

Living in the City as an Expat:

Social Representations of Rome and Warsaw among
Highly Qualified Expats from Poland and Italy

Presented by Laura Dryjanska



Extension of research on historic European capitals

- **1992-1995 – First Research Wave by de Rosa:
imagined and experienced Rome in the eyes of first-visitors
from six different countries**
- **2002-2006 – Follow-up and extension to Rome-Paris by de Rosa and
d'Ambrosio**
- **2006 – Extension of research to six more European capitals**
- **2009-2012 – Extension to Warsaw by de Rosa and Dryjanska**
- **2010 – Extension to Brussels**

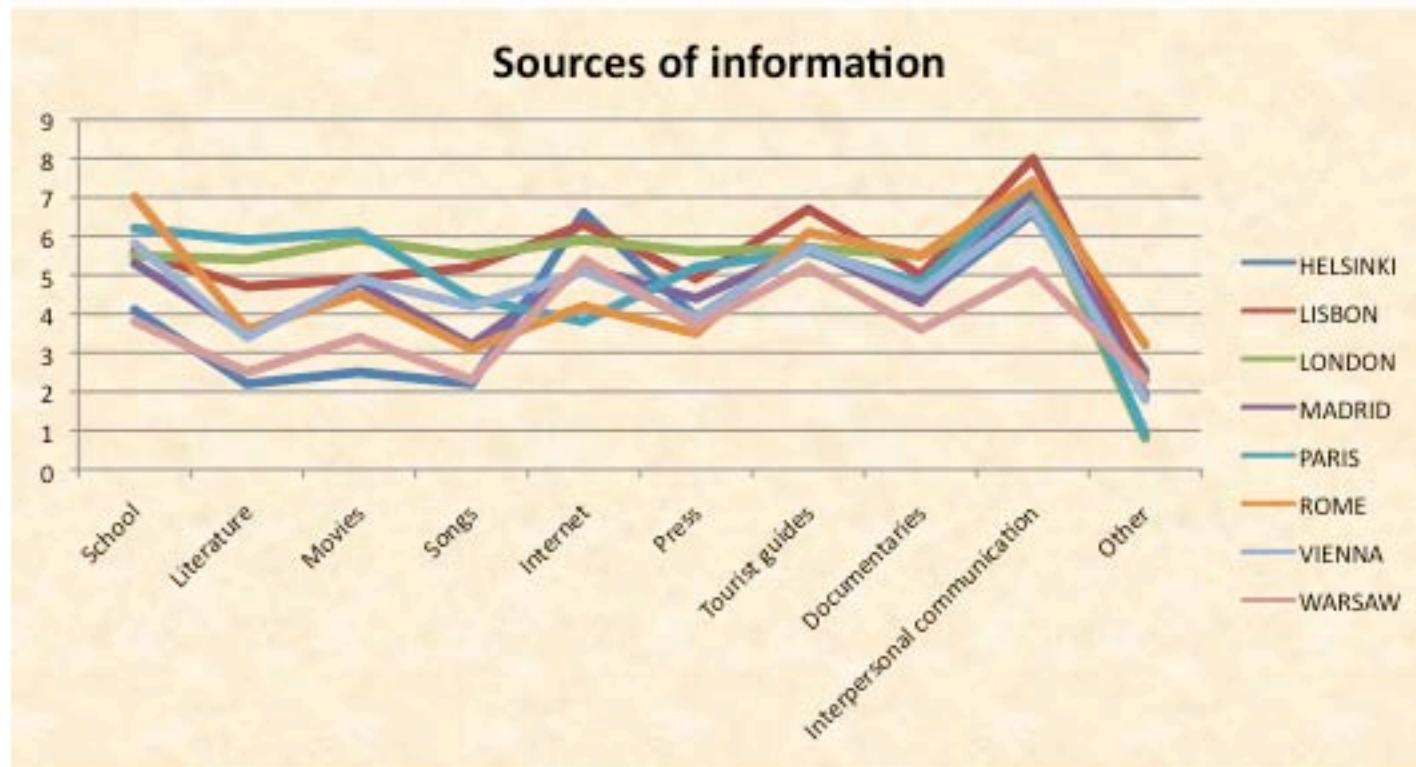
Just a look on the field study: a research line of the whole program

- **First-visitors:** for the first time in the city, data already gathered for Helsinki, Lisbon, London, Madrid, Paris, Rome, Vienna and Warsaw. Ongoing research in Brussels.
- **Expat residents:** foreigners living in the city, data already gathered for Paris, Rome and Warsaw.

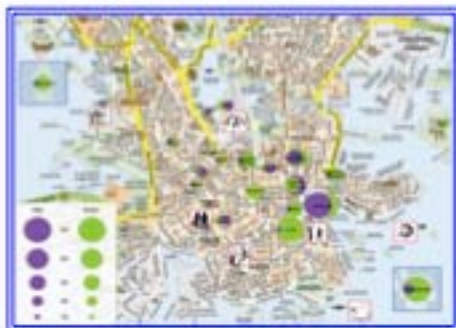




Average importance of sources of information



Imagined versus experienced places



HELSINKI

the harbor both before and after, clubs as a new place



LONDON

from the Tower of London, Buckingham Palace and Big Ben before to Soho and pubs after



PARIS

Eiffel Tower both before and after



VIENNA

from Schonbrunn as Sisi's Palace to Danube and generic places



LISBON

Belem Tower both before and after, Cascais as a new place



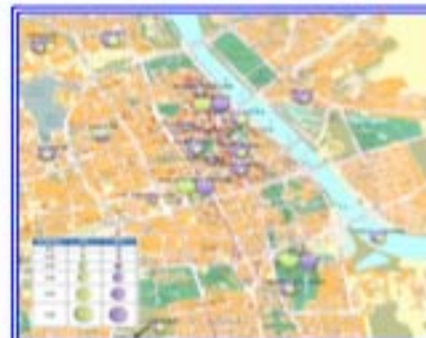
MADRID

from Prado Museum before to Parque del Retiro and Puerta del Sol after



ROME

Colosseum both before and after, Trastevere as a new place



WARSAW

from the Old Town and Palace of Culture as Stalin's Palace to Vistula and generic places



Preferences of places by first-visitors' nationality and themata



ICONS OF THE CITY: Eiffel Tower in Paris, Piazza Navona in Rome, etc.



NATURAL PLACES: parks and sun in Helsinki, river and ocean in Lisbon, nature in Warsaw, etc.



SYMBOLIC PLACES (often known from movies): trams in Lisbon, Oxford and Notting Hill in London, Notre Dame in Paris, Venice and Vatican in Rome, Prater in Vienna, etc.



PLACES FOR SOCIALIZING: pubs and clubs in Helsinki, bars and restaurants in Madrid, cafes in Paris, discos in Vienna, etc.



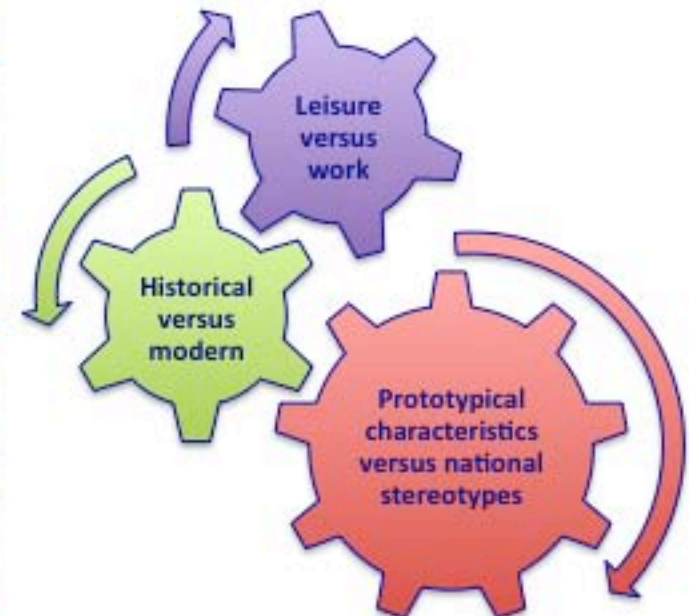
ARTISTIC PLACES: cathedrals in Helsinki, places designed by Haussmann in Paris, Sistine Chapel in Rome, etc.



POPULAR TOURIST AREAS: Kampi in Helsinki, Trastevere in Rome, Heuriger in Vienna, etc.



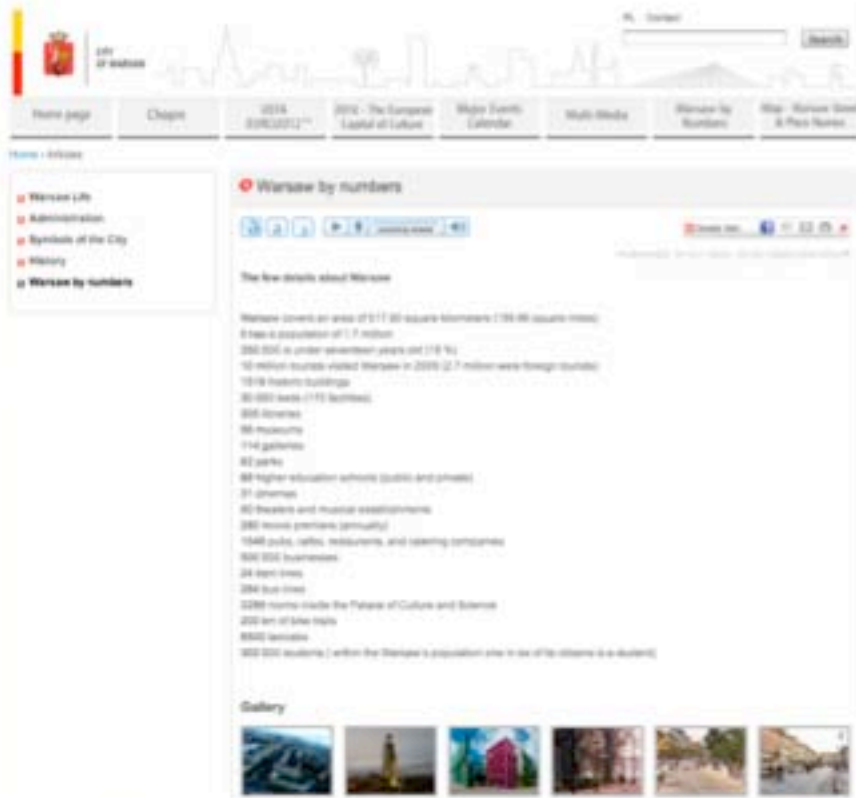
POLITICALLY AND HISTORICALLY IMPORTANT PLACES: Palace of Culture and Presidential Palace in Warsaw, etc.



Eye on Warsaw



Website of the CNN. *Eye on Poland*. Available HTTP: <http://edition.cnn.com/SPECIALS/eye.on/?hpt=hp_bn8> (accessed 7 June 2012).



Website of the city of Warsaw. *The Few Details about Warsaw*. Available HTTP: <<http://www.um.warszawa.pl/en/articles/warsaw-numbers/>> (accessed 12 June 2012).

Mirroring capital cities' representations: Italians in Warsaw and Poles in Rome



- Italiani in Polonia
- Associazione dei polacchi in Italia (main activity: Language Courses)

- Gazzetta Italia
- Polonia wloska (among other activities: Excursions and Meals)



- All Saints' Church in Warsaw
- San Stanislao dei Polacchi in Rome

- Istituto Italiano della Cultura
- Institute of the Polish Academy of Science



Theoretical framework

Theories:

- Social Representations Theory (Moscovici, 1976, 1984, 1988)
- Social Identity Theories (Tajfel, 1981; Turner, 1982, 1991; Tajfel and Turner, 1979; Breakwell, 2010)

Paradigmatic Approach:

- Modelling approach (de Rosa, 2013)

Constructs:

- Social representations (Moscovici, 1976, 1984; Jodelet, 1984)
- Identity (Chrysochoou, 2003)
- Place identity (Proshansky, 1978, Proshansky et al., 1983)
- Image of the city (Lynch, 1960; Giordano, 2005)

Modelling Approach (de Rosa, 1990, 2012, 2013)

- One of the paradigmatic approaches to study social representations.
Other approaches are the following: Structural Approach, Socio-Dynamic Approach, Anthropological Approach, Narrative Approach (de Rosa, 2011)
- Modelling Approach definition:
“Multi-theoretical and multi-method approach, where the articulation-differentiation of different constructs (attitudes, opinions, images, myth, social memory, emotions, stereotypes, etc.) and methods needs to be justified and guided by specific hypotheses also concerning the interactions between expected results and methods” (de Rosa, 2013)

Research design

Study	Subjects	Research instrument	Level of analysis	Objective	Hypothesis
Social representations of Rome among Polish residents	Polish residents in Rome	Associative network (de Rosa, 1995)	Stimulus words: Warsaw, Rome, Ideal City	Description of the structure and of content of semantic fields of the representations.	More positive representation of Rome (polarity index) than of Warsaw; existence of <i>thematata</i> .
		Temporal axis/timeline (de Rosa, d'Ambrosio)	Place identity during childhood, adolescence, youth, maturity and old age	Identifying the most important places for the subjects during their lifetime.	Place identity much more salient and conscious among Italians and Poles who live a foreign country, as opposed to first-visitors whose bonds with the places in their home countries are not threatened. More personal places after living in the city than before.
		Table	Places in Rome before and after living in the city	Categorizing places enlisted by the subjects in order to identify the most salient categories, taking into account the difference between before and after.	The greater number of adjectives after living in the city than before.
		Table	Descriptions of Rome (the city and the historical center) before and after living in the city	Identifying new elements that appear after the visit.	The greatest importance of interpersonal information.
		Linkert type scale	Sources of information about Warsaw and Rome	Identification of the "psychological luggage" of the subjects.	Highlighting the differences between Warsaw and Rome.
		Open questions	Open-ended questions concerning changes in Warsaw and Rome and comparing them	Evaluation of changes in both cities, considering similarities and/or differences.	Detecting further details of the experience of living in Rome over different time periods.
		Guided interview	The experience and evaluation of Rome	Identifying clusters of responses concerning the cities.	



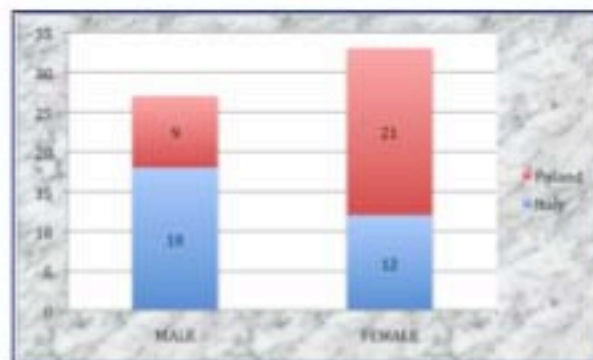
Study	Subjects	Research instrument	Level of analysis	Objective	Hypothesis
Social representations of Warsaw among Italian residents	Italian residents in Warsaw	Associative network (de Rosa, 1995)	Stimulus words: Warsaw, Rome, Ideal City	Description of the structure and of content of semantic fields of the representations.	More positive representation of Rome (polarity index) than of Warsaw; existence of <i>themata</i> .
		Temporal axis (de Rosa, d'Ambrosio)	Place identity during childhood, adolescence, youth, maturity and old age	Identifying the most important places for the subjects during their lifetime.	Place identity much more salient and conscious among Italians and Poles who live a foreign country, as opposed to first-visitors whose bonds with the places in their home countries are not threatened.
		Table	Places in Warsaw before and after living in the city	Categorizing places enlisted by the subjects in order to identify the most salient categories, taking into account the difference between before and after.	More personal places after living in the city than before.
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		Linkert type scale	Sources of information about Warsaw and Rome	Identification of the "psychological luggage" of the subjects.	The greatest importance of interpersonal information.
		Open questions	Questions concerning changes in Warsaw and Rome and comparing them	Evaluation of changes in both cities, considering similarities and/or differences.	Highlighting the differences between Warsaw and Rome more than similarities.
		Guided interview	The experience and evaluation of Warsaw	Identifying clusters of responses concerning the cities.	Detecting further details of the experience of living in Warsaw over different time periods.

Research Level 1

60 participants distributed as follows:



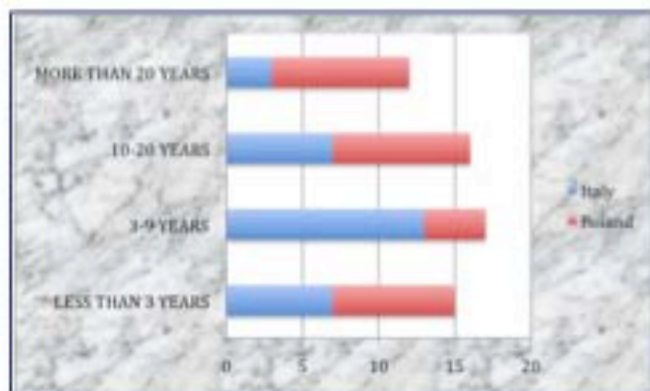
Nationality



Gender



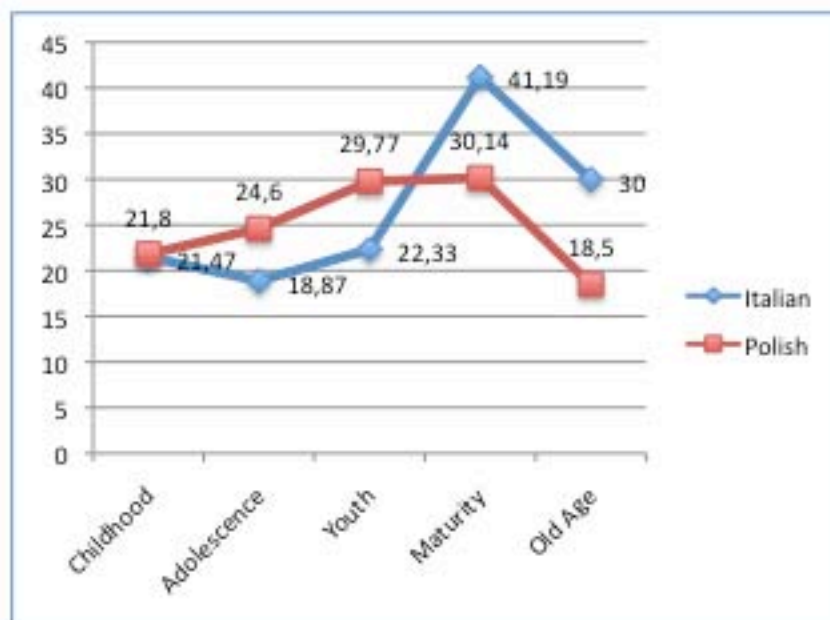
Educational level



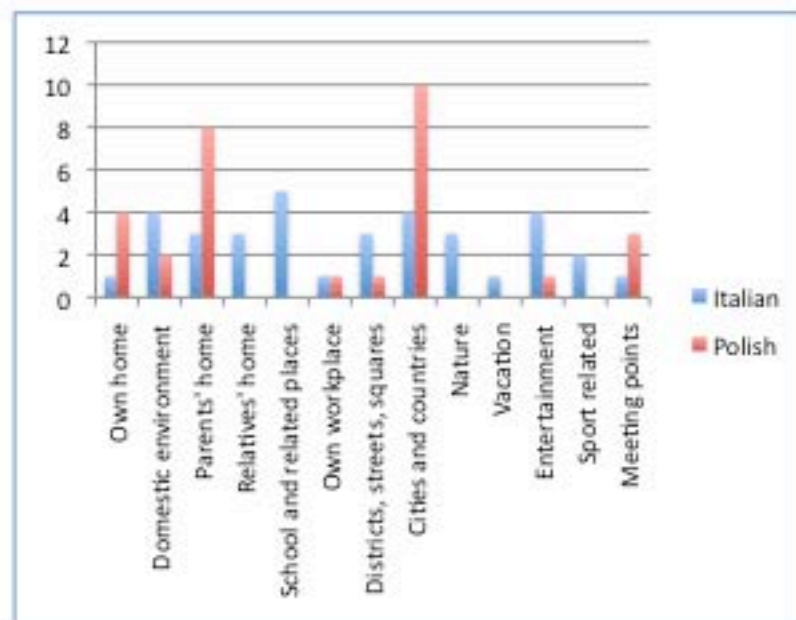
Length of stay

Tool: Questionnaire

Research Level 1: place-identity

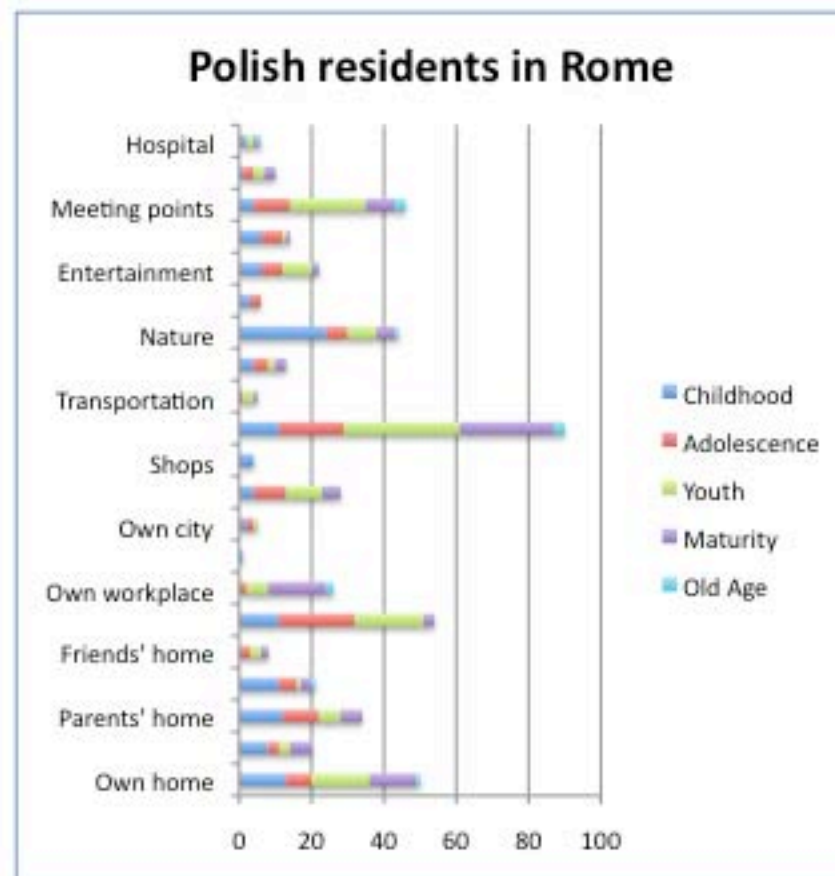
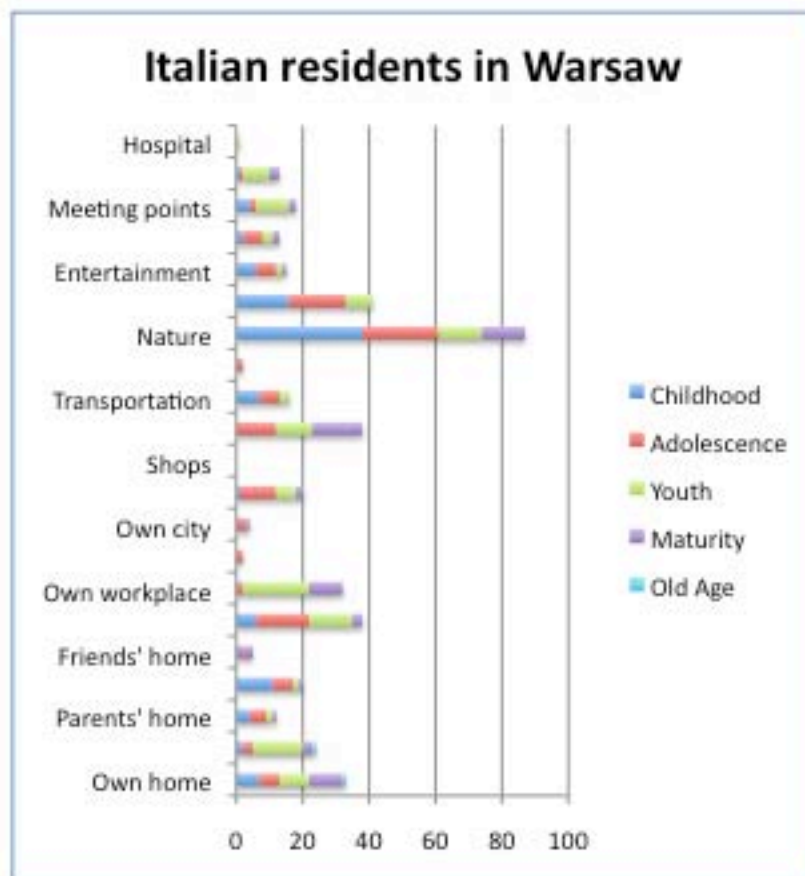


Average importance of life stages

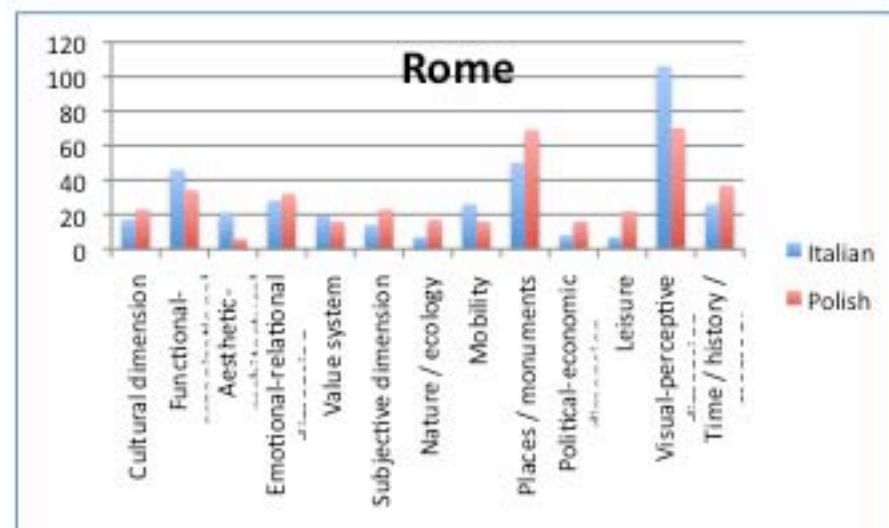
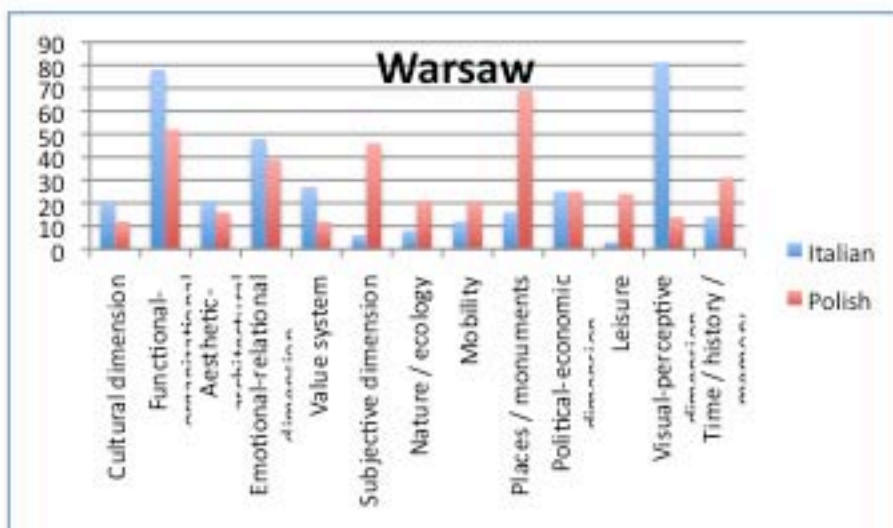


The most important place in life

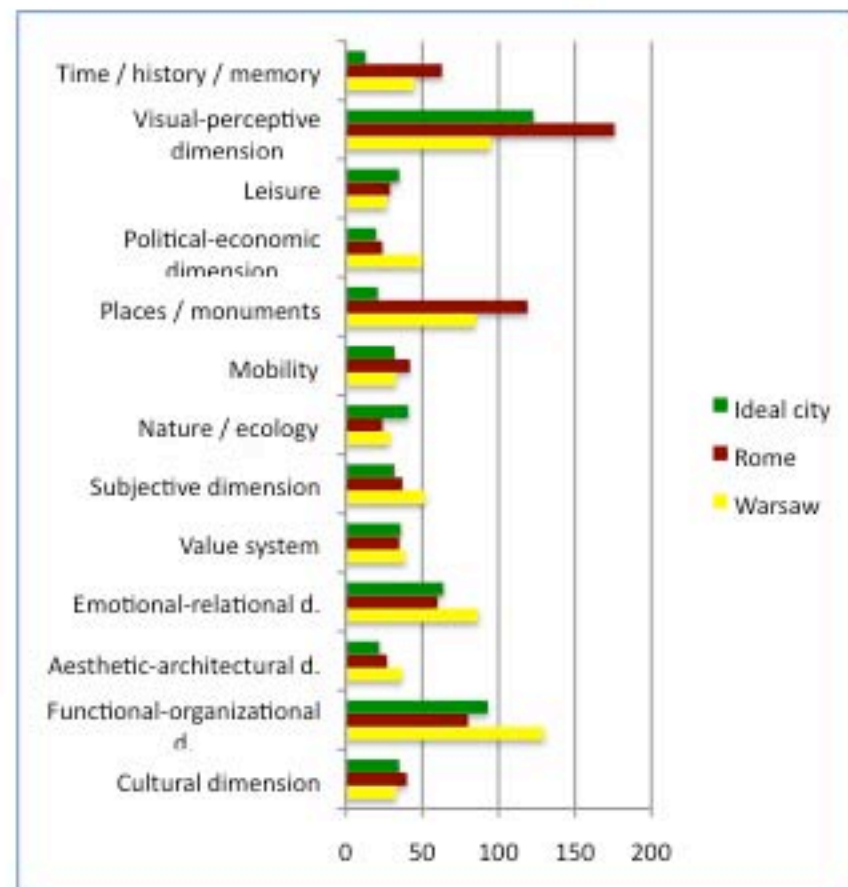
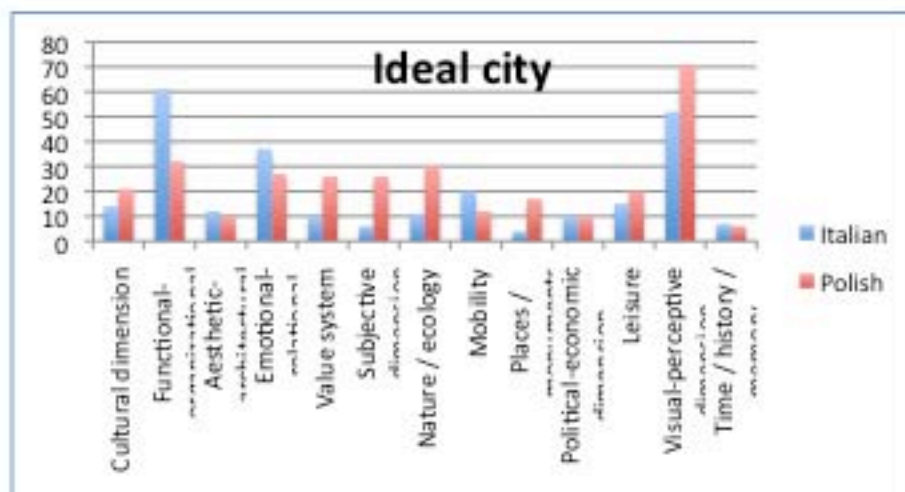
Research Level 1: places in life stages



Research Level 1: associative networks – part A



Research Level 1: associative networks – part B



Research Level 1: associative networks – part C

Warsaw

- Factor 1: Rallying symbols vs. Dividing sensations
- Factor 2: My past vs. The city's past
- Factor 3: Profound vs. Superficial
- Factor 4: At a glance vs. An intense gaze
- Factor 5: Fantasy of the past vs. Reality of the present

Rome

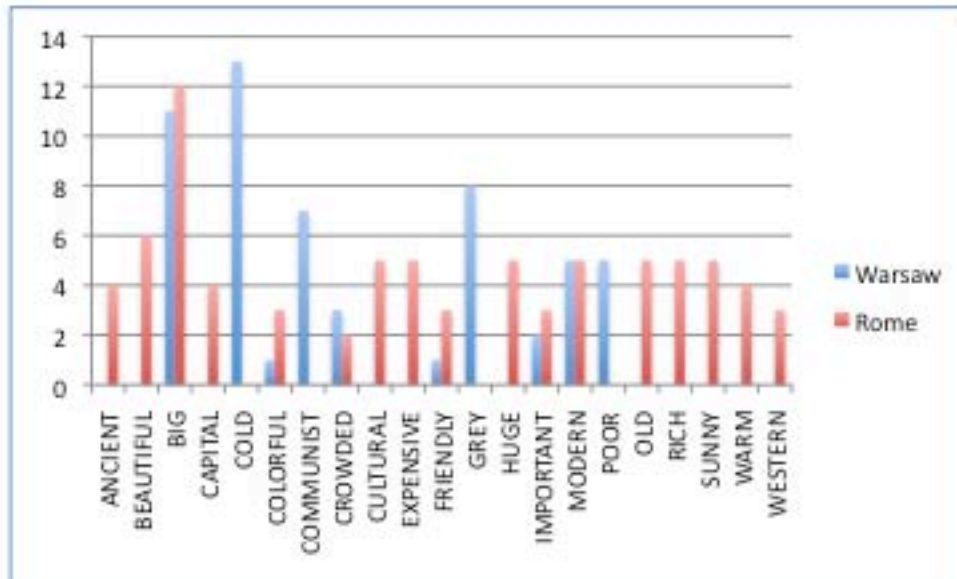
- Factor 1: Relative values vs. Absolute values
- Factor 2: Inside vs. Outside
- Factor 3: Colosseum says it all vs. Everything says Rome
- Factor 4: 10, 100, 1000 places vs. Unique pieces
- Factor 5: The city of the Pope vs. The city of art

Ideal city

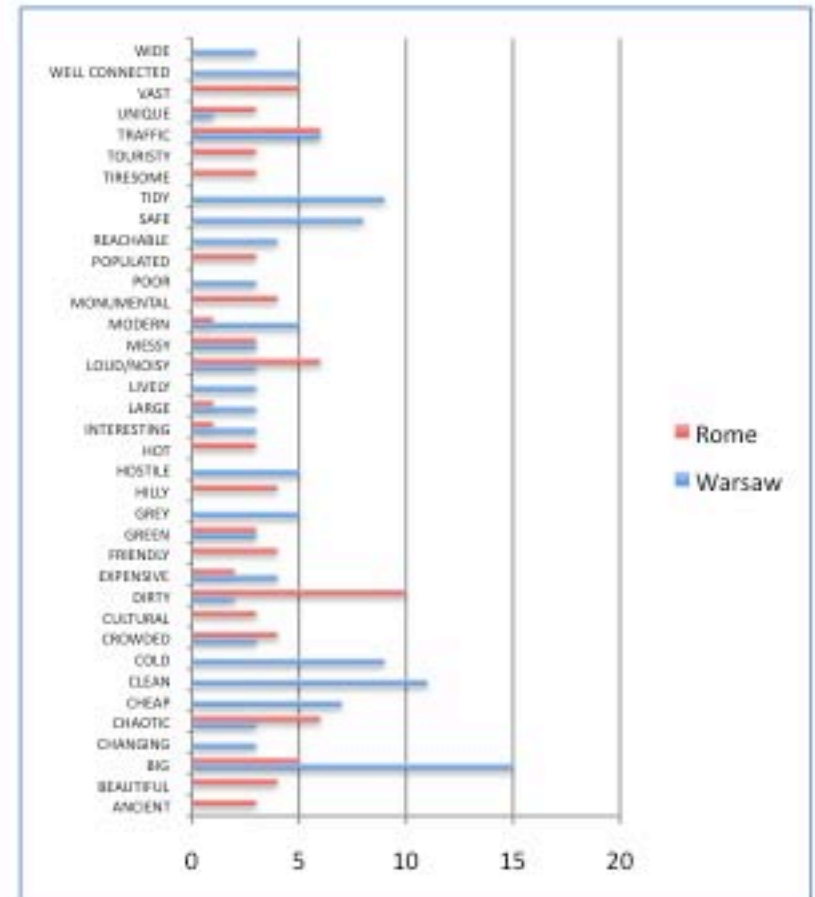
- Factor 1: Collective welfare benefits vs. Individualistic values
- Factor 2: Traditional values vs. Modern and efficient
- Factor 3: Prosperous and safe vs. The value of nature
- Factor 4: Plato's Politeia vs. Pantheistic optimism
- Factor 5: Hedonism vs. Asceticism

Research Level 1: imagined versus experienced

– part A

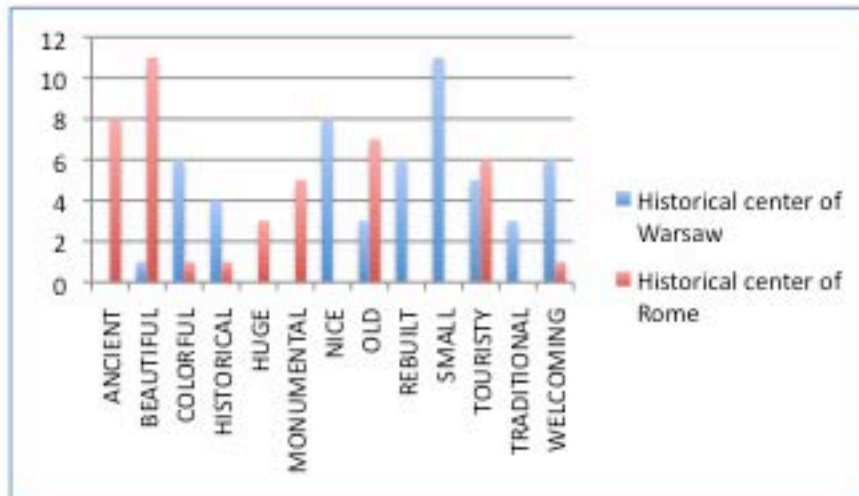


Cities

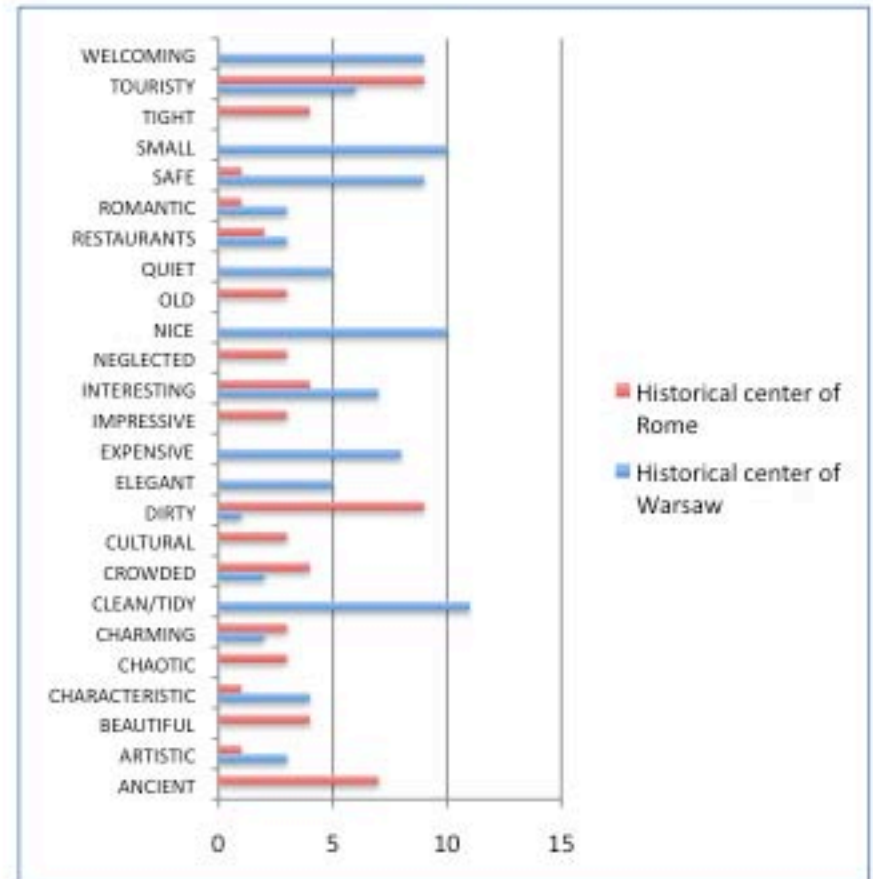


Research Level 1: imagined versus experienced

– part B

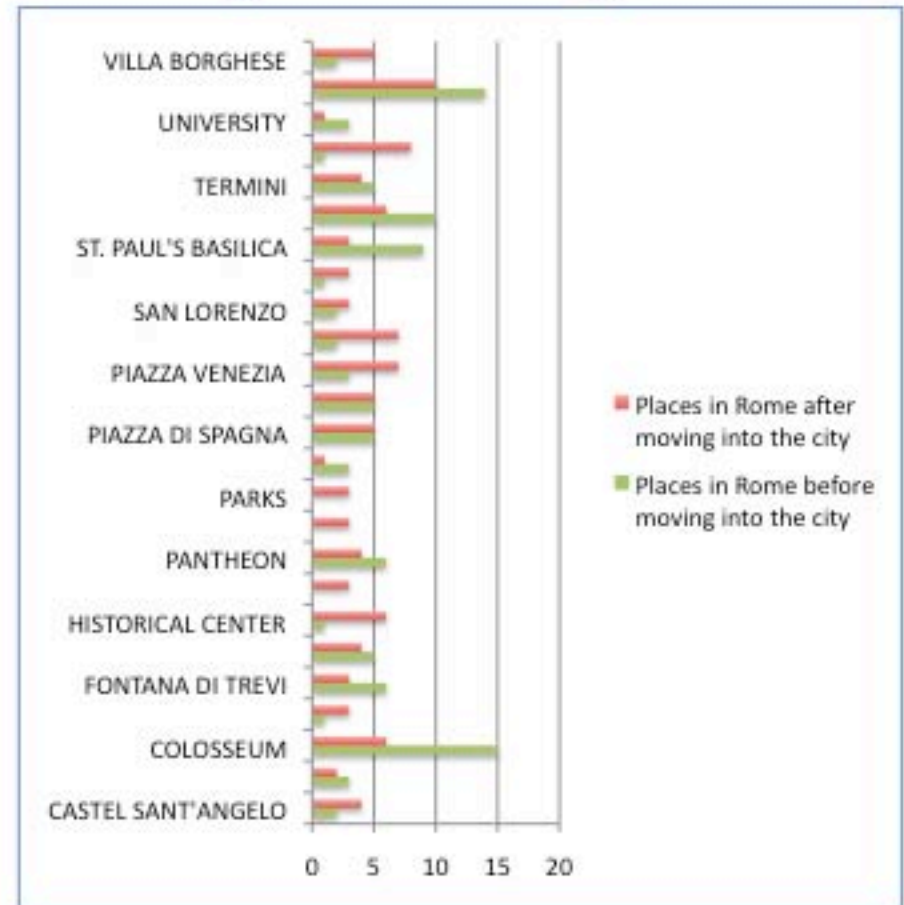


Historical centers

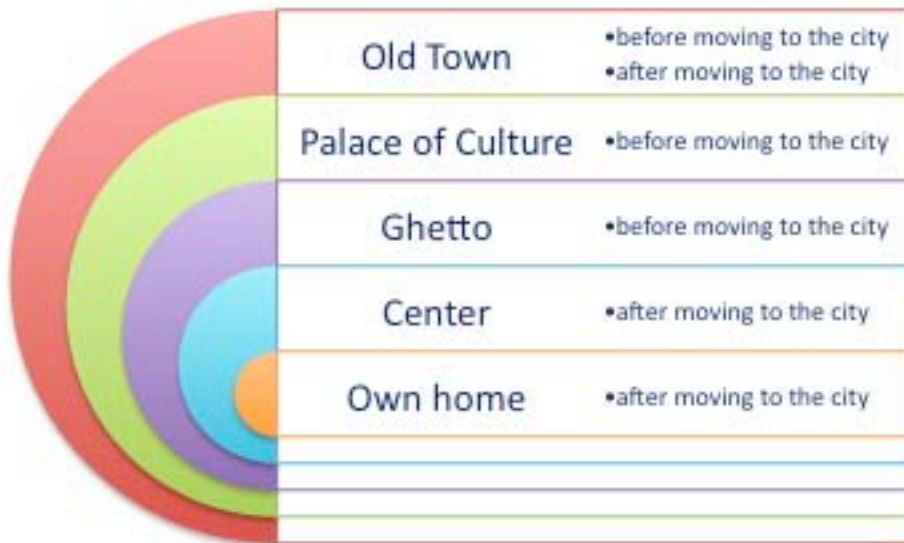




Research Level 1: places before and after



Research Level 1: top places

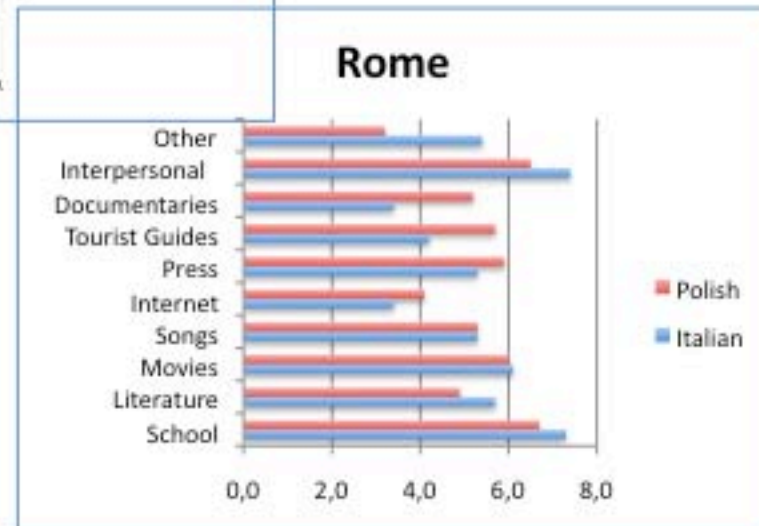
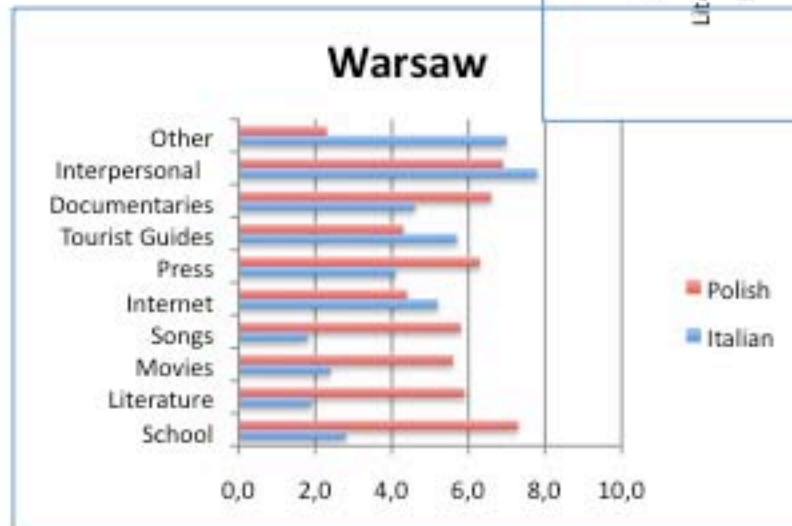
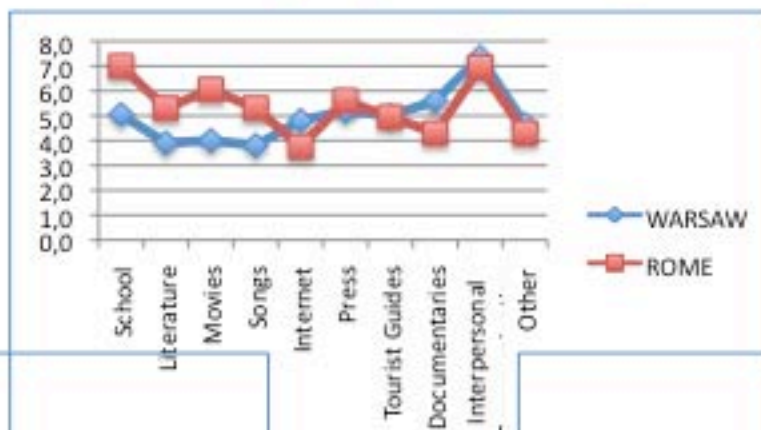


Warsaw



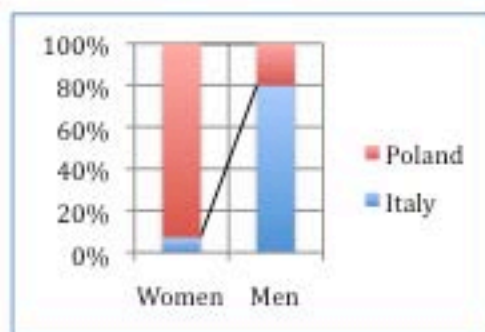
Rome

Research Level 1: psychological luggage

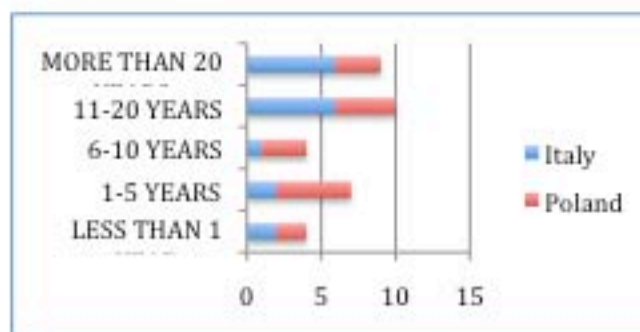


Research Level 2

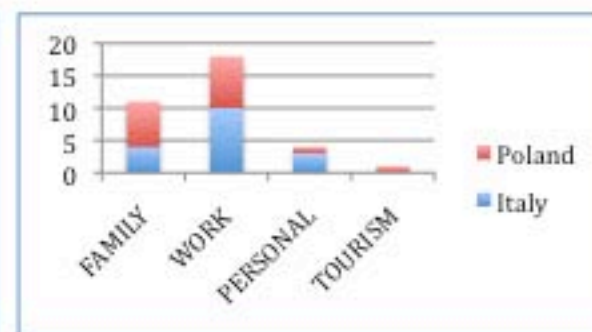
34 participants distributed as follows:



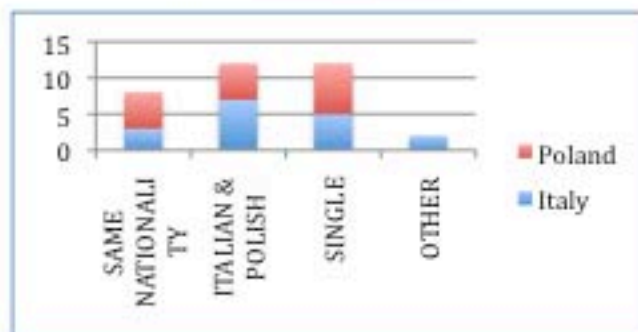
Nationality and gender



Length of stay



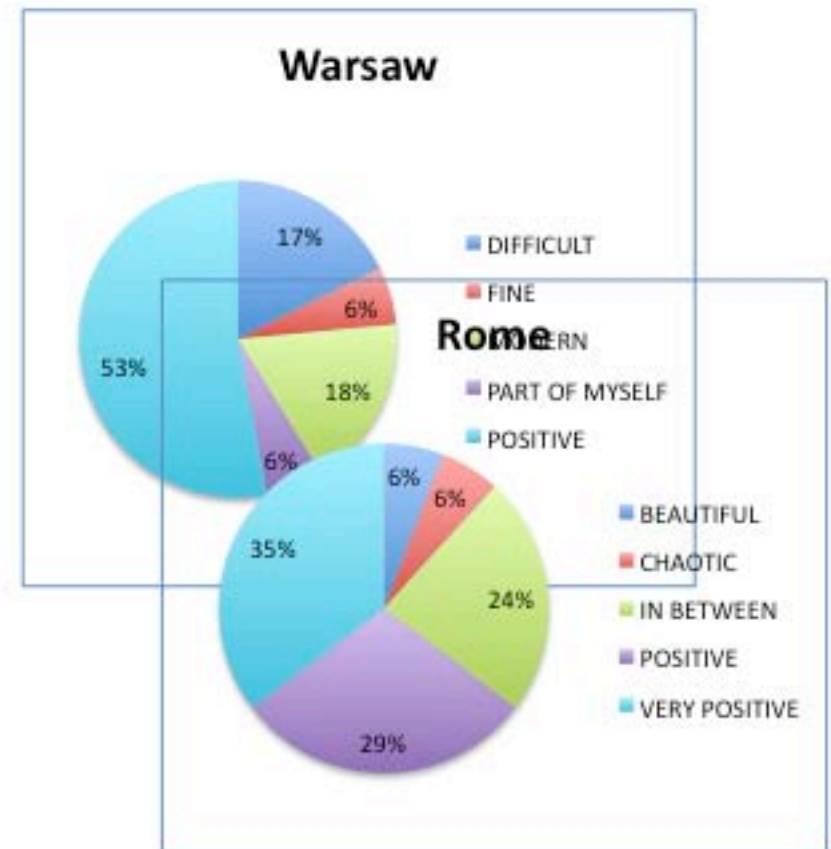
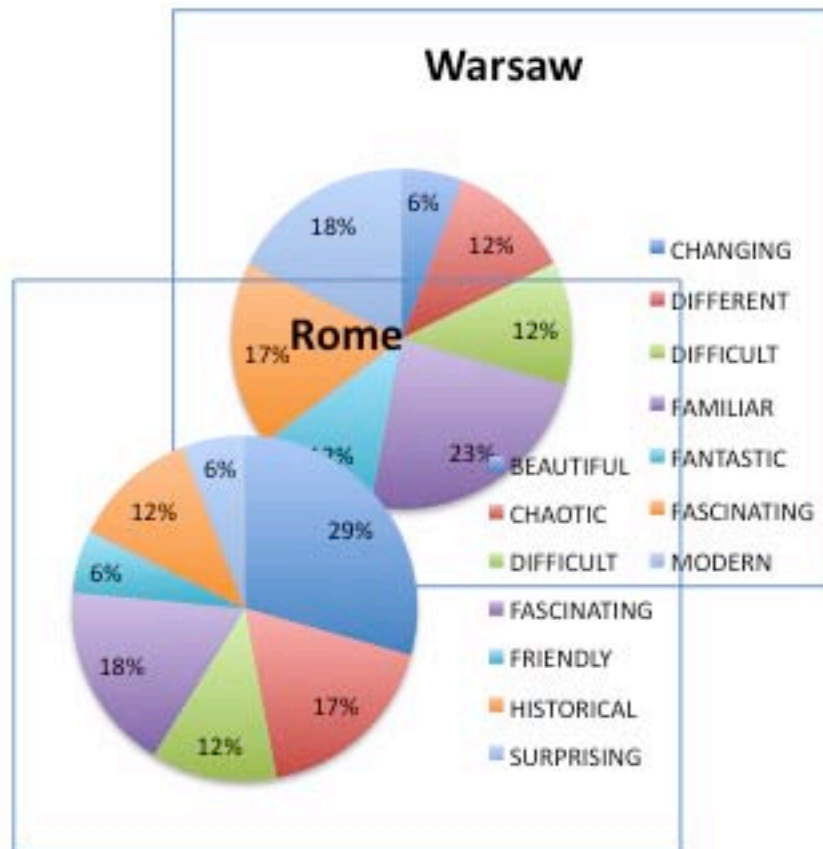
Initial reason of stay



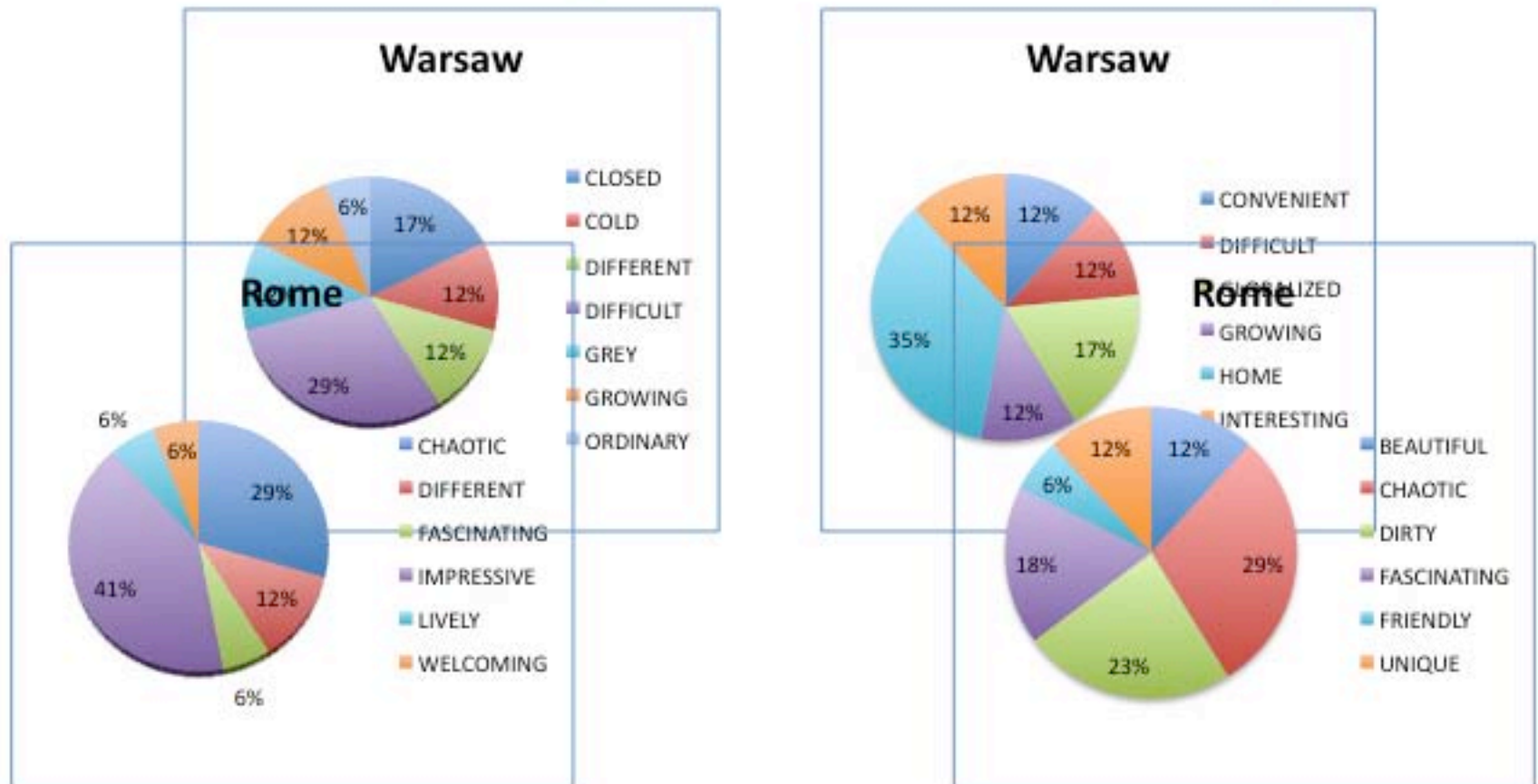
Marital status

Tool: Interview

Research Level 2: overall impression & assessment



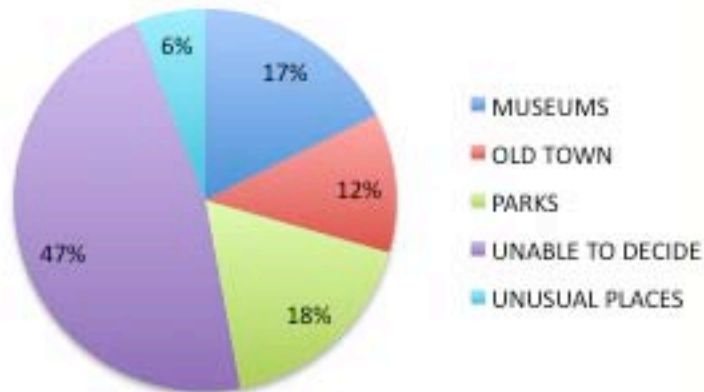
Research Level 2: first versus current impression



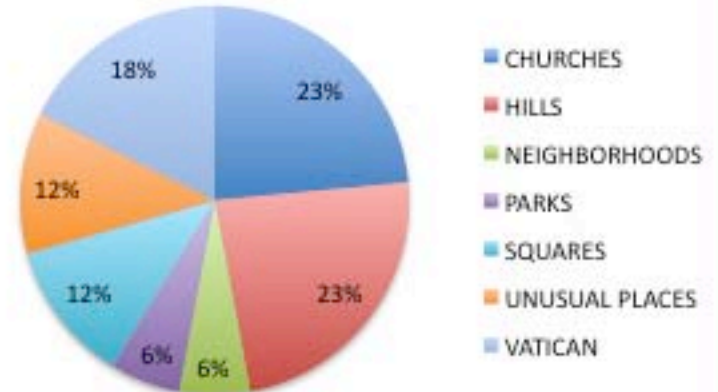


Research Level 2: places to visit

Warsaw



Rome





Research Level 2: clusters

Human DNA of the city
(Cluster 1, 24.20% of u.c.e.)
Different rays of sunshine
(Cluster 4, 18.95% of u.c.e.)

At a glance
(Cluster 5, 9.62% of u.c.e.)
Why Warsaw?
(Cluster 6, 8.16% of u.c.e.)

Why Rome?
(Cluster 7, 7.87% of u.c.e.)
10, 100, 1000 places
(Cluster 2, 16.03% of u.c.e.)

Everything says Rome
(Cluster 3, 15.16% of u.c.e.)





Practical implications



Bibliography

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