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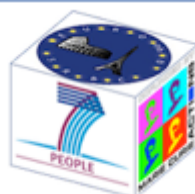
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So.Re.Com.THE.NET. @-NEWS n°52 – October 2014

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

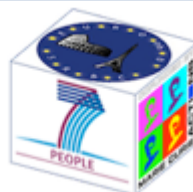


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So.Re.Com. Joint-IDP: activity report for month 13 (October 2014)

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 months of October 2014:

1. **Dissemination of the project information** at the following events:
 - a. Seminar **“Consumer Insight - News from neuroscience”** (Rome, 1 October 2014)
 - b. Seminar on **“Valutazione e valorizzazione della ricerca scientifica”** (Rome, 20 October 2014)
 - c. Seminar **“Sapienza player dell'evoluzione digitale”** (Rome, 23 October 2014)
2. Dissemination of the project information through the **SoReCom.THE.NET.@-NEWS** and **the dedicated web site** <http://www.europhd.eu/SoReComJointIDP>
3. Development of the **SoReCom “A.S. de Rosa” @-library** and of the *integrated community of the SoReCom Joint-IDP and of the SoReCom THEmatic NETWORK*
4. 13 selected Early-Stage Researchers: **fourth month of activities**
5. Hosting **Visiting Professor Pedrinho Guareschi** (Federal University of Rio Grande do Sul in Porto Alegre, **Brazil**)
6. **Day-to-day management** (correspondence with partners, early stage researcher, new potential applicants for the *European/International Joint PhD in Social Representations and Communication*, website updates, etc.)



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The 13 So.Re.Com. Joint-IDP Early-Stage Researchers

Activities for October 2014

In addition to the [training activities and scientific events](#) formally included in the EC approved SoReCom Joint - IDP contract (**3 training events per year: Winter, Spring and Summer Sessions**), starting from 7 October 2014, the 13 ESR have the opportunity to actively participate in weekly **Tuesday Lab Seminars** “**Food for mind and Methodological Training & Transferable skills workshops**”.

Based on the ESRs' initiative enthusiastically approved by the program Director, **Prof. Annamaria Silvana de Rosa**, the workshops constitute an additional opportunity for them to share their own knowledge and skills with others, including other fellows and a team of supervisors. Based on peer-to-peer transfer of knowledge and expertise, the workshops promote cooperation, active participation, brainstorming and open discussions.

Each session is prepared by an agenda enriched by extensive bibliographic references that pay attention to the theoretical aspects of the practical issues being presented, such as particular programs, software and methodological tools useful when working on a PhD thesis. Therefore, while the main focus is on transferable skills, the theoretical part is also taken into account during each session. A detailed report on the training activities with links to additional sources of information/documentation is also prepared alternately by each of the ESRs, revised by prof. de Rosa and disseminated after the event.

This concerted action, involving coordination with other professors and other researchers not only from the European/International Joint PhD laboratory but also from other Sapienza departments and partner institutions, has further developed the interactive sessions organized in July before the 2014 International Summer Schools to share knowledge and check the 13 ESRs previous background knowledge in the field of the project's research framework.

These **Tuesday Lab Seminars** with an active participation of professors from outside the lab (like the seminar on October 21 streamed via **web-interactive video conference**) are also open to the European/International Joint PhD doctoral trainees who are currently outside of the lab in Rome (in USA, Austria, Romania) and to all the doctoral trainees who are physically present at the lab.



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The 13 So.Re.Com. Joint-IDP Early-Stage Researchers Activities for October 2014

Four Tuesday Lab Seminars “Food for mind and Methodological Training & Transferable skills workshops” have been held in October 2014:

1) 7 October 2014: The first workshop was based on the event organized by **Dr. Mauro Sarrica** entitled **“Social Media, Community, Emergencies”** at the Department of Communication and Social Research of the Sapienza University of Rome. It was a presentation of the following volumes:

- Comunello, F. (Ed.) (2014). Social media e comunicazione d'emergenza. Roma: Guerini Editore.
- Denison, T., Sarrica, M., Stillman, L. (Eds.) (2014). Theories, Practices and Examples for Community and Social Informatics. Melbourne: Monash University Publishing

2) 14 October 2014: An introductory session was led by **Ioana Guraliuc**, entitled **“Learning about group dynamics through “trust building” exercises for the group”**, which included theoretical articulations with Group Identity Processes Identity by **Filomena Berardi** based on the literature on Social Representations and multi-dimensional approaches to Social Identity.

3) 21 October 2014: Web-interactive training session via Adobe Connect led by **Dr. Sonia Adele** from **IFSTTAR** (Paris, France) to present the functionalities of the **softwares MOT Plus** and **Wordle**.

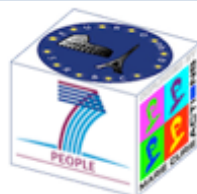
4) 28 October 2014: Session led by **Adela Gjorgjoska** entitled **The relevance of debate in academic context**. From the theoretical point of view, the session was enriched by the Implications for Social Representations theory: Argumentation, Language, Social Representations and Discourse Analysis.

Lab Supervisors: *Elena Bocci, Annamaria de Rosa, Laura Dryjanska, Giovanna Leone, Bruno Mazzara, Paola Passafaro, Mauro Sarrica*

For more details see http://www.europhd.eu/html/_onda01/10/05.00.00.02.shtml

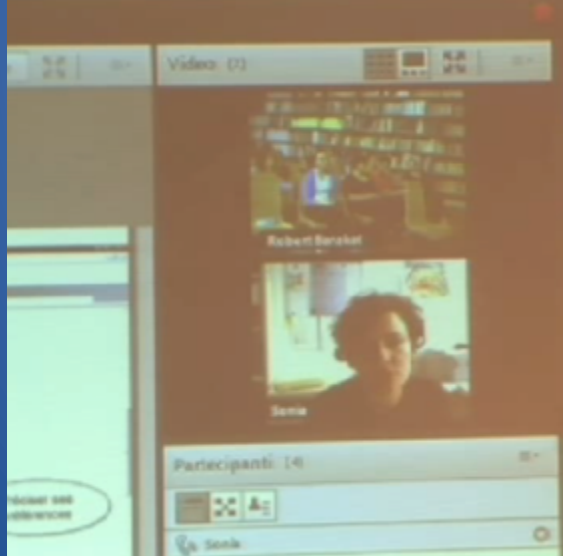
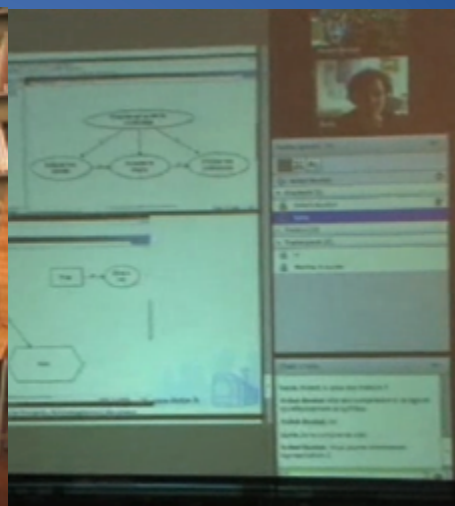
In addition to the weekly seminars, the ESRs continued their task of **Quality Control and Updating bibliographic items and meta-data filed in the So.Re.Com. “A.S. de Rosa” @-Library**.

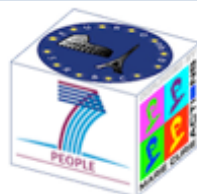
Daily and weekly reports have been produced for monitoring *the progress according to the project timeline*, under coordination between the 13 ESRs, dr. Laura Dryjanska and prof. de Rosa.



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So.Re.Com. Joint-IDP: snapshots from the ESR's lab daily life (October 2014)





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So.Re.Com. Joint-IDP: snapshots from the ESR's lab daily life (October 2014)

Social Events held at the European/International Joint PhD Laboratory

October 3: Birthday Party for

- Ioana Guraliuc (Romania)
- Aminat Ramazanova (Russia)
- Filomena Berardi (Italy)





Conferences and Events

“Consumer Insight - News from neuroscience” (Sapienza University of Rome – 1 October 2014)

In all eras the topic of how human beings make their choices has been a focal issue for intellectuals and scientists.

Consequently, many disciplines have within their paradigms a space - more or less wide - dedicated to individual choices. Marketing - understood as a system of thought and action to govern market relations - makes no exception. On the contrary, on this issue marketing is at the cross-roads between the evolutionary trajectories of several scientific disciplines; in particular, the activity of consumer insight - operational synthesis of the knowledge on consumer behaviour and marketing research - is nowadays stimulated by the progresses made in neuroscience.

Sapiens University in collaboration with BrainSigns – a Sapienza spin-off – have gathered on the 1 October 2014 a group of scholars in the field of neuroscience, consumer behaviour and marketing as well as managers from the private sector to understand and discover the approaches, the characteristics and the boundaries and limits of what some persons call “neuromarketing”

“Sapienza player dell'evoluzione digitale” (Sapienza University of Rome – 23 October 2014)

How is the Cloud changing the way of working and the skills of the new generations? The technological revolution is changing the life of the individuals, the ways of accessing information, of educating and learning. Inevitably, business models also are evolving and technological evolution in enterprises is a significant tool to remain competitive.

On the 23 October 2014 Sapienza has organised a seminar to discuss how the technological innovation can change the work environment and have an influence on the tools dedicated to training. In two parallel sessions key experts from Google, Noovle and Sapienza have discussed the digital evolution that already has a visible impact: the plenary session in the morning was more focused on the discussion of the scientific and training impact of the technological innovation, while the one held in the afternoon was fully dedicated to inform Sapienza's teaching and administrative staff about new digital facilities implemented.



Conferences and Events

“Valutazione e valorizzazione della ricerca scientifica” (Sapienza University of Rome – 20 October 2014)

On the 20 October 2014 Henk F. Moed, Senior Scientific Advisor of Elsevier, has held a training seminar on *“Valutazione e valorizzazione della ricerca scientifica”* (“Evaluation and enhancement of scientific research”).

The seminar was open to Sapienza’s teaching and administrative staff, doctoral trainees (including the SoReCom Joint IDP-ESRs) interested in the procedures, mechanisms and indicators for evaluating scientific research, and specifically the Metrics-Based Research Assessment.

Visiting Professors

Since the 22 October 2014 Prof. Pedrinho Guareschi from the Federal University of Rio Grande do Sul in Porto Alegre (Brazil) began his visiting period at the European/International Joint PhD in Social Representations and Communication. Since his arrival Prof. Guareschi has been active full-time and has participated into the Tuesday Lab Seminars and Seminars held at Sapienza main campus (see above). He also had several meetings with prof. de Rosa and her team about a common research project in the field of Social Representations and Politics, discussed about possible editorial projects and had personal and group exchanges with the 13 ESRs enrolled in the SoReCom Joint-IDP project.



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
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