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Conference Overview

de Rosa, A.S. Bocci, E. Bulgarella, C. (2010) Économie et Finance durant la crise financière mondiale: représentations sociales, métaphores et figures rhétoriques dans le discours des médias de l'automne 2008 au printemps 2010, Cahiers Internationaux de Psychologie Sociale: Special Issue "Social Thinking and crisis" 87: 543-584. ISSN 0777-0707

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THE WORLDWIDE DIFFUSION OF THE SOCIAL REPRESENTATIONS THEORY IN THE THEMATIC FIELD OF "ECONOMICS, ADVERTISING, MARKETING AND ORGANISATIONAL CONTEXT"

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Introduction. Launched in 1994 by Annamaria Silvana de Rosa (1994a, 1994b, 2002, 2013a, 2013b), the ambitious project for an empirical meta-theoretical analysis of the entire literature on Social Representations produced worldwide has been carried out over the last two decades. It currently represents the unified research framework of the EC approved SoReComJoint-IDP (http://www.europhd.eu/SoReComJointIDP) conducted in collaboration with 13 Early Stage Researchers at the European PhD on Social Representations and Communication Research Centre and Multimedia Lab. Specific web-tools have been designed by de Rosa (including the on-line platform for the meta-theoretical analysis and the

related web-inventories) implemented in the institutional website (http://www.europhd.eu) currently in transition into a new digital platform, including the SoReCom"A.S. de Rosa"@-library (de Rosa, 2014b, 2014c, 2014d, 2015a). The analysis of our big data and metadata enables us to take stock of the scientific field developed in more than 50 years by mapping its development, the related research paradigmatic approaches and methods, the thematic areas and their impact on the various applied fields within the multi-generational community of scientists and across different geo-cultural contexts (de Rosa, A.S. 2015b).

Goal. Our goal is to discuss some aspects of global dissemination of the Social Representations Theory, presenting a selection of results visualized according to a technique designed ad hoc for geo-mapping the development and the dissemination of the theory across the continents (de Rosa, 2014a), over several generations of scientists, regarding the thematic field of Economy, Advertising, Marketing and Organisational Context. We shall share some of the comparative analyses based on "big data" and "meta-data" filed in our SoReCom"A.S. de Rosa"@-library repositories, concerning authors' countries and institutional affiliations, years of publication by decades, type of publication, topics under the specific thematic area of Economy, Advertising, Marketing and Organisational Context, bibliometric indexes, language of publication, etc. This allows us to present:

a) the geo-mapping of the wider scientific production in Social Representations (de Rosa, 2014a) and comparative results with different types of publications;

b) the dynamics of the knowledge epidemiology via the network analysis of the inter-institutional collaborations between authors belonging to institutions in different countries and continents: who works with whom, (on what) and where?

c) the relevance of the cross-cutting thematic choice for the publications (Economy, Advertising, Marketing and Organisational Context), categorised on the basis of various specific sub-topics: currency, economic representations, economic inequality, financial behaviour, money and means of payment, taxes, financial crisis, national or local economic contexts, economic risk, globalization, meaning-image of work, consumers behaviour, organisational culture and change, poverty, professional practices-roles, unemployment, enterprise-firm-brand (among others);

d) the overview of scientific journals that publish contributions in the field of social representations applied to Economy, Advertising, Marketing and Organisational Context,

taking into account the journals' impact factor values (Thomson Reuters) and the SJR indexes (Scopus).

Methods. The bibliographic sources of the empirical data used for our analyses were extracted from a larger number of 10204 SoReCom"A.S.de Rosa"@-library bibliographic references, of which 395 items specifically related to social representations and Economy, Advertising, Marketing and Organisational Context (including books, book chapters, conference presentations, web documents, manuscripts, university reports, Master and PhD theses, etc.) filed in the repositories of the SoReCom"A.S. de Rosa"@-Library as of May 13, 2015 (de Rosa, 2014a, 2014d, 2015a, 2015b). They have been analysed using the specific tool, the last version (v.2014) of the Grid for meta-theoretical analysis developed by de Rosa that consists of five parts. In this presentation, we take into account data and meta-data based on its first two parts relevant to the "bibliographic item" and "type of paper".

Results. Concerning the "type" of the bibliographic item, the majority of production in social representations filed in the repositories of the SoReCom "A.S. de Rosa" @-Library can be classified as journal articles (43%), followed by conference presentations (31%) and book chapters (19%); other types of contributions (7%) include books, theses, manuscripts, reports and web documents. About the theory's dissemination, the dedicated international conference play a crucial role for (de Rosa, 2008; de Rosa & d'Ambrosio, 2003, 2008), also promoting the dynamics of the knowledge epidemiology via the inter-institutional collaborations between authors belonging to institutions in different countries and continents (72% from Europe, 17% from Latin America, 7% from North America, 3% from Asia, 1% from Oceania and 1% from Africa). Based on the year of publication, we observe a steady trend of growth of the number of publications worldwide after a latency period of almost two decades. Regarding the journal articles, 51% have been published in journals that are not indexed, 37% have been published in journals included in both Thomson Reuters and Scopus databases, 8% were included only in Scopus and 4% only in Thomson Reuters. The five top sub-topics in the literature on Social Representations and Economy, Advertising, Marketing and Organisational Context in order of ranking result: Economic representations, Advertising, Meaning-image of work, Consumers behaviour, Organisational culture and change. Concerning the "type of paper" from the entire body of references analysed in the current research 75% are empirical papers, 17% - theoretical papers and 11% - thematic reviews.

Conclusions. The empirical data presented in this contribution confirm the richness of the diversified publishing opportunities gained by the social representations literature, considering diverse types of publications ranging across several topics in the field of

Economics, Advertising, Marketing and Organisational Context. Journal articles constitute the majority of publications; however, more than a half of them has been published in journals that are not indexed, which demonstrates that there is a need for promoting the knowledge of the theory of social representations among the mainstream scientific community. The linguistic diversity can also partially explain this finding, since the indexed journals tend to prefer contributions in English.

Keywords: Social representations, meta-theoretical analysis, SoReCom "A.S.de Rosa"@-library, economic representations, advertising, marketing, organisational context

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Using Lotteries to Incentivize Safer Sexual Behavior: Evidence from a Randomized Controlled Trial on HIV Prevention.

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Financial incentives are a promising HIV prevention strategy. This paper assesses the effect on HIV incidence of a lottery program in Lesotho with low expected payments but a chance to win a high prize conditional on negative test results for sexually transmitted infections. The intervention resulted in a 21.4 percent reduction in HIV incidence over two years. Lottery incentives appear to be particularly effective for individuals willing to take risks. This paper estimates a model linking sexual behavior to HIV incidence and finds that risk-loving individuals reduce the number of unprotected sexual acts by 0.3/month for every $1 increase in the expected prize.

Keywords: Incentives, HIV prevention, Sexual Behaviors, Lotteries

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