

25th International Lab Meeting – 20th Summer School 2014 13th – 19th July 2014, Rome (Italy)

Participants Presentation

Genesis, development and actuality of the Social Representation theory in more than fifty years (1961-2011 and beyond): the main paradigms and the "modelling approach"



European/International Joint Ph.D.
in Social Representations and Communication

SOCIAL REPRESENTATIONS IN LATIN AMERICA. A FERTILE FIELD TO THE META-THEORETICAL ANALYSIS



THE EUROPEAN/INTERNATIONAL JOINT PHD IN SOCIAL REPRESENTATIONS AND COMMUNICATION



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SOCIAL REPRESENTATIONS THEORY IN LATIN AMERICA



- As professor Annamaria de Rosa (1994) indicates, Latin America is a fertile field for social representations theory, where there is a production of an extended bibliography on different subjects and areas, like health, environment, politics, education, poverty, economy, media, etc.

De Rosa, A. S. (1994). From theory to meta-theory in social representations, the lines of argument of a theoretical-methodological discussion, *Social science information*, 33 (2): 273-304.



- The Social Representations Theory, and its diverse approaches, has found a huge echo in Brazil, where there is a great scientific production about SRT: papers, books, thesis, regular international conferences, research centers, etc. (Pereira, C. 1998).
- **The Carlos Chagas Education Research Center** will be in charge of organizing the **12ve Social Representation Conference in July 2014.**
- **Laboratório de Psicologia Social da Comunicação e Cognição (LACCOS)** da Universidade Federal de Santa Catarina



- Mexico is also a country in which the Social Representations Theory has been developed over decades; however, this has been done in a less systematic way than in Brazil.
- In Mexico City in 2010 were created:
 - The National Researchers Network on Social Representations (**RENIRS**), has organized the first two national conferences about Social Representations in Mexico, (2011 and 2013,) and two international conferences' on Social Representations have been held (1998 and 2004).
 - Mexican Center of Studies on Social Representations (**CEMERS**)

In the Mexico City, the theory is part of teaching programs in the most important universities:

- **Universidad Autónoma Metropolitana** (in its diverse campus's)
- **Universidad Nacional Autónoma de México**
- The **Universidad Pedagógica Nacional** (SRT's application in education field)
- **Centro de Investigación de Estudios Avanzados del Instituto Politécnico Nacional** (SRT'S application in math's teaching).



My interests in the project:



- a. Perform a mapping of the impact and diffusion of the social representation theory in different Latin American geo-cultural contexts through the meta-theoretical analysis.
- b. Undertake an assessment of the theoretical and methodological potential of the Latin American scientific production in the TRS field.
- c. Identify networks of researchers and institutions that use TRS in different country of the continent.