Mapping the impact and dissemination of the social representation theory across different geo-cultural contexts around the world: from Europe towards other continents

at the European/International Joint PhD in Social Representations & Communication Research Center and Multimedia LAB

18th - 25th July 2015
Dissemination and Development of the Social Representation Theory in China from 2004 to 2015

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Tianjin University of Technology and Education
Tianjin, China

21th International Summer School
18th-25th July 2015, Rome, Italy
Overview

1. Past
   A retrospect of Chinese papers on Social Representation Theory

2. Present
   Advances in Chinese Researches

3. Future
   Prospect of Social Representation Theory in New Research Field
1. PAST
—— A retrospect of Chinese papers on Social Representation Theory

Papers published
• In Chinese
• In English
Papers Published in Chinese

- **Source:** Database CNKI—China National Knowledge Infrastructure
- **Criterion:** Title and Key word with “Social Representations” (社会表征，社会表象)
- **Total:** 76 publications
- **Timespan:** 2003-2015
Are they really talking about social representations?
The Misuse of the Social Representation Theory

• **Social Presence Theory** (Short, Williams, Christie)
  
  ➢ Communication is effective if the communication medium has the appropriate social presence required for the level of interpersonal involvement required for a task.

• **Representation or elaboration of social phenomenon, lacking fundamental theory** (Book chapters, social stigma, negative feelings..)
Sources Vs. Types of Publication

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- Theoretical: 28
- Empirical: 23
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Source: 9
Page: 51
Sources Vs. Types of Publication

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Total:
- Thesis: 29
- Journal: 31
Type of paper by year of publication

Theoretical | Empirical
--- | ---
9 | 9 | 10 | 9


Distribution of Thematic Areas

- Education (1)
- Ideology (2)
- Intergroup Relationship (3)
- Work-Organization (3)
- Communication (6)
- Health-Illness (7)
- Identity (7)
- Culture (8)
- Environment (11)
- S.R. Theory Paradigm and Method (12)
• **Topics**

  ✓ Relationship between destination community and tourism
  ✓ Community attitudes and public perceptions towards tourism
  ✓ Public participation in tourism development
  ✓ Transformation and reconstruction of social representations

• **Method**

  ✓ Open-ended questionnaire
  ✓ Interview
• **Topics**

- Multi-dimensional
- Adolescents of different nationalities
- SR of Nations and citizens: Chinese and American

**Culture**

- Cultural resources
  - Nation
    - Manner and tolerance
  - Citizen
    - Integrated national power
    - Morality standard
  - Social feature
  - Personality
- Integrated national power
- Morality standard

**Cultural resources**

- Nation
  - Manner and tolerance
- Citizen
  - Integrated national power
  - Morality standard
- Social feature
- Personality
• **Topics**

- ✓ Who am I? Multiple Identities of Migrant Adolescents
- ✓ Stigmatization of the urban immigrants and intergenerational difference of social identity
- ✓ National identity of China
Distribution of Thematic Areas

- Education
- Ideology
- Intergroup Relationship
- Work-Organization
- Communication
- Health-Illness
- Identity
- Culture
- S.R. Theory Paradigm and Method
- Environment

Distribution of thematic areas with numbers indicating the frequency or importance.
Distribution of Paradigmatic Aspects
(Based on 51 articles)
1) Functions Related

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2) Process Related

- ANCHORING_GENERAL: 2
- OBJECTIFICATION_FIGURATIVE NUCLEUS: 4
- OBJECTIFICATION_GENERAL: 13
- ANCHORING_CLASSIFYING: 15
- ANCHORING_NAMING: 15
3) Transmission Related

Transmission via Media Communication
- 21

Transmission via Interactive Communication
- 11

Transmission via Practices
- 5
4) Transformation Related

- Transformation via Social changes: 2
- Transformation via social influence through interaction: 2
- Transformation via Practices: 3
- Transformation via Communication: 4
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Papers by Chinese


...
2. PRESENT
—— Advances in Chinese Researches

• Old method with new techniques
• New method
Lin Feng’s papers related to the associative networks

- (2011) Perspectives of **network thinking and network analysis** applied on meridians and collaterals researches
- (2012) Interpretation of relational structures among functioning variables in polycystic ovary syndrome with overweight or obesity
- (2011) Pattern of acupoint selection based on **complex network analysis technique**
- (2008) The application of **lexical association network analysis** in speech rehabilitation

Social Representations of Pain

- Free evocations of “Pain”
- By defining the elements as nodes and their co-occurrences as lines, structural characteristics of social representation are analyzed by network analysis.
- Technique: K-core decomposition by using Pajek 1.17
The k-cores in each candidate central network.
Social Network Analysis

Software:
• Ucinet
• Pajek
• Netminer

Software:
• NetDraw
• Pajek
• Yed

Visualization

Measurement

Data Collection: Questionnaire, Interview, Text etc.
Representation of AIDS in Microblog (Jiang, 2014)

- Texts in Microblog
- Clustering analysis
- Topic model
- Topic network

Software:
- R package
3. FUTURE

Prospect of Social Representation Theory in Vocational Education and Training

- Reform of National Ministry of Education
- 600 universities will transform into vocational education oriented universities
- Leader of vocational and technical university
A topic from vocational education:

What “Work” means to you?
Social Representations of Work Value

• **Sample:**
  - 300 students from two typical higher vocational colleges, and an applied technology college

• **Method:**
  - Questionnaire and interview

• **Research Tools:**
  - Associative Network of “Work Value”
  - Achievement Motivation Scale
  - Holland’s Vocational Interest Scale
  - Big Five Personality scale
Structure of the Research

Social Representations of Work Value

Achievement Motivation

Vocational Interest

Personality

Pursuit of Success

Avoidance of Failure

Realistic

Investigative

Artistic

Social

Enterprising

Conventional

Extraversion

Neuroticism

Openness

Agreeableness

Conscientiousness
Thanks for your attention!