applied psychology in this topic. Although the first journal in terms of the number of articles on health and community remains Papers on Social Representations, there is an impressive number of journals from all over the world (311).

Table 1 – The frequencies distribution of 1577 items related to health and community (specifically related to social representations and communication field in the repositories of the SoReCom “A.S. De Rosa” @-Library) by the Resource Type.

Resource Type	Absolute Frequency	Frequency %
Article in Journal	662	42,04%
Conference presentation	549	34,81%
Book Chapter	280	17,69%
Thesis	48	3,04%
Book	21	1,33%
Report	7	0,38%
Manuscript	4	0,25%
PhD Thesis Chapter	4	0,25%
Web document	2	0,13%
Total	1577	1

Source: “A.S. De Rosa” @-Library.

The Figure 1 allows us to see even clearer the importance of journal articles and conference presentations in the field of health. Concerning conference presentations, the majority of contributions can be traced back to the bi-annual International Conferences on Social Representations (ICSR) that each time take place on a different continent. Latin America plays a very significant role when it comes to the knowledge production, that is regularly presented at the Jornadas Internacionales sobre las Representaciones Sociales (JIRS). A related event, the Luso-Brazilian Colloquium on Health, Education, and Social Representations also contributes to the diffusion of knowledge on social representations and health. De Rosa (2008; DE ROSA; D'AMBROSIO, 2003, 2008) has conducted a thorough analysis of the importance of the international conferences, in a snapshot view from two sides of the Atlantic, currently under updating until the last conference ICSR held in São Paulo (Brazil) in 2014 and extended to other dedicated conferences, including JIRS (ARRUDA, 2014).

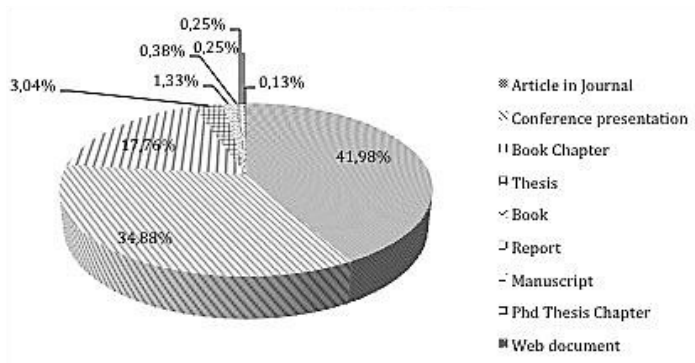


Figure 1 – The percentage distribution of 1577 items related to health and community (specifically related to social representations and communication field in the repositories of the SoReCom “A.S. De Rosa” @-Library) by the Resource Type.

Considering the development and dissemination of the theory of social representations in the field of health and community in relation to time, there is a definite trend of growth. Taking into account the publication date, the starting point is 1952 when Moscovici's introduced the notion of social representations in relation to psychoanalysis, and thus mental health (DE ROSA, 2013a). Follows a period of a fairly slow growth until 1981 (a sort of latency period: DE ROSA, 2013b), and then since 1982 the theory conquers the world (progressively expanding from France to other European countries, from Europe to Latin and North America and then to other continents), reaching the peak of 768 publications in the decade 2002-2011. Figure 2 presents the absolute frequencies in detail. We may observe that based on the entire corpus of data, the field of health and community resembles in this respect the situation in other paradigmatic and thematic foci. The seemingly lower number of publications in the last decade may be because it has just started and while in other cases we take into account a ten-year period, the current decade is still at its early stage. In fact, we have registered a similar trend when we have analyzed the results of the theory diffusion ten year ago, after the end of the previous decade 1992-2001. However only further analyses based on the new data retrieved for the decade 2012-2021 will provide an interpretation well rooted into empirical data.

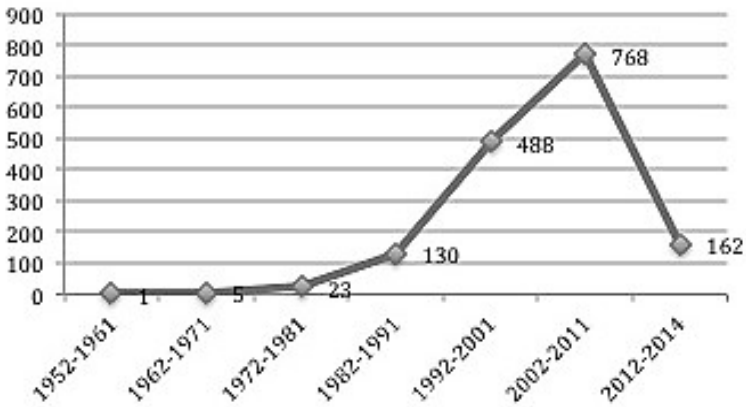


Figure 2 – The frequencies distribution of 1577 items related to health and community (specifically related to social representations and communication field in the repositories of the SoReCom “A.S. De Rosa” @-Library) by the year of publication (by decade).

Another interesting variable that we take into account is the “language of publications”, presented in Table 2. While the major virtual libraries and repositories in the world concentrate on literature in English, in the field of social representations, health and community other linguistic scenarios play an important role as well. English, the common language of science, continues to take the lead with more than 30% of publications, but it appears crucial that publications in Portuguese constitute almost a quarter of the entire body of the literature on this thematic domain. While the seminal contributions have been originally written in French, the third most represented language, Spanish follows again pointing to the importance of Latin America in the scientific production in the field of social representations, health and community.

Table 2 – The frequencies distribution of 1577 items related to health and community (specifically related to social representations and communication field in the repositories of the SoReCom “A.S. De Rosa” @-Library) by the language.

Language	Absolute Frequency	Frequency%
English	496	31,45%
Portuguese	392	24,86%
French	329	20,86%
Spanish	278	17,63%
Italian	42	2,66%
German	22	1,40%
Romanian	7	0,44%
Finnish	5	0,32%
Hungarian	4	0,25%
Chinese	1	0,06%
Swedish	1	0,06%
Total	1577	100,00%

As the next step, the geo-mapping allows for a more advanced level of analysis, taking into account the country and continent of the authors’ institutional affiliation. We shall first provide a general outlook on the continents represented, moving on to the single countries.

In line with the findings concerning language, Europe appears as the most fertile location, immediately followed by Latin America. These two geo-cultural contexts alone account for more than 90% of the entire production on social representations, health and community, as Table 3 demonstrates. The history of Europe and the seminal work done by Moscovici (2008) on social representations and psychoanalysis; by Herzlich

(1969), Flick (1992), Markova and Farr (1995), Gervais and Jovchelovitch (1998), Petrillo (2000), Morin (2004) on health; by Jodelet (1985, 1986, 1989) and De Rosa (1987, 1988, 1991, 1995; DE ROSA; BOCCI, 2013) on mental illness can help us explain this result. In Latin America, experts from other disciplines beyond social psychology, such as nursing, medicine, social work, etc., refer to the theory to make sense of the surrounding reality. Among other sub-topics, AIDS constitutes a significant object of societal interest in the realm of health all over the world, relying on and confirming Moscovici's (1992) reflections on the importance of social representations to the acceptance of this disease, a new phenomenon and the inspiring researches by Jodelet et al. (1994, 1998).

Table 3 – The frequencies distribution of 1577 items related to health and community (specifically related to social representations and communication field in the repositories of the SoReCom “A.S. De Rosa” @-Library) by the Continent according to the country of the author's institutional affiliation.

Continent	Absolute Frequency	Frequency %
Europe	802	52.86%
Latin America	636	40.33%
North America	96	6.09%
Asia	24	1.52%
Oceania	15	0.95%
Africa	4	0.25%
Total	1577	100.00%

Considering other scenarios, North America, and the emerging Asia, Oceania and Africa still have a rather limited interest in social representations and health, as evident from Figure 3. While in Europe and Latin America there is a high number of diverse authors dedicated to this topic, in the remaining geo-cultural contexts contributions are not very numerous.

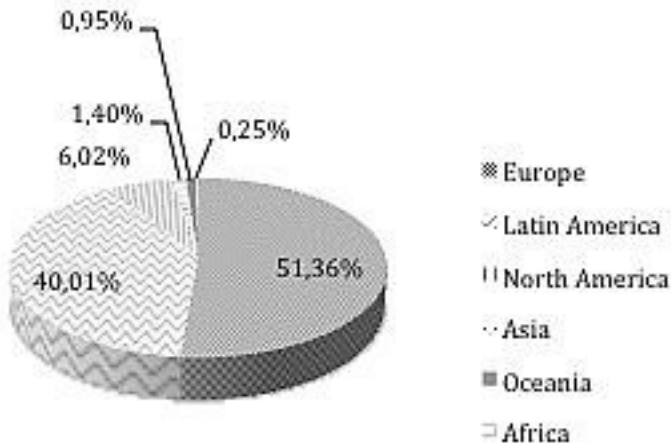


Figure 3 – The percentage distribution of 1577 items related to health and community (specifically related to social representations and communication field in the repositories of the SoReCom “A.S. De Rosa” @-Library) by the Continent according to the country of the author’s institutional affiliation.

With the magnifying glass of geo-mapping, we shall look at the authors’ institutional affiliation based on each continent, taking into account individual countries. The results are displayed in Figure 4 using the output of the Tableau Desktop software. Unsurprisingly, France appears as the most fertile country in Europe with 266 publications (% = 33.17) on social representations, health and community, accounting for almost

one-third of the entire scientific production of the continent in this field. Immediately follows United Kingdom with 136 publications (% = 16.96), in a large part produced by authors from such institutions as the London School of Economics, renown for the tradition of research on the topic of health, community and social representations. Southern Europe also constitutes a fertile ground, with Spain ($f = 96$; % = 11.97), Italy ($f = 85$; % = 10.60), and Portugal ($f = 60$; % = 7.48), very active. Concerning Italy, predominantly it is the Sapienza University of Rome, and in particular the scientific production of De Rosa who, herself a major contributor, together with the doctoral trainees and doctors of the European/International Joint PhD in Social Representations and Communication, accounts for the highest number of publications in this country. German-speaking countries such as Germany ($f = 33$; % = 4.11), Switzerland ($f = 31$; % = 3.87) and Austria ($f = 18$; % = 2.24) have also made a modest contribution to the body of scientific literature on health, community and social representations. Among the Eastern European countries, Romania (the Moscovici's birthplace) plays the leading role ($f = 13$; % = 1.62), also given the special intellectual link between the theory's founder and some eminent Romanian academic social psychologists, like Adrian Neculau, who has contributed to disseminate his thought not only at Iasi Ali.Cuza university, but in the entire country. In Northern Europe Finland ($f = 11$; % = 1.37) has a fairly high number of contributions, related the specific interest of some researchers who even organized a dedicated event on social representations. Moreover, many other countries are represented, as we may see in Figure 4 below.

Concerning Latin America, Brazil ($f = 435$; % = 68.40) certainly stands out as the most productive country in the field of social representations and health as presented in Figure 5.



Figure 5 – The frequencies distribution of 636 items related to health and community (specifically related to social representations and communication field in the repositories of the SoReCom “A.S. De Rosa” @-Library) by the Continent Latin America according to the country of the author’s institutional affiliation.

In North America, authors affiliated with Canadian institutions, account for almost 70% ($f = 66$; $\% = 68.75$) of the entire production on social representations, health and community in this geo-cultural context ($f = 30$; $\% = 31.25$), as shown in Figure 6 below. For example, the University of Ottawa (which is also one of the extra-EU institutional partner of the European/International Joint PhD in Social Representations and Communication) constitutes a significant incubator for published research in this field, including numerous contributions not only in English, but also in French.

Asia, a vast territory with diverse nations, is an emerging geo-cultural scenario for the theory dissemination - especially following the 9thICSR organized in Indonesia (Bali, 2008) and the launch of the Foundation for Social Representations Studies since 2005- with a rather low number of contributions, as shown in Figure 7. The most productive country is Israel ($f = 7$; $\% = 29.17$), followed by China ($f = 6$; $\% = 25.00$) and Indonesia ($f = 3$; $\% = 12.50$). Due to the large territory covered and a low number of contributions in absolute terms (compared to such countries as France or Brazil), the visualization of frequencies appears as very tiny points. However, by taking into account the overall proportions where the entire world constitutes the 100%, the data represents a more faithful snapshot view of the current situation.



Figure 6 – The frequencies distribution of 96 items related to health and community (specifically related to social representations and communication field) in the repositories of the SoReCom “A.S. De Rosa” @- Library) by the Continent North America according to the country of the author’s institutional affiliation.



Figure 7 – The frequencies distribution of 24 items related to health and community (specifically related to social representations and communication field in the repositories of the SoReCom “A.S. De Rosa” @-Library) by the Continent Asia according to the country of the author’s institutional affiliation.

The scientific publications on social representations, health and community by authors affiliated with institutions in Oceania are more numerous in Australia ($f = 10$; $\% = 66.67$), than in New Zealand ($f = 5$; $\% = 33.33$), as illustrated in Figure 8. The researchers from this geo-cultural context successfully publish in international journals.

The geo-cultural context with the lowest number of contributions in the field under scrutiny is Africa, with only four publications equally divided between Ghana, Ivory Coast, Mauretania and South Africa ($f=1$; $\% = 25.00$). Figure 9

graphically displays this distribution. The majority of publications by authors affiliated with African institutions concerns AIDS when it comes to the social representations and health.

Thanks to the geo-mapping technique, we may appreciate the diffusion of the theory related to the specific topic throughout the world. The retrieval and analysis of publications from the meta-theoretical point of view continues, improving on daily basis; due to limited space, providing further information is not possible in this chapter.



Figure 8 – The frequencies distribution of 15 items related to health and community (specifically related to social representations and communication field) in the repositories of the SoReCom “A.S. De Rosa” @-Library) by the Continent Oceania according to the country of the author’s institutional affiliation.



Figure 9 – The frequencies distribution of 4 items related to health and community (specifically related to social representations and communication field in the repositories of the SoReCom “A.S. De Rosa” @-Library) by the Continent Africa according to the country of the author’s institutional affiliation.

CONCLUSIONS

The systematic effort to map the theory of social representations undertaken by De Rosa requires appropriate methodological tools, analysis and data visualization. The geo-mapping technique introduced by her in the operational SoReCom @-Library Guidelines has been recently supported by the use of the Tableau software, in order to make faster the data visualization operational process. It is not possible to illustrate the magnitude of the entire research design aimed at the meta-theoretical analysis of the entire literature produced in Social Representations in a single contribution. However, we emphasize that the concerted effort of generations of early stage researchers, doctoral trainees and master students coordinated by De Rosa since 20 years in order to achieve the ambitious goal of the meta-theoretical analysis of the whole literature in Social Representation starts to offer to the scientific community a complete systematic overview about the dynamic of theory dissemination and its development (also through networking research and institutional activities) and continue to develop the SoReCom “A.S. De Rosa” @-library, currently under a profound technological transformation into a new web-platform and enriched in daily basis by more than 20 dedicated human resources (DE ROSA, 2015a). In this paper we have provide done for the first overviews of the data (as of January 2015), which points out to the leading role of Europe, the homeland of the theory, and the increasing role of Latin America, especially Brazil. These geo-cultural contexts seem the strongest not only when it comes to the quantity of contributions, but also the diversity of publications. Conferences that take place each year alternating between the International Conference on Social Representations (ICSR) and

the Jornadas Internacionales sobre las Representaciones Sociales (JIRS) without doubt create an opportunity for the diffusion and transfer of knowledge and research on social representations, health and community (DE ROSA, 2008; DE ROSA; D'AMBROSIO, 2003, 2008). About the role of networking among researchers it is also important to note that a thematic networks specifically focused on Health such as RIPRES – Réseau International de Recherche sur les Représentations Sociales en Santé with partners in Portugal, Brazil, France, Argentina, Austria, Italy, Mexico and Scotland <<http://www.cicts.uevora.pt/RIPRES>>, has been established since 2010. In the logic of “network of networks”, it represents a sub-network of the wider SoReCom THEMatic NETWORK of excellence. Launched in 2004, approved by the European Commission (DG- Education and Culture) and co-funded by the Sapienza University (as coordinating Institution) with hundreds of academic and extra-academic institutional partners and more than 3000 individual partners in all the European countries, open to collaboration with partners from all over the world <[http://www.euophd.eu/SoReComTHEMatic NETWORK](http://www.euophd.eu/SoReComTHEMaticNETWORK)>.

Overall, the theory of social representations is certainly growing, conquering new geo-cultural contexts and reinforcing its position worldwide. Through the constant effort of our multi-year research program, it is possible to empirically and systematically monitor the trends from different points of view (DE ROSA, 1994, 2013a, 2013b, 2015b). Concerning health, community and social representations, historically this field represents one of the core interests of the theory. A meta-theoretical analysis goes beyond a biased, selective overview of only some publications (for example only those included in the bibliometric database, like Thomson and Reuters or Scopus-Elsevier) and recognizes the value of the entire scientific production.

Health and Community continue to play a significant role in the galaxy of social representations since the inception of the theory until today. Both established experts in social representations and new representatives of different disciplines, including hard science, recognize the value of the theory when approaching the diversity of subtopics related to health. The commonsense thinking captured through social representations continues to fascinate researchers all over the world, and the field of health, rich in symbols, metaphors, icons and images constitutes without doubt a fertile ground for generations of scholars. One of the reasons for the attractiveness of the social representation theory in the field of Health and Community can be identified in its multidimensional approach to culture and psychology, articulating individual, intersubjective and trans-subjective spheres, as Denise Jodelet (2013a)

To tackle the multidimensionality of the health-illness domain it would be heuristic to focus on social representations that orient practices using the model that I have proposed in Chapter 2 (see JODELET, 2013b). That is to say looking at the three spheres to which social representations pertain: a) the “subjective” one that can be afforded through the notion of experience that integrates culture as “world of life” (*lebenswelt*); b) the “inter-subjective” one linked to interaction and dialog through which culture is transmitted and shared; c) the “trans-subjective” one that refers to the cultural resorts, norms, models, constraints and knowledge crossing the contexts of life and interaction.

The goal of this chapter was to draw attention to the importance of reinserting the cultural dimension into the approach of phenomena studied by health psychology. It calls for reconnecting with a tradition that characterized the first

research carried out in the field of health and for breaking disciplinary barriers in order to collaborate with social sciences and to promote, through social representations, a multidimensional analysis of problems linked to the management of health and disease” (JODELET, 2013a, p. 163).

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