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So.Re.Com.THE.NET. @-NEWS n°42 – November 2013

The integrated Newsletter of the European/International Joint PhD in Social Representations and Communication of the So.Re.Com. THEmatic NETWORK, and of the SoReCom Joint-IDP

So.Re.Com. Joint-IDP Institutional News



Funded by the European Union

So.Re.Com. Joint-IDP: activity report for month 2 (November 2013)

As foreseen by the So.Re.Com. Joint-IDP timeline (http://www.europhd.eu/html/_onda01/10/05.01.00.00.shtml) the following activities have been realized and implemented during the month of November 2013:

1. Participation to 2013 ITN Co-ordinators Briefing in Brussels (15th November 2013)
2. Participation to the **European Conference 2013 Marie Curie Actions: On the last lap to Horizon 2020: Presentation** (Florence, 25th – 26th November 2013)
3. Dissemination of the project information at the following events:
 - a. 9th **European Congress of Community Psychology** (Naples, 6th – 9th November 2013)
 - b. ExEDE Project Conference **Excellence in European Doctoral Education: Innovation and Enhancement** (Edinburgh, 27th – 28th November 2013)
4. Dissemination of the project information through the **SoReCom.THE.NET.@-NEWS**
5. Day-to-day management (correspondence with partners, website updates, potential applicants, etc.)

So.Re.Com. Joint-IDP: potential applicant's pre-dossiers are accepted (until December 2013)

With reference to the So.Re.Com. Joint-IDP call for 13 fellowships (see next page), potential applicant's pre-dossiers will be accepted until the end of December 2013. Such pre-dossiers should include:

- a first version of the **application form**, including the bibliographic part
- a first version of the **five-page paper** (plus 2 pages of bibliography): **two pages** related to the overall project of the call and **three on a specific research focus** aimed at comparatively evaluating the previous background of the applicants in the scientific field and eventually their prior knowledge specifically in Social Representations regarding their preferred specific project among those specified in the **call for application**

Applicants who will send their pre-dossiers do not have priority rights in the evaluative process for the recruitment compared to other applicants who will apply by the deadline 31 March 2014. However they can receive appropriate feedbacks to improve their final applications.



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So.Re.Com. Joint-IDP call for fellowships

The **So.Re.Com. Joint – Innovative Doctoral Program** is the best evaluated (with the highest mark 98,8/100 marks) among the 1147 projects submitted within the **2013 People-ITN call** and is coordinated by Sapienza University of Rome. In its role as mono-contractor Institution, Sapienza University is issuing a call for 13 fellowships within the framework of the So.Re.Com. Joint-IDP project for Early Stage Researchers.

Built on the experience of both the European/International Joint PhD in S.R. & C. awarding a recognized joint degree since 1996, and the EU approved So.Re.Com. THEmatic NETwork, this international joint doctoral programme includes 8 universities, 2 private companies and 1 public research institute in 8 European countries (AT, CH, CZ, ES, FR, IT, RO, SE), and 6 universities in United States, Canada, Brazil, Argentina, Mexico and China. The goal is to provide doctoral training in Social Representations and Communication, a supra-disciplinary research area of the social sciences that studies the social construction of everyday knowledge in social spheres and media, disseminating European excellence beyond the EU boundaries and attracting the best ESR from abroad. Structured into transnational teams by common research area and complementary multi-methodological approaches, this So.Re.Com. Joint-IDP guarantees a well-tested training structure including:

- an innovative integrated physical and virtual campus, where world-class academic scientists, internationally recognised experts, experienced researchers and ESR cooperate face-to face and online “for” and “by” research;
- multiple supervision via tutoring and co-tutoring by at least three tutors in different countries;
- individual mobility for ESR at research centres for secondments;
- collective international mobility of trainees and teaching staff during International Summer Schools and Lab meetings;
- learning by doing (including transferable skills) in academic and non-academic settings;
- worldwide access to common web platform, as tool for documentation, networking, training and monitoring trainees' progress;
- high tech infrastructure and lab facilities;
- quality evaluation system;
- officialisation of the joint degree;
- active integration in the world-wide SoReComTHEmatic NETwork;
- enhancement of career prospects both in and outside academia.

Selected applicants will be enrolled in the European/International Joint PhD in Social Representations and Communication to participate in an on-going project led since 20 years by the director of the *European PhD on Social Representations and Communication Research Centre and Multimedia Lab* who has designed specific web-tools (including the on-line grid for the meta-theoretical analysis and the related web-inventories) for the purpose of conducting an empirical meta-theoretical analysis of the literature on Social Representations. **The specific project aim is to take stock of the scientific field developed in more than 50 years** by conducting an empirical meta-theoretical analysis of the literature on Social Representations, mapping its development, the related research 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.

All necessary information can be found on the **So.Re.Com. Joint-IDP website**: <http://www.euophd.eu/SoReComJointIDP>. In particular you can consult:

The **project objectives**: http://www.euophd.eu/html/_onda01/10/03.00.00.00.shtml

The **research framework**: http://www.euophd.eu/html/_onda01/10/03.02.00.00.shtml

The **call for fellowships (including the amount)**: http://www.euophd.eu/html/_onda01/10/06.05.00.00.shtml

The **eligibility criteria**: http://www.euophd.eu/html/_onda01/10/06.01.00.00.shtml

The deadline to apply is the **31 March 2014**. You can apply by sending the **application form** and the requested documents (http://www.euophd.eu/html/_onda01/10/06.03.00.00.shtml) by email to the project scientific coordinator: annamaria.derosa@uniroma1.it



Other So.Re.Com. Network Partners Training Activities

Summer School for Ph.D students: The challenge of Diversity in Well-being promotion University of Oslo, July 21st – 25th

University of Oslo is proud to announce a Ph.D course in Positive Psychology in week 30 (July 21st – 25th) 2014 at the University of Oslo, Norway. The title of the course is: **Positive Psychology and the Challenge of Diversity in Well-being Promotion**

The course is given by Antonella Delle Fave from the University of Milano. Delle Fave was one of the contributors to the millenium issue of *American Psychologist* (edited by Seligman & Csikszentmihalyi) in which positive psychology was launched and she has served as president for the *International Positive Psychology Association* (IPPA). You find all relevant information about the Summer School and the course in positive psychology here:

<http://www.sv.uio.no/english/research/doctoral-degree/summer-school/index.html>

The course gives 10 ECTS credits. Number of places are limited, and will be given to those PhD-students (students from other disciplines than psychology are welcome) who register first. Interested younger researchers who have completed their PhD are also welcome.

Contact person: Tron Harald Torneby t.h.torneby@sv.uio.no

II International Seminar on Economic Psychology Psychology of Economic Self-Determination of Person and Community Lucian Blaga University of Sibiu (Romania), April 9th 2014

The Seminar is co-organized by Lucian Blaga University of Sibiu, Romania (Prof. Univ. Eugen Iordanescu), CISES s.r.l. & PSIOP, Italy (Dr. Alessandro De Carlo), and Institute of Social and Political Psychology NAPS of Ukraine, Department of Psychology of Masses and Communities (Prof. Univ. Vadym Vasiutynskyi).

Psychologists and economists are invited to discuss the following topics of Economic Psychology: a) Psychological peculiarities of national economic policy; b) Money, income and savings attitudes; c) Psycho-economic aspects of organizational activities; d) Entrepreneurship psychology; e) Economic consciousness and economic socialization; f) Psychology of consumer behavior; g) Psychology of richness and poverty; h) Social representations paradigm for research in Economic Psychology; i) Pedagogical basis of economic consciousness development.

Seminar proceedings will be published in English. Participation in the seminar and publication are free of charge. Delivery of the book of abstracts is covered by authors. If required it can be sent in *pdf format to authors' emails. Travel, meals and accommodation should be paid by participants. For registered participants Organizing Committee will provide information about travel, meals and accommodation in Sibiu. Abstracts guidelines: up to 1200 words, please avoid footnotes, figures and bibliography. On the top of abstracts: authors' name and surname, scientific degree, title, position, affiliation.

Theoretical study should include: 1) theoretical and methodological relevance, 2) objectives, 3) results, 4) conclusions.

Empirical study should include: 1) theoretical and methodological relevance, 2) objectives, 3) method and organization of the study, 4) results, 5) conclusions. These units should be clearly separated in the text.

Abstracts should be sent to email: dnipropsy@yahoo.com in *.doc, *.docx by March 1st.

Contacts for information:

- Eugen Iordanescu, Prof. Univ., Lucian Blaga University of Sibiu (eugeniordanescu@yahoo.com)
- Irina Bondarevskaya, Associate Professor, scientific correspondent of Laboratory of Social Psychology, G.S. Kostyuk Institute of Psychology, National Academy of Pedagogical Science of Ukraine. (Tel. +38 067 714 0886 e-mail: ibondarevskaya@yahoo.com)



Previous International Conferences and International Visiting Exchanges

9th European Congress of Community Psychology Naples, November 6 – 9, 2013

The **9th European Congress of Community Psychology** was held in Naples on 7-9 November 2013, and was organized by the European Community Psychology Association (ECPA), the INCOPARDE-LAB, of the Department of Humanities, University Federico II, in collaboration with the Fondazione Mediterraneo, the Italian Society of Community Psychology (SIPCO). The conference was addressed to psychologists, social researchers and activists interested in promoting social transformational processes by working on the intersection between individuals and contexts.

Today's challenge lies in improving quality of life and building social happiness in a global universe where working conditions are not human and environmental friendly, and bring new as well as unthought-of discomforts on individuals and their relational lives. Human developmental models, nutritional policies, living environmental development ought then to be the object of interest for individual well-being as well. Justice and equality ought to become the common goal of social inclusive policies as well as a value-related dimension geared to flank and characterize professional settings and psychological interventions. This congress was an arena for discussing and seeking for new objectives, instruments, and shared practices for psychologists and social actors alike who act on the boundary between individuals and social organizations.

A group of research trainees currently enrolled in the European/International Joint PhD in S.R. & C. (Petra Carman, Alessia Rochira) and degree holders (Maya Siag, Anna Liguori) have actively participated in the event, presenting papers or poster jointly with some of their tutors or co-tutors (prof. Bruno Mazzara, Giovanna Leone, Ida Galli, Roberto Fasanelli, Mauro Sarriica).

The Programme Director of the European/International Joint PhD in S.R. & C., prof. Annamaria de Rosa, also participated in the conference with the contribution on *"Polemical representations in action in two social movements (No-TAV and Occupy Wall Street): Social Change, Political Arena and Controversial Relation Citizens-Community-Institutions"* (contribution jointly presented with Elena Bocci)

ExEDE Project Conference Excellence in Doctoral Education: Innovation and Enhancement hosted by the University of Edinburgh, Scotland (28-29 November 2013)

Excellence in European doctoral education is cited by the EU, national governments, funding and quality agencies, employers and universities as a key priority now and for the future. While the Salzburg II recommendations and numerous reports from European organisations set out in general terms the key elements of doctoral training, there are few examples of how these principles and concepts can be translated into innovative practice, particularly at an institutional scale. To address this, the University of Edinburgh and Aarhus University are working together on a collaborative project to discuss, develop, pilot, evaluate and share practice around a series of interrelated work packages. These work packages address a number of key themes surrounding excellence in European doctoral education including support, supervision, employer engagement, employability and mobility.

This **conference**, jointly hosted by Edinburgh and Aarhus, offered an invaluable opportunity for greater exploration of these themes, through key note speeches, discussion and interactive workshops based around some of the initial challenges and findings of the collaborative project. One key objective of this approach is to facilitate engagement with the issues and to help identify practical solutions. Networking, sharing of practice and collaboration are important aims of the conference and opportunities for these are built into the programme. The conference was of particular interest to individuals with strategic roles, particularly in internationalisation, European policy, quality assurance and researcher development, Graduate School and research programme directors, academic staff who direct and supervise PhD programmes and support staff with responsibility for PhD training and employability.

The Programme Director of the European/International Joint PhD in S.R. & C., prof. Annamaria de Rosa, participated in the conference with a key invited lecture on *"The European/International Joint Doctorate in Social Representations and Communication: an innovative doctoral programme in a networked international research training environment"*.



Editorial News

Le scandale de la pensée sociale. Textes inédits sur les représentations sociales

We are pleased to announce that Professor Serge Moscovici's latest book is now out: **Serge Moscovici. 2013. *Le scandale de la pensée sociale***. (Textes inédits sur les représentations sociales réunis et préfacés par N. Kalampalikis; postface d'A. Ohayon). Paris, Editions de l'Ecole des hautes études en sciences sociales.

« Il y a peu de choses aussi scandaleuses pour des hommes vivant dans une culture qui se réclame, comme la nôtre, de la science et de la raison, que le spectacle des croyances, des superstitions ou des préjugés que partagent des millions d'hommes », affirme Serge Moscovici. Sa théorie des représentations sociales, élaborée il y a un demi-siècle, vise en effet la formation de la connaissance en société dans son rapport avec la science, la communication et, avant tout, la culture. Cette théorie a opéré une véritable rupture, instituant la connaissance ordinaire, celle du sens commun, comme matière première de l'agir collectif dans nos sociétés pensantes. Santé, science et société, travail, environnement, éducation, etc. : ses nombreux champs d'application et sa diffusion internationale témoignent de sa pertinence pratique pour faire face aux questions sociétales de notre temps. Ce volume réunit plusieurs écrits fondamentaux de l'auteur, inédits en français, dévoilant la genèse et l'évolution de son approche. Il constitue une source essentielle pour saisir l'actualité d'un des penseurs les plus influents des sciences du social.

The book is available at: <http://www.lcdpu.fr/livre/?GCOI=27000100149660>

A debate with Serge Moscovici on this book was held last june in Beaubourg (Paris):

http://www.dailymotion.com/video/x1fhab_peut-on-encore-rever-dans-un-monde-prisonnier-du-reel_news

Dynamics of Competitive Advantage and Consumer Perception of Marketing

We are pleased to announce the publication of the book "***Dynamics of Competitive Advantage and Consumer Perception in Social Marketing***", edited by A. Kapoor and C. Kulshrestha (Publisher: IGI Global, Hershey Pennsylvania. ISBN: 978-1-4666-4430-4). The book is available on [IGI Global website](#).

Although social marketing is generally associated with communication activities and mass media, there exists a broader scope of social marketing that utilizes a systematic approach to defining concepts, behaviors, and products for promotion and distribution.

Dynamics of Competitive Advantage and Consumer Perception in Social Marketing explores important social issues that call for reform such as healthcare, self-perceptions, and corporate responsibilities to the environment. This publication will guide readers in the understanding and appreciation of social marketing and give insight to how it can be used to positively alter social conscience and create social change.

Prof. Annamaria de Rosa, jointly with the EuroPhD lab members Elena Bocci and E. Fino, contributed to this book with two chapters:

- de Rosa, A.S., Fino, E. Bocci, E. (2014) Addressing Healthcare On-Line Demand and Supply relating to Mental Illness: knowledge sharing about psychiatry and psychoanalysis through Social Networks in Italy and France. In A. Kapoor, C. Kulshrestha (Eds) (Eds) *Dynamics of Competitive Advantage and Consumer Perception in Social Marketing*, (pp. 16-55), IGI Global: Hershey, Pennsylvania.
- de Rosa, A.S., Bocci, E. (2014) Place @-Branding and European Capitals: "city visiting cards" via municipal websites, virtual tours of significant places flying with Google Earth, and conversational exchanges about city-places experienced/imagined via social networks. In A. Kapoor, C. Kulshrestha (Eds) *Dynamics of Competitive Advantage and Consumer Perception in Social Marketing*, (pp. 126-168), IGI Global: Hershey, Pennsylvania.

Other contributors include: Avinash Kapoor, Chinmaya Kulshrestha, P. Raj Devasagayam, Nicholas R. Stark, Nitin David, Maria do Rosário Cabrita, Miriam Cabrita, Francesco Rattalino, Ashish Bhardwaj, Monica Bakshi, Sanjeev Dham, Shalin Hai-Jew, Lisa Watson, Anne M. Lavack, Priyanka Joshi, Sanjeev Dham, Atul Kapoor, Ineke Uyttersprot, Iris Vermeir, Saïda Habhab-Rave, Iris Vermeir, Dienneke Van de Sompel.



Upcoming International Conferences and International Visiting Exchanges

12th International Conference on Social Representations *The contemporaneity Challenges* **São Paulo (Brazil), July 20 – 23, 2014**

Following the great success of the eleven International Conferences on Social Representations (ICSR) held until now, we are pleased to announce that the next 12th ICSR will be organised in Brazil by the *Centro Internacional de Estudos em Representações Sociais e Subjetividade – Educação* and by the *Fundação Carlos Chagas*.

The conference will be held in Sao Paulo from the 20th until the 23rd July 2013.

Further information about the event is available on the website:

<http://cirs2014.fcc.org.br/>



Centro Internacional de Estudos em Representações Sociais e Subjetividade – Educação (CIERS-ed)
Fundação Carlos Chagas

Em breve, informações sobre a:
12ª Conferência Internacional sobre Representações Sociais
Desafios da contemporaneidade

Bientôt plus d'informations:
12ème Conférence Internationale sur les Représentations Sociales
Les défis de la contemporanéité

Further information coming soon:
12th International Conference on Social Representations
The contemporaneity challenges

As informações sobre inscrição, submissão e envio de trabalhos estarão disponíveis em breve.
The information about subscription and work submission will be soon available.
Les informations sur les inscriptions, soumission et envoi des travaux seront bientôt disponibles.

20 - 23 de julho de 2014
20 - 23 juillet 2014
July 20-23, 2014
São Paulo – Brasil

Local/Local/Place: Hotel Renaissance
Alameda Santos, 2233 - São Paulo, SP

All So.Re.Com.THEmatic NETWORK partners are kindly invited to post information concerning editorial news, launching of new projects, call for partnerships and events of general interest to the participants in the European Ph.D. programme and the wider So.Re.Com. THEmatic NETWORK scientific community.

Please send the information you wish to disseminate via the
So.Re.Com.THE.NET. @-NEWS and the on-line So.Re.Com.THE.NET. Event Agenda
to: annamaria.derosa@uniroma1.it
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