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14th International Summer School

European Ph.D. on
Social Representations and Communication
At the Multimedia LAB & Research Center, Rome-Italy

Social Representations in Action and Construction
in Media and Society

"Social Representations, Collective Memory and Socially
Shared Emotions: narrative and experimental approaches"

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Participants Presentations

European Ph.D

on Social Representations and Communication

International Lab Meeting Series 2005-2008

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COMMUNICATIVE CONSTRUCTION



Djariulimba

Roma sa revista digitale de su



Sotziu Limba Sarda



Università di Aston
remia il sito sardo
www.comitau.org



OF SARDINIAN IDENTITY!



sito elaborato completamente in sardo, e la home page diventa "domu". Un archivio telematico d'informazioni sulla lingua isolana, dalla grammatica alla grafia, fino ai neologismi, per parlare e soprattutto scrivere correttamente in limba. Questo è, in sintesi, lo spirito e la funzione didattica di "Comitau.org" (www.comitau.org), ovvero l'Arcivù Sardu de Bilinguismu.

Il supplemento della testata giornalistica www.isardi.net, lanciato sulla rete quattro anni fa, ha conseguito un importante riconoscimento scientifico: l'Università britannica di Aston, con il contributo della sezione lingue dell'Unesco, in seguito ad una ricerca sui siti internet dedicati ad alcune lingue minoritarie, ha apprezzato www.comitau.org - Arcivù Sardu de Bilinguismu quale miglior sito di lingua sarda.

L'equipe internazionale, coordinata dalla professoressa Sue Wright, che dal 5 al 7 aprile sarà ospite dell'Università di Pescara per illustrare i risultati della ricerca, ha seccato la Rete per l'individuazione e il monitoraggio del più alto numero di siti scritti del tutto o in parte in lingua sarda. Ne sono stati censiti circa duecento, ma il più delle volte si trattava giusto di qualche pagina. I veri e propri spazi web completamente in sardo, come Comitau.org, sono meno di una decina.

Il gruppo redazionale della rivista on line è formato da una trentina di collaboratori. «La redazione di Comitau.org è nata in ambito universitario», spiega Amos Cardia, coordinatore editoriale del sito. «Il nostro lavoro è la naturale prosecuzione dell'attività culturale svolta dal "Comitato di studenti per lingua sarda", l'associazione studentesca che nel 2001 organizzò all'Ersu il primo corso di alfabetizzazione alla lingua sarda». L'obiettivo primario di Comitau.org è sensibilizzare la comunità sarda alla tematica del bilinguismo, «che, a nostro parere, deve essere uno strumento indispensabile di sviluppo della società isolana».

Maria Carrozza



Ipse Dixit

- **E.Durkheim on Collective Identity:** *The totality of beliefs and sentiments common to the average members of a society forms a determinate system with a life of its own. It can be termed the collective or common consciousness. Undoubtedly the substratum of this consciousness does not consist of a single organ. By definition it is diffused over society as a whole, but nonetheless possesses specific characteristics that make it a distinctive reality. In fact it is independent of the particular conditions in which individuals find themselves. Individuals pass on, but it abides. It is the same in north and south, in large towns and in small, and in different professions. Likewise it does not change with every generation but, on the contrary, links successive generations to one another. Thus it is something totally different from the consciousness of individuals, although it is only realised in individuals. (1984: 38-39)*
- **G.Bedani-B.Haddock:** *The history of nations has a peculiarly close relationship with the history of the media (2000:143)*
- **F.Braudel** *Sardinia, equally strange and special, is also worth pausing to consider. This is a very curious island, long uninhabited, like its neighbour Corsica. Being larger and even more isolated from the mainland than the latter, it has been perhaps the most conservative region of the whole Mediterranean at every stage in its history. (2002:91)*
- **N.Luhmann** *The economy and the speed of communication always require a reference to complexes of meaning. Any more precise analysis and empirical research in particular will surely have to start from the part of the media which provides the most direct portrayal of reality and is indeed declared and perceived in this way: news and in-depth reporting (2002:77-78)*

Shards of Theoretical Background

- Trying to define identity paves the way to a mere magnum of imagery translated into words with a high percentage of metaphors and its possible functions. The term itself is broad or better, is an umbrella word to describe perception of feelings related to the individual, the group and the relationships between individual, group and the imagery used to communicate between these entities. A single person can change its identity by offering a complete different "story" of life and bonds
- According to Hutchinson (2005) Newspapers, e-journals and magazines together with commercial capitalism are two important factors in mirroring the policies of identification and representations with nation states or territories or historic groups within the nation states. Back in 1991 Anderson wrote book and newspapers' publishers were among the first capitalists and being mostly concerned on making profits they were likely to encourage publishing in the widespread vernaculars languages (1991:38).
- On the other hand scholars such as Billig believe in the role of active élites in the context of argumentation and for this reason the need for logic or "art of witcraft" is seen by Billig as deeply intermingled not only with the form of language but also with its contents (1987:133). In addition the contents of common-sense thinking are not "a unitary store of folk wisdom, but instead it may provide us with our dilemmas for deliberation and our controversies for argument."(1987:222)
- A communicative approach to Social Representations would provide a complete and complex account even for the "passions" which often in the way they are presented in the media hinge on rhetoric and produce social representations by anchoring beliefs, opinions, hot news, old news, scientific vulgata into wider belief patterns. Billig reminds us that:.. *Historically, one might say that scientific notions in the modern age have become anchored into common sense. However, this formulation is, according to social representation theory, strictly speaking inaccurate. Whereas most novel beliefs can become anchored into the cultural patterns of common sense, there is something special about the transmission of scientific ideas in the modern age. Firstly, the scientific ideas are altered in a particular way by their transmission. They are represented (perhaps, more accurately, mis-represented) in a particular way so that when they become anchored they must become objectified. Secondly, their process of anchoring changes fundamentally the nature of common sense. So great is the change that common sense, with these new anchored elements, is no longer, properly speaking, common sense: it is a social representation.*(Billig "Ideology and Opinions"1991:66).

Shards of Theoretical Background

- The well known work of Potter and Wetherell maintains that the communicative processes of identity construction and presentation draw much on conversation organisation and rhetoric. Wetherell (1996) presents Social Representations as a constructionist theory which is a practical device to make sense of unfamiliar information and turn it into familiar as well as evaluating it. In Sardinian language there is a word to define familiar or common sense, the word is "connottu", which means "known or acknowledged", it refers to an entire heritage of past, present and future information which belong to an extended group, generally speaking, when a social actor use the word "connottu" it refers to information which are or should be familiar for all Sardinians.
- The work of Roiser (1987:411-431) is quite illuminating in the role of common sense as one of the major dynamic engines of Social Representations. Common Sense does not only pertain to Social Psychology but it is a concept much exploited in Sociology and in that interesting and wide stream of political studies focusing on the building of national and regional identities. S. Jovchelovitch writes that "Social Representations refer both to a theory and to a phenomenon. It is a theory insofar as it provides a set of articulated concepts that seek to give an account of how social knowledge is produced and transformed in processes of communication and social interaction. It is a phenomenon insofar as it refers to a set of empirical regularities comprising the ideas, values and practices of human communities about specific social objects as well as the social and communicative processes that produce and reproduce them. Jovchelovitch points out the theory of social representations is a theory about social knowledge. It addresses the construction and transformation of social knowledge in relation to different social contexts. By Social knowledge "social representationists" refer especially to the phenomenon of social representations which entails all the knowledge produced in everyday life" (Jovchelovitch 2007:45)
- What is interesting for me is to try to use a multimodal approach to investigate Sardinian identity. The construction and reshaping of group ties and their representations as pre-existing or original and unique for the Sardinians as extended group is one of the "best selling" and interesting rhetoric driven representations we can find in the main Sardinian traditional media as well as in the Internet in dozens of specialized forum or activists' authored web-sites. For these reasons I decided to set out to investigate the communicative representation of Sardinian identity in the media and in forums. As far as forums were concerned I decided to create a set of forums myself in order to attract small minorities of scholars, activists and professionals. These forums will permit me to gain insight into the extent to which themes or narratives of Sardinian identity present in the media may help trigger different personal and group attitudes in representing and evaluating different aspects of it.

DATA COLLECTION & TREATMENT

- The whole corpus is made of 717 articles collected by all the major Sardinian daily newspapers between 2004 and 2007. By using a boolean approach I have sorted out 4 macronarratives related to various aspects of Sardinian identity building that and as far as L'Unione Sarda (58% of the whole corpus) is concerned articles collected are 416 which are divided as follows:
 - Ethnic and cultural identity;(Unione Sarda=248 articles= 59.61% of UnioneSardaCorpus)
 - Autonomy(Unione Sarda=84 articles=20.19%);
 - Language as vehicle of identity(Unione Sarda=47 articles=11.30%);
 - New Immigrants (Unione Sarda=37=8,90%)
- As far as this preliminary stage is concerned the data which I will show are grounded only on text units analysis rather than on context units. Context will be analysed at a later stage together with the data stemming from the 4 web forums. Furthermore, the main author who developed the software I am gonna use, (Bolasco 2002) suggests to divide the text into more sub-subject areas or corpora. For this reason in the future I will analyse each macronarrative separately in order to reduce the length of the whole corpus (the ideal one being no much than 100 written pages).

Finding and displaying data

- The main part of this work will investigate and describe the rhetoric reproduction of the regional Sardinian print media and their relationships with the construction, re-shaping and diffusion of different aspects of Sardinian identity. Scholars such as Potter and Wetherell (1998) showed how communicative and interactive construction of conversation and media coverage work. This kind of long-term analysis often generate large amount of data. For this reason computer-assisted analysis became paramount despite my first resistance being more prompt to use "paper and pen" good-old-days method.
- To develop my work I have taken a two-fold approach. Computer aided analysis and qualitative interpretation with an approach based on social constructionism approach on the study of Sardinian identity. The main set of data is based on a sample of 717 newspapers articles focusing on four macronarratives of identity construction: Cultural/Ethnic, Autonomy, Language, New Immigrations. The articles were collected between 2004 and 2007. All three major Sardinian newspapers were included in this study, namely: "L'Unione Sarda", "La Nuova Sardegna" and "Il Sardegna".
- I am interested in tracing any significant forms of Sardinian identity in recent Sardinian regional press and among a group of people. This aims are quite difficult and I should find a systematic way to find the linkages and relationships in the vast amount of data collected and ideas evoked. It is clear the role of the researcher is mostly descriptive. I am not coming up with solutions such as: there should be more X to obtain more Y etc in any of the issue related to Sardinian identity that have arisen over the past few years.

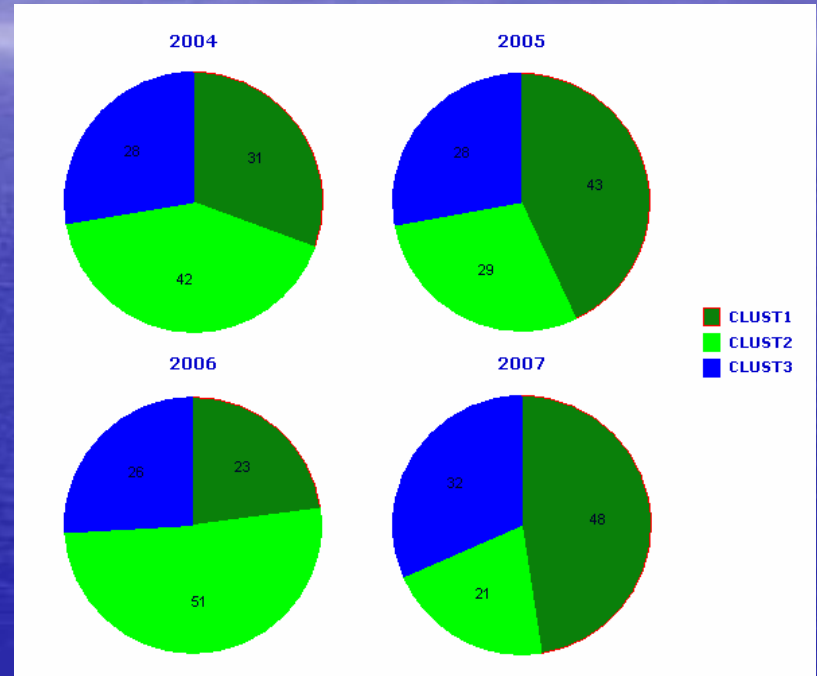
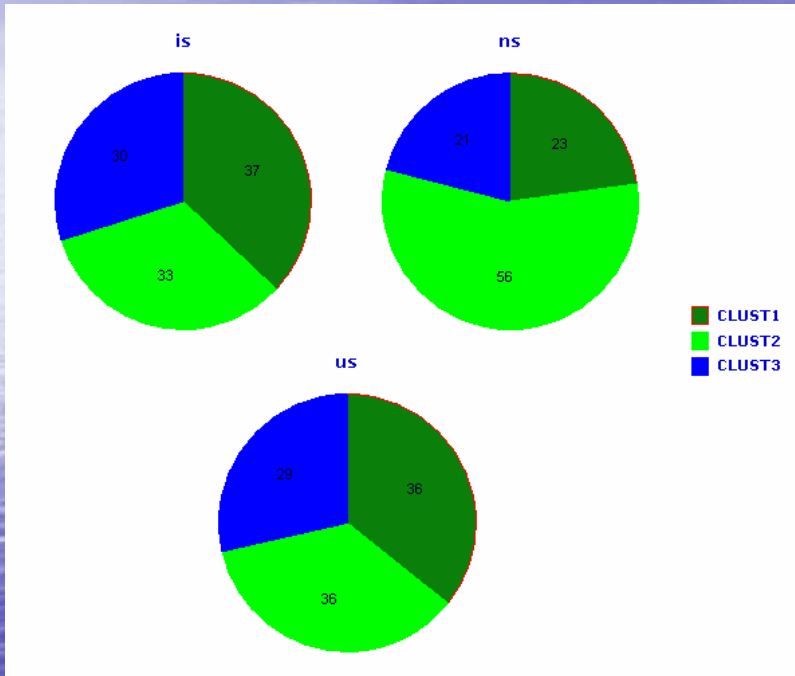
Finding and displaying data

- Thus many questions arise. Are the media promoting some significant form of shared “common sense” which may potentially influence the in-groupers’ representations of their identity and relationship with the rest of Italians in informal as well as in institutional contexts? Are memories and representations sufficient to display and shape the attitude of Sardinians towards the in-group? How much anchored the representations of Sardinian identity are? Is the represented identity fluid, is it due to change or is it static? To what extent does attitude turn into action? What are the means used by media and their actors for meaning-making? What are the rhetoric and the pragmatics of discourse in use to present and build Sardinian identity in the media? Does the ongoing rhetoric ascribe Sardinian identity building to forms of exclusion or inclusions? The relationships between ideology and common sense will also be explored both in the Sardinian Print media and among a group of Sardinian people who responded to a set of web forums and to a semi-structured questionnaire on identity.
- THEMES: I have categorised four themes which I consider particularly relevant as press coverage was particularly complete in the different newspapers. The whole corpus is made of 717 articles collected by all the major Sardinian daily newspapers between 2004 and 2007. By using a boolean approach I have sorted out 4 thematic macroareas related to various aspects of Sardinian identity building. :
 - Ethnic and cultural identity; (421=58.71%)
 - Autonomy(154=21.48%)
 - Language as vehicle of identity (80 articles=11.16%);
 - New Immigrants (62 articles=8.65%)

Finding and displaying data

- THEMATIC ANALYSIS OF CONTEXT UNITS. The main software I used for my research, T-Lab, allows the researcher to display a representation of corpus contents and its relationships by using a tool called the “Key Contexts of Thematic Words” which will extract a list of meaningful elementary contexts which will allow the researcher to go into more in-depth analysis of the thematic values of the key words obtained. Thematic Clusters ranges from 3 to 50. T-Lab summarizes results through graphs which help the researcher to evaluate the relationships of similarity/dissimilarity the distance being proportional to the degree of association The way relationships can be analysed are various: they can be one-to-one or one-to all (Key contexts of thematic words), or the corpus can be analysed all-together identifying the main themes and its characteristics and exploring their relationships.
 - As far as Autonomy is concerned the articles were divided into three main clusters over four years

Finding and displaying data



Finding and displaying data

- At this preliminary stage of my project my data are mainly descriptive as the whole methodology will be decided during the next Academic year. Of course, describing wording and morphology represents only a background level on data analysis. I need to set up a second level of interpretation by shaping semantic universes and by reflecting on semantic and pragmatics. As Fairclough points out (1989-2001: 117) phonology, grammar & vocab are the surface of utterance whilst semantics & pragmatics are the meaning of utterance.
- So what I am trying to do by using T-Lab in the first step is descriptive interpretation: recognizing and sorting out words, phrases and sentences. This level provides us with an insight on textual & lexical richness of our data.
- The second level of interpretation consists in assigning meaning to those parts of the texts, either they be single words, chunks or entire paragraphs. In this case the analyst is paramount as he/she is the one that must make sense of the utterances by contextualising them.

Finding and displaying data

- Thus even though a software helps us to de-construct and re-construct semantic fields by combining word-meaning and grammatical information and “work out implicit meanings to arrive at meanings for whole propositions” (Fairclough 2001:120) it is clear that the importance of the analyst and the knowledge of the written corpus over the years will be much useful if the research would shift to talk-analysis (focus-groups) or other text analysis (forums)
- At this stage I can say a preliminary analysis of the data found in Sardinian media reflects not only the growing awareness of and interest in the different issue of Sardinian contemporary society, but also the dense political and rhetoric discourse present in the Sardinian media. Describing this discourse for each narrative would be quite interesting *per se* but in for a more in-depth study, it would be even more interesting at the end of the thesis work, to compare what the rhetoric discourse of the media is with what Sardinian people think or say they think. All the narratives are interesting. The most recent one, describes newly landed immigrants (especially from Northern Africa) in Sardinia where migration took its toll over the decades for those Sardinians who had to migrate and who, from distant lands, re-shaped and spread back, often through the new media, their sense of Sardinian identity. Also, methods such as Cluster Analysis will help me to understand if clearly different types of identity within the same subset or narrative are working. Again, it will be the analyst that must interpret the data magically stemmed from the computer aided analysis and tell what the “story” is about.

Finding and displaying data

- **Preliminary Analysis of Corpus provided by the macroarea "Autonomy"**
- The articles associated to this area are 421 (58.71% of all articles)
- Variable chosen: newspapers ("L'UnioneSarda"; "LaNuovaSardegna", "IISardegna")
- T-Lab is a tool that divides its analysis in six main steps which run from text gathering to report editing.
- Any of the tools can be used in any order, however, I can start by quoting the manual available at www.tlab.it, (p.12), there are a set of analytical operations which have the same corpus and they follow users' **strategy** and **plan**. After that texts are gathered and then a final report is the output.
- As far as my preliminary analysis is concerned I chose to jump the use of lexical tools in order to recognise each and every lexical unit and customise their classification. However I still inserted my threshold choice as not all the analyses have a preset threshold to be chosen from the list. I still can select which lemmas should be excluded from analysis and I can still restore lemmas later on. I can also select and deselect the key-terms. In general all the settings for the analysis can be saved and re-used for further analyses. This chance is still there even after the user run Dictionary building. Thus I decided that being a naive I should better go for automatic lemmatization which provides with a significant and often complex amount of data to be analysed with a set of different methods.

Finding and displaying data

- **KEYWORDS**
- The analysis units T-Lab uses are of two types: **lexical units** and **context units**. Keywords selection consists in arranging a number of list of lexical units to be analysed and displayed in the outputs with simple and clear tables. I have chosen the automatic settings and the list of key-words were selected by the software. In this case the criterion is to check the qualitative importance of the items and the necessity to obtain significative outputs in order to try to make inferences.

Finding and displaying data

T-LAB
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Versione 5.5



< 480 > **PAROLE-CHIAVE T-LAB**

ORDINA	ORD	ORD
LEMMA	OCC	INF
sardo	535	LEM
Sardegna	483	LEM
regione	280	LEM
nostro	255	LEM
Soru	216	NCL
autonomia	188	LEM
nuovo	184	LEM
Isola	184	OMO
presidente	150	LEM
Governo	129	DIS
Cagliari	124	LEM
regionale	118	LEM
statuto	109	LEM
anni	97	DIS
militare	85	OMO
università	82	LEM
politico	79	LEM
milioni	71	DIS
ministro	70	LEM

TESTI

TESTI IMPORTATI: 154

VARIABILI UTILIZZATE: np

CONTESTI ELEMENTARI: 1551

LE PAROLE

OCCORRENZE (TOKEN): 70395

FORME (TYPE): 12054

LEMMI: 8503

HAPAX: 6712

SOGLIA DI FREQUENZA: 4



Finding and displaying data

Jaccard	Dice	Cosine
$\frac{a}{a + b + c}$	$\frac{2a}{2a + b + c}$	$\frac{a}{\sqrt{(a + b)} \times \sqrt{(a + c)}}$

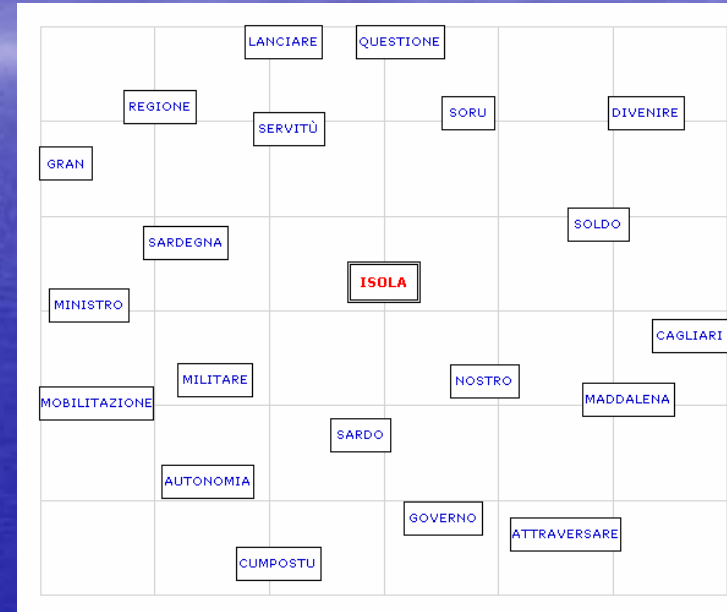
- **MACRO AUTONOMY- Co-occurrence Analysis: WORD ASSOCIATIONS**
- It is one of the most important analysis that T-lab can carry out. The Occurrences, in fact, are quantities which result from the computation of how many times (frequencies) a single lexical unit (LU) occurs within a corpus or within the context units (CU) in which it is subdivided.
- In the first example graphically represented below(1) the K-word I chose is "Autonomia" (Autonomy). Each chart shows those lexical units which share co-occurrence contexts with the key-word chosen. Co-occurrences are quantities which result from a computation of how many times two or more lexical units are present together in the same elementary contexts (EC) and can be analysed using three methods which are namely "Jaccard", "Dice" and "Cosine". Each of the three methods is used to analyse binary data of the presence/absence type. As far as my research is concerned I chose the "Cosine" to analyse the co-occurrences of the lexical units

Finding and displaying data

- Verifying the results for Word Association: "Autonomia/Autonomy"
- In the graph the words selected are placed in the center; the others are distributed around it, each at distance proportional to its degree of association: the shorter the distance, the greater the degree of association. The significant relationships are therefore one-to-one, to the central word and to each of the others. As far as this research is concerned, for each one of the words selected I have reported the first twenty-five words in terms of numbers of occurrences.

LEMMA	COEFF	OCC	CO-OCC	CHI ²
nostro	0,268	218	51	42,751
sardo	0,227	451	62	6,167
militare	0,203	71	22	32,029
Sardegna	0,201	418	53	2,339
servitù	0,194	41	16	35,344
Soru	0,182	186	32	9,347
soldo	0,181	36	14	30,636
Maddalena	0,147	28	10	18,665
Governo	0,144	117	20	5,409
autonomia	0,14	163	23	2,213
ministro	0,139	61	14	9,967
regione	0,132	252	27	0
questione	0,125	47	11	8,182
divenire	0,123	10	5	16,263
Cagliari	0,121	118	17	1,833
attraversare	0,117	7	4	15,868
Cumpostu	0,117	7	4	15,868
mobilitazione	0,117	11	5	13,999
gran	0,117	11	5	13,999
lanciare	0,116	4	3	17,347
piemontese	0,116	4	3	17,347
Mariano	0,116	4	3	17,347
sperimentazione	0,116	4	3	17,347
dismissione	0,116	4	3	17,347
Prodi	0,115	29	8	8,814

In this page we can see some examples of radial diagrammes. In the next page I reported a tab associating PAIRS of keywords and SHARED ASSOCIATIONS.



- T-LAB Association Table: Comparison between Pairs of keywords and shared associations.
- The tab shown below represents the K-Words the programme has selected and their corresponding occurrences values. This analysis runs when the researcher select two words from the list on the left corner. The software will compare the elementary occurrence contexts of each of the words compared. This can either be done for the whole corpus or for a single subset. The model which T-Lab uses for this type of analysis is the "set theory". T-Lab builds an intersection table crossing the associations and non-associations and CHI-square test is applied to it. In the case of autonomy I had also obtained a Chart to share the Shared associations which shows the elementary contexts in which each lemma is in co-occurrence with the selected key words. Being the analysis extremely quantitative and difficult for me to justify on each and every passage I prefer to pass on and in-depth analysis of the first type of comparison for now. Let's say that in the first stage this analysis is run by T-Lab by building a table like the following for the example given: shared association of Autonomy/Regional in the elementary contexts of the Lemma "Isola"
- A*. "A" shows the number of elementary contexts in which "Isola" is present or absent in the set of contexts containing the first word in the pair which in this case is "Autonomy".
- B*. "B" shows the number of elementary contexts in which "Isola" is present or absent in the set of contexts containing the second word of the pair which is "Regionale"

ASSOCIAZIONI CONDIVISE (INTERSEZIONE)

CLICK SU UN LEMMA DELLA TABELLA

ORDINA	ORD
LEMMA	OCC
sardo	535
Sardegna	483
regione	280
nostro	255
Soru	216
autonomia	188
nuovo	184
Isola	184
presidente	150
Governo	129
Cagliari	124
regionale	118
statuto	109
anni	97
militare	85
università	82
politico	79
milioni	71
ministro	70

DIFFERENZA

INTERSEZIONE

ALTRI SOTTOINSIEMI

GRAFICO

LEMMA (A) - TOT. C.E. = 163

LEMMA (B) - TOT. C.E. = 111

AUTONOMIA

REGIONALE

ORDINA	ORDINA	ORDINA	ORDINA	ORDINA	ORD
CHI ² (A)	ASS (A)	LEMMA	ASS (B)	CHI ² (B)	CHART
-10,548	1	consigliere	9	10,548	X
10,005	23	Isola	3	-10,005	X
-9,549	2	assessore	10	9,549	X
-8,114	2	euro	9	8,114	X
-6,716	2	amministrazione	8	6,716	X
6,203	68	sardo	30	-6,203	X
-6,194	3	milioni	9	6,194	X
6,099	12	speciale	1	-6,099	X
-6,091	1	comune	6	6,091	X
-6,091	1	programma	6	6,091	X
5,199	31	statuto	10	-5,199	
5,100	42	nostro	16	-5,100	
4,695	10	Prodi	1	-4,695	
-4,668	1	vertice	5	4,668	
-4,668	1	realtà	5	4,668	
4,545	15	fiscale	3	-4,545	

Shared association of Autonomy/Regional in the elementary contexts of the Lemma "Isola"

A*. "A" shows the number of elementary contexts in which "Isola" is present or absent in the set of contexts containing the first word in the pair which in this case is "Autonomy".

B*. "B" shows the number of elementary contexts in which "Isola" is present or absent in the set of contexts containing the second word of the pair which is "Regionale"

	Association	Non association	Total
A*	23	140	163
B*	3	108	111
	26	248	274

Finding and displaying data

- **T-LAB SEQUENCE ANALYSIS**
- Another tool which T-Lab uses to analyse co-occurrence relationships between lexical units namely words, lemmas, categories or themes, is "Sequence Analysis". Sequence Analysis hinges on a Markov chains which is a probabilistic model widely used for evaluating the performance and dependability of many different systems either they be electronic or computer systems, communication networks and so forth. Of course, there may be a number of theoretical reasons for questioning the use of such statistical model especially if the analyser, as in my case, does not posses a sound background in quantitative data analysis. However, Markov chains is a widely known and reliable approach for several software packages that have been developed over the past few years for the analytic solution of performance and dependability models. In brief two kinds of sequences are analysed according to Markov chains:
 - Sequences which have to do with lexical units PRESENT in the corpus of "Autonomia".
 - Sequences recorded in an external file that the analyst wants to explore.
 - What matters here is what Lancia (2005) describes as syntagmatic relationships between lexical units (either they are words or chunks or entire phrases) and each occurrence of the corpus thus clearing what the meaning of the words are in a particular context. This gives the researcher an insight into the communicative field between the significant words he/she chooses to analyse and all the lexical units present in his/her corpus.

Finding and displaying data

CLICK SU UN LEMMA DELLA TABELLA

ORDINA	ORD
LEMMA	FREQ
sardo	534
Sardegna	480
regione	280
nostro	254
Soru	214
autonomia	188
nuovo	184
Isola	183
presidente	150
Governo	128
Cagliari	124
regionale	118
statuto	109
anni	97
militare	85
università	82
politico	79
milioni	70

GRAFICI
TABELLE
SOMMARIO
TRIADI
ALTRI SOTTOINSIEMI

PREDECESSORI

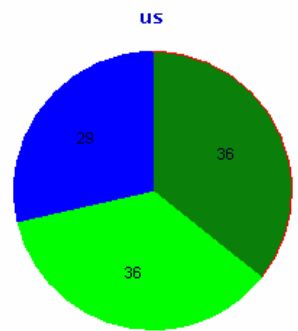
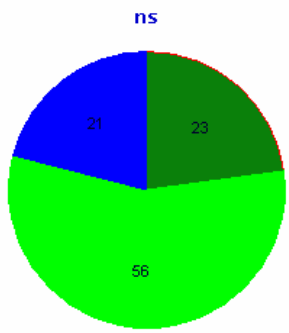
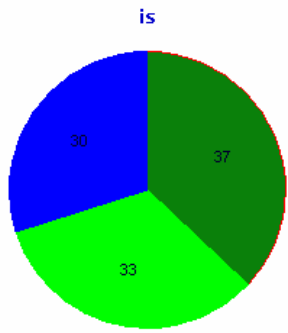
SUCCESSORI

Finding and displaying data

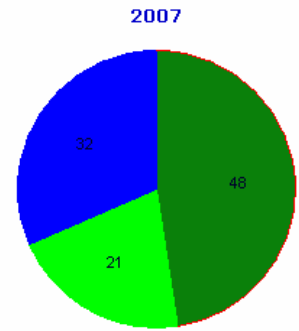
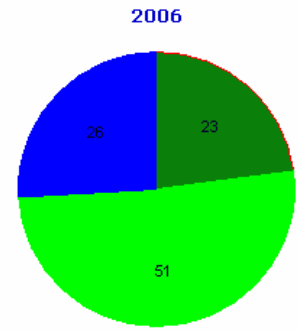
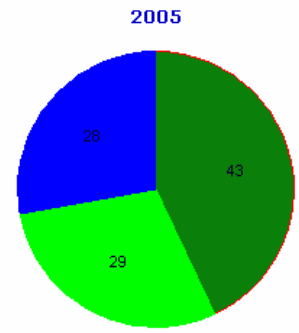
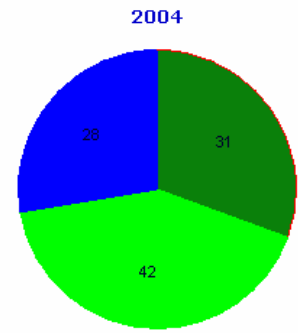
- **THEMATIC ANALYSIS OF ELEMENTARY CONTEXTS: Autonomy**
- This kind of analysis tool permits to represent the corpus contents graphically by creating significant clusters.
- Lancia (2005) maintains that each cluster will be made of elementary contexts (again they may be words, chunks, phrases or paragraphs) characterised by the same key-words or patterns. In T-Lab the clusters are described through lexical units and the most important variables the analyst chooses. Data are obtained by a complex six-stage analysis based on co-occurrence and comparative analyses. This analysis allows the research to explore the characteristics of the clusters; explore the relationships between clusters; explore the relationships between clusters and variables; explore the different cluster partitions; assign labels to the clusters; verify which elementary contexts belong to each cluster; verify the weight of each elementary context within its cluster; save the selected partition for exploration with other T-Lab tools. At this stage of the project I don't have the necessary skills to comment and summary the results obtained by performing this analysis.

- **STEP1: AUTONOMIA FILE TXT : ANALYSIS RESULTS**

- As Laurence Grimm and Paul Yarnold observed (2000:14-15), the purpose of cluster analysis is to identify natural groupings among a collection of observations; it is a procedure for identifying cases with distinctive characteristics in heterogeneous samples and grouping them into homogeneous groups. Clusters are formed so that observations that are similar form the basis of a single grouping and, as a group, are differentiated from other clusters that are, themselves, comprised of homogeneous observations. In the corpus related to the narrative "Autonomy", the result of the software analysis yielded 3 clusters. Clusters leave much space to subjective interpretation. Of course my interpretation is subjective and based on my knowledge of the macronarratives which I selected from 2004 to 2007 day by day. The hypothetical consistency of the macronarratives chosen is based on the length of the observation and on my role as insider. My attitude is explorative and descriptive as it is impossible for the data collected between 2004 and 2007 to yield the same relationships or contents or external events of those I could collect in a near or distant future



CLUST1
CLUST2
CLUST3



CLUST1
CLUST2
CLUST3

AUTONOMIA FILE TXT : ANALYSIS RESULTS

DATE: 18/05/2008 - 16.51.55

NUMBER OF ELEMENTARY CONTEXTS CLASSIFIED : 1534

ELEMENTARY CONTEXTS IN EACH CLUSTER

CLUSTER 1	513	33.44%
CLUSTER 2	598	38.98%
CLUSTER 3	423	27.57%

LEMMA	CHI SQUARE	WORD	OCC
Soru	284.845	Soru	191
regionale	112.951	regionale	71
regionale	112.951	regionali	24
regione	92.156	Regione	154

Cluster 1, first impressions

- **Cluster1** appears to group a set of wording very dense and focused on the political and practical aspects which describe the clashes between Sardinia and Italian Government over revenues, and the debate and protest over constraints on Sardinian soil represented by a number of military areas which belong to U.S.A and Italy. These areas are secluded but occupy a significant portion of Sardinian territory. The most common proper names within this first cluster are those of the main protagonists: President-Tycoon Renato Soru, and important members of the Government. In this Cluster public discourse gives an insight in all political and economic aspects of the relationship between Sardinia and Italy. Sardinian reporters contribute to create the image of Sardinian as a group excluded from their own economic and territorial rights

- INDEX (BETWEEN-CLUSTER VARIANCE/TOTAL VARIANCE): 0.022

THIS REPORT INCLUDES TWO SECTIONS (A and B)

SECTION - A - CHARACTERISTIC WORDS (MAX 20) OF EACH CLUSTER

Further research was conducted by creating 4 forums of discussion one for each of the narratives found on the Print Media.

The image displays two overlapping screenshots of a web browser window. The browser's address bar shows the URL <http://www.matteoionta.net/doceboCms/>. The website features a header with the logo "Matteo Ionta net" and a background image of a computer keyboard. A navigation menu includes links for Home, Forum, Chat, Documenti, and Link. The main content area is titled "Benvenuti" and contains a registration form with fields for "E-Mail *", "Età", "Sesso", and "Ultima classe frequentata".

The second screenshot shows a forum page with the URL http://www.matteoionta.net/doceboCms/index.php?mn=forum&pi=5_8&op=message&idThread=2. The forum post is titled "Identità" and is from an "Anonymous" user. The post text reads: "Cari amici, vorrei utilizzare questo spazio di discussione per conoscere le vostre opinioni libere su cosa si intende per identità sarda. I dati mi servono per la mia tesi di dottorato in psicologia sociale e comunicazione alla Sapienza. Chiunque desideri inoltrarmi anche alcuni suoi dati, quali età, genere, nazionalità e ultima classe frequentata può scrivermi a matteo.ionta1@tin.it oppure Matteo.Ionta@uniroma1.it. Ricordatevi di darmi il consenso a utilizzare i dati per la ricerca." The post is dated "Scritto il : 09-02-2007 21:58 (18 Giorni)".

Theoretical Framework

- Discursive and Critical Psychology (Billig 1987, 1991; Mazzara, 1997; 2006)
- Socio-Historical Approach (Smith, 1981, 2007).
- Van Dijk (1997 a, b)

- Social Representation Theory and soft Socio-constructionism perspective trying to avoid the "Boomerang Effect" described by de Rosa (2001, 2006)

Methodology

- On the basis of the first results of the analysis on 717 articles published on the 3 main Sardinian newspapers (“Unione Sarda”, “Il Sardegna” and “La Nuova Sardegna”) I singled out 4 macro-narratives related to Social Identity. Some of those articles show a number of lines which re-define Sardinian identity as part of but also in competition with Italian and European identities. The main narratives focus on
 - Sardinian distinctive culture;
 - Polemic relationship between Sardinian identity and Italian identity over revenues and territory
 - Sardinian language standardisation;
 - New Immigrants
- Those macronarratives were submitted on ad hoc forum open to the contributions of 75 different participants who developed their posts and debates without apparent external influence but the “firestarters” provided by the articles I submitted in order to start each sub-forum.
- Forums were advertised on Unione Sarda first, but with no success. Later on they were advertised on a number of websites focusing on Sardinian social identity. (www.Sotziulimbasarada.net; www.comitau.org; www.UnioneSarda.com; www.Acalisa.net). The posts were collected between April and June 2007
- Later on, all participants were contacted via mail and asked to fill a questionnaire

Our Sample

- The sample comprises 44 respondents who answered to the questionnaire I submitted them via e-mail. The sample represents 59% of the participants to the 4 on-line forums.
- On average the participants were 36yrs, highly educated, who were born and have been living in Sardinia ever since. Their income was distributed into 4 classes:
 - 0-9.999 euro (27.3% of the participants);
 - 10.000-19.999 euro (25%);
 - 20.000-29.999 euro(27.3%);
 - > 30.000 euro(20.5%).
- As stated in the work done by B@bel Group in 2002-2005 we could note the absence of a good balance as far as gender is concerned. Women are only 13.6% of our sample.
- Given the small number on which this part of the research is based I will consider it as an explorative one.

Multimethod questionnaire integrating projective and demi-structured tools. It has been divided into three different sections.

In the first section of the questionnaire a verbal association technique is proposed. This is largely inspired on projective technique known as “semantic network” developed by de Rosa (de Rosa, 1995, 2002), utilising the stimula-words: *Sardinians, Italians and Europeans*. Starting from the three valences (negative, positive, neutral) associated by our participants to each word elicited, polarity indexes have been calculated dai soggetti a ciascuna parola evocata, sono stati calcolati degli Indici di Polarità, assunti, in successive analisi, come indicatori dell’Atteggiamento dei partecipanti verso ciascuno di questi oggetti di rappresentazione.

- A further section comprises three ten-step scales on which participants ranked their level of identification in turn with Sardinia, Italy and Europe.
- A third section is dedicated to demi-structured questions which aimed at investigating participants’ opinions on autonomistic policies and independentist ones plus their party leaning/voting intention.
- The last section of the questionnaire comprises a set of questions on political parties, institutions, economic, cultural and environment resources together with the symbols and the historical events related to Sardinian identity. The data stemming from this section are still to be analysed.
- Furthermore the questionnaire implies a serie of questions to withdraw participants’ economic and socio-demographic data.

Analisi di Contesto:

Sardinian Autonomous and Independent Parties and Movements

Partiti Autonomisti	Partiti Indipendentisti
PSD'Az (Partito Sardo d'Azione fondato nel 1920)	SNI (Sardigna Nazione Indipendenza fond.1994)
Movimenti autonomisti nati per elezioni regionali	Irs (Indipendentzia Rèpubrica de Sardigna 2002)
Fortza Paris +	Movimenti non completamente autonomisti di centro- sinistra
UDS (Sardi Uniti) +	Progetto Sardegna (founded by Soru in 2003)

As we can see in the next slide, Autonomous Parties suffered a consistent downfall from 1994 on. These data are also evident in the lack of “voting” for Autonomous Parties despite an attitude favourable towards them.

Context Analysis :

Regional Polls Results for Sardinian Autonomous and Independentist Parties between 1984 and 2004

Data Elezioni	Partiti in lista Elezioni Regionali	Numero Voti	(%)	N° Seggi	Percentuale popolazione votante
24/06/84	PSd'Az	136.720	13.8%	12	85.5%
11/06/89	PSd'Az	127.765	12.4%	10	84.6%
12/06/94	PSd'Az	47.000	5.1%	4	74.3%
	SNI	10.984	1.2%	0	
13/06/99	PSd'Az	38.422	4.5%	3	66.3%
	SNI	15.284	1.8%	0	
12/06/04	PSd'Az	32.859	3.8%	2	71.2%
	SNI	3.249	0.4%	0	
	IRS	5.672	0.7%	0	
	Prog.Sa	66.690	7.8%	7	
	UDS	33.302	3.9%	2	
	Fortza Paris	39.086	4.6%	3	

Step 1: Singling out MacroNarratives on 3 Sardinian major newspapers over the years 2004 and 2007

L'UNIONE SARDA

L'Unione Sarda, Lunedì 20 Agosto 2007, p.1. Giuseppe Marci

L'impronta nazionale sarda: l'identità italiana sulle torri dei nuraghi.....Ma non c'è dubbio che il retaggio di Roma ha nella nostra terra una valenza diversa rispetto a quella che assume in altre parti d'Italia e perfino l'impronta cristiana-cattolica si esprime in modi caratteristici e distinti. Questo vale per la parte che abbiamo in comune, ma, se vogliamo capire meglio le cose, non possiamo fare a meno di notare, oltre tutto ciò, nell'identità di ogni sardo è presente la grande "orma" della civiltà nuragica che vigila attivamente dalle torri dei nuraghi. Ed è presente una dimensione del tempo che, per quanto attenuata nell'oggi, si esprime ancora, come Giuseppe Dessì la descriveva, in maniera irriducibile rispetto al tempo italiano e a quello europeo.

Four Forums were created. 75 participants did respond.

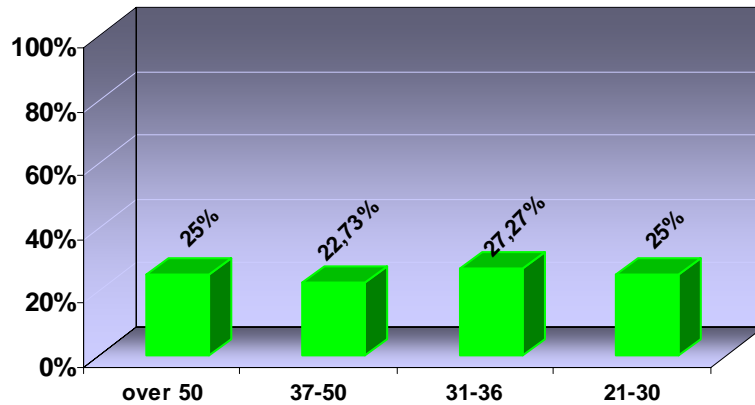
http://matteoionta.net/doceboCms/index.php?mn=forum&pi=5_8&op=thread&idForum=1

The screenshot shows the home page of the Matteo Ionta website. The browser address bar displays <http://www.matteoionta.net/doceboCms/>. The page features a navigation menu with links to Home, Forum, Chat, Documenti, and Link. A sidebar on the left contains a registration form with fields for E-Mail, Età, Sesso, and Ultima classe frequentata. The main content area includes a welcome message and a section titled "Compila questi c".

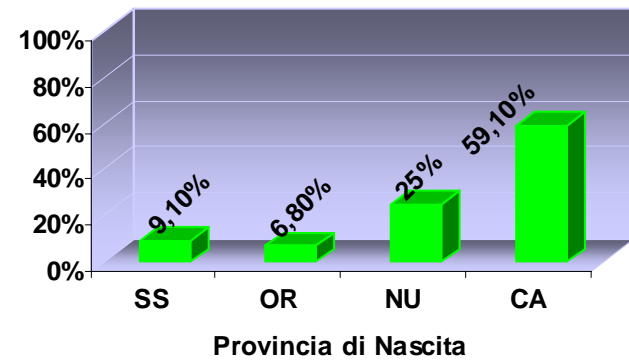
The screenshot shows a forum thread on the Matteo Ionta website. The browser address bar displays http://www.matteoionta.net/doceboCms/index.php?mn=forum&pi=5_8&op=message&idThread=2. The thread is titled "Identità" and is part of the "Forum Identità Regionale" category. The message is from an anonymous user, dated 09-02-2007 21:58. The subject of the message is "Identità". The content of the message discusses the author's intention to use the forum for their thesis on Sardinian identity and asks for consent to use the data for research.

Frequency distributions per le Variabili Socio-demographic variables

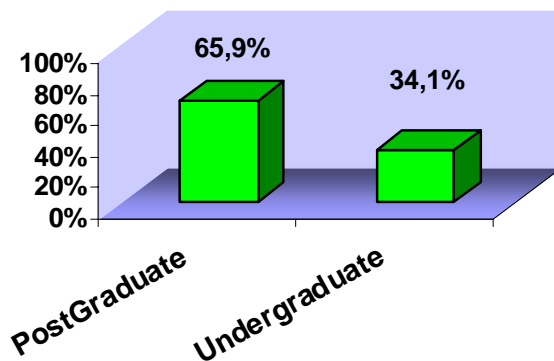
Distribuzione di Frequenze per la variabile Età



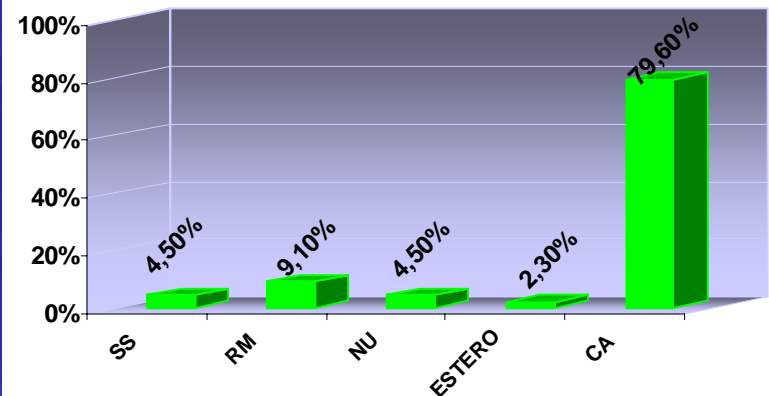
Distribuzione di Frequenze per la variabile Luogo di Nascita



Distribuzione di Frequenze per la variabile Istruzione

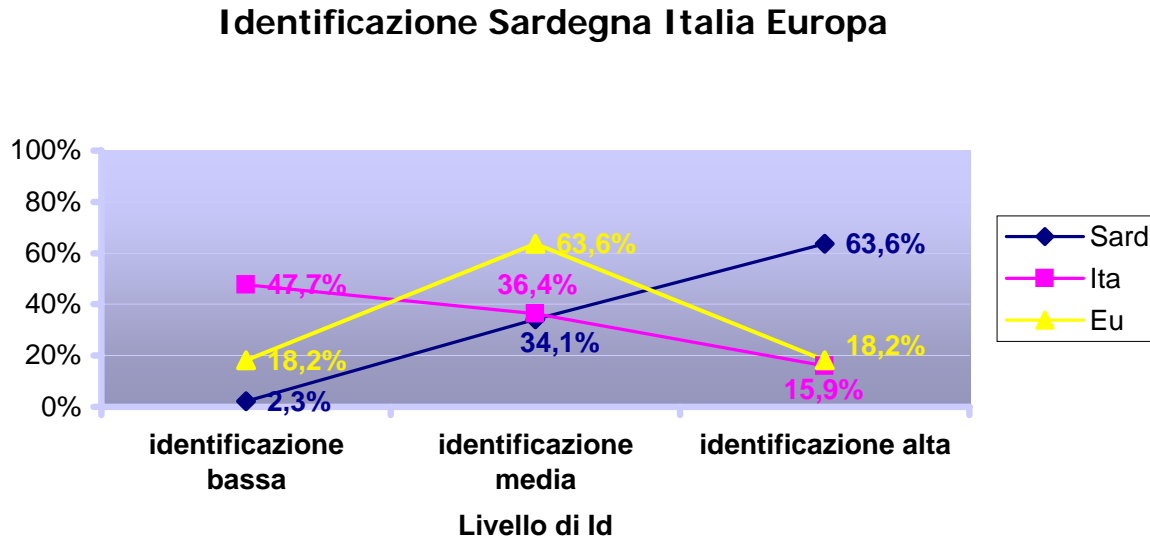


Distribuzione di Frequenze per Luogo di Residenza



Frequency distributions to assess the level of identification with Sardinia, Italy and Europe

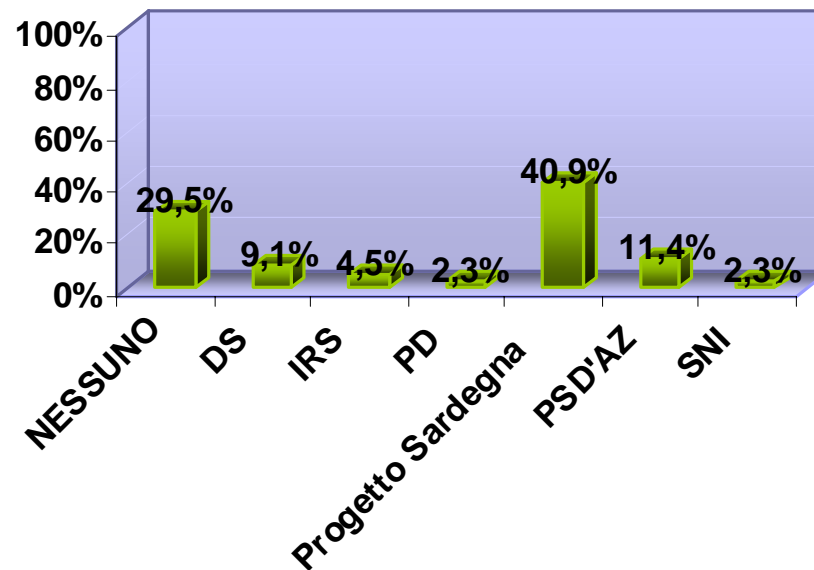
A mirror pattern may be observed as far the identification between Sardinia and Italy is concerned. A Bell curve don't go unnoticed on the issue of identification with Europe.



Level of Identification	Sardegna	Italia	Europa
Low	2.3%	47.7%	18.2%
Medium	34.1%	36.4%	6.6%
High	63.6%	15.9%	18.2%

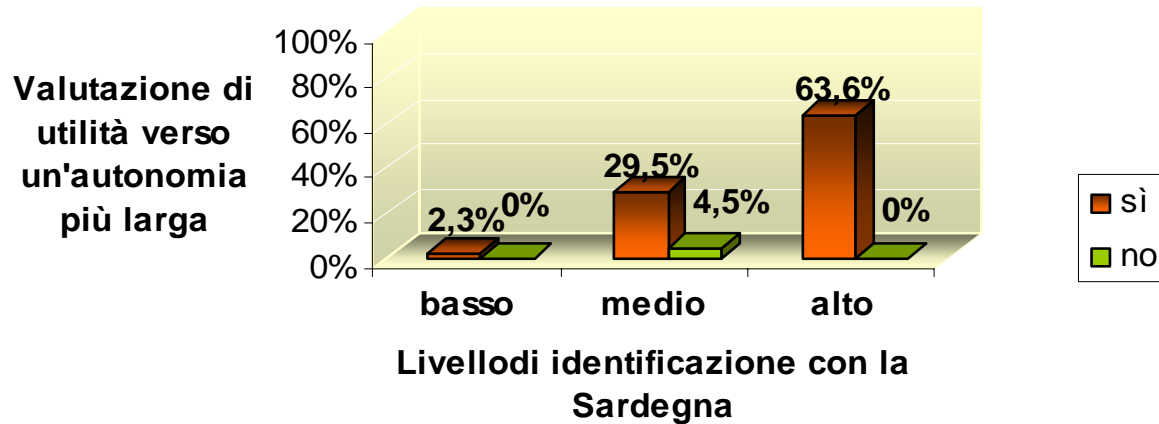
Level of preference of the sample for those Sardinian parties perceived as representing the instances of Sardinians.

**DISTRIBUZIONE DI PERCENTUALI RELATIVE ALLA
DOMANDA: INDICHI I PARTITI SARDI CHE PER LEI PIU'
RAPPRESENTANO LE ISTANZE DEI CITTADINI SARDI?**



Cross-Tab between level of Identification with Sardinian and the preception of more Autonomy as useful/not useful

Distribuzione di Frequenze Incrociate tra Livello d'Identificazione con la Sardegna e Valutazione di Utilità di un'Autonomia più Larga

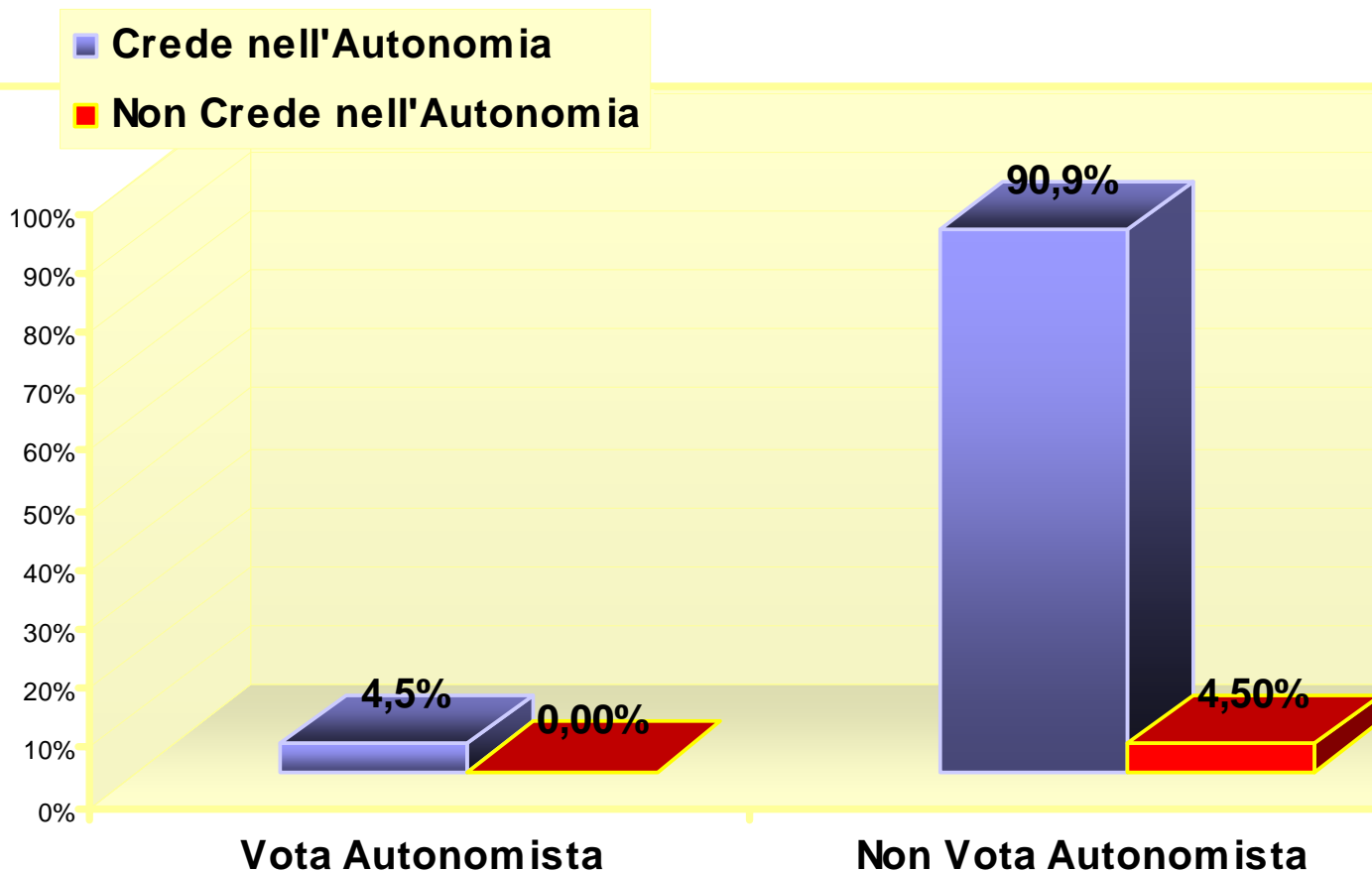


What is important to stress here is that all participants were positive towards more Autonomy for Sardinia.

		Pensa che una autonomia più larga sarebbe utile?		Tot
		Sì	No	
Grado di identificazione con la Sardegna	Basso	2.3%	0%	2.3%
	Medio	29.5%	4.5%	34.1%
	Alto	63.6%	0%	63.6%
Totale		95.5%	4.5%	100%

Cross Tab between **attitude** towards larger Autonomy and **the action of actually voting for autonomist parties**

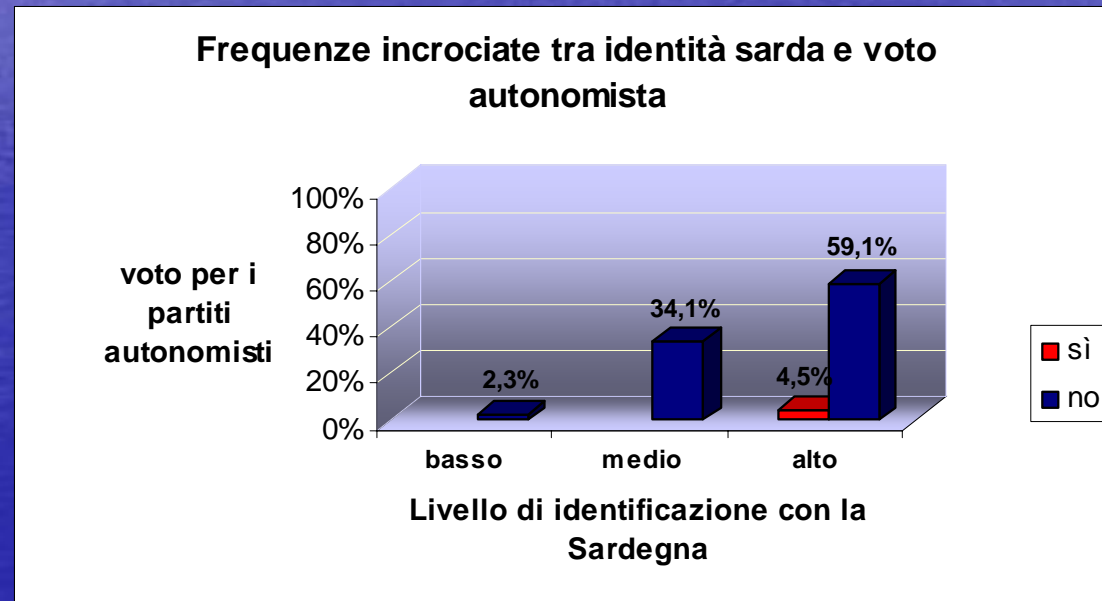
**Frequenze Incrociate per le Variabili:
ATTEGGIAMENTO VERSO L' AUTONOMIA E PREFERENZA DI VOTO**



Cross Tab between Identification with Sardinia and actually voting for Autonomist parties.

Only a minority of participants did vote for more Autonomy. They were those who presented an higher level of identification with Sardinia.

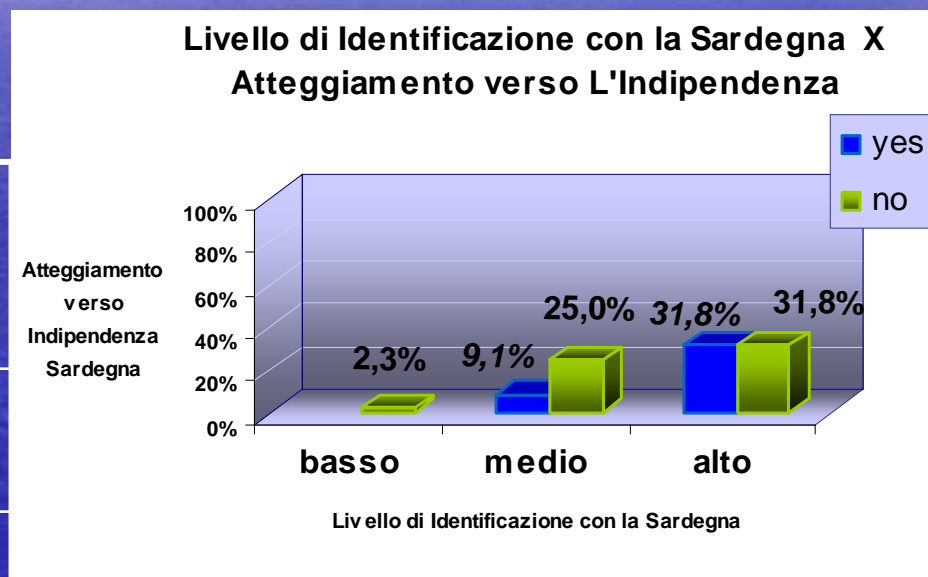
		Have you recently expressed your vote in favour of an autonomist Party?		
		Y?	N?	
Identification with Sardinia	BASSO	0	2.3%	2.27%
	MEDIO	0	34.1%	34.1%
	ALTO	4.5%	59.1%	63.6%
Total		4.5%	95.4%	100



Cross Tab between identification with Sardinia and Attitude Towards Independence

Interesting data: in this specific context the figure displays that to a degree of identification it corresponds an equal distribution between positive attitude and negative ones towards independence.

		Sardinian Independence is useful?		Totale
		Y	N	
Level of Id. With Sardinia	BASSO	2.3%	0%	2.3%
	MEDIO	9.1%	25%	34.1%
	ALTO	31.81%	31.8%	63.6%
Total		40.9%	59.1%	100%



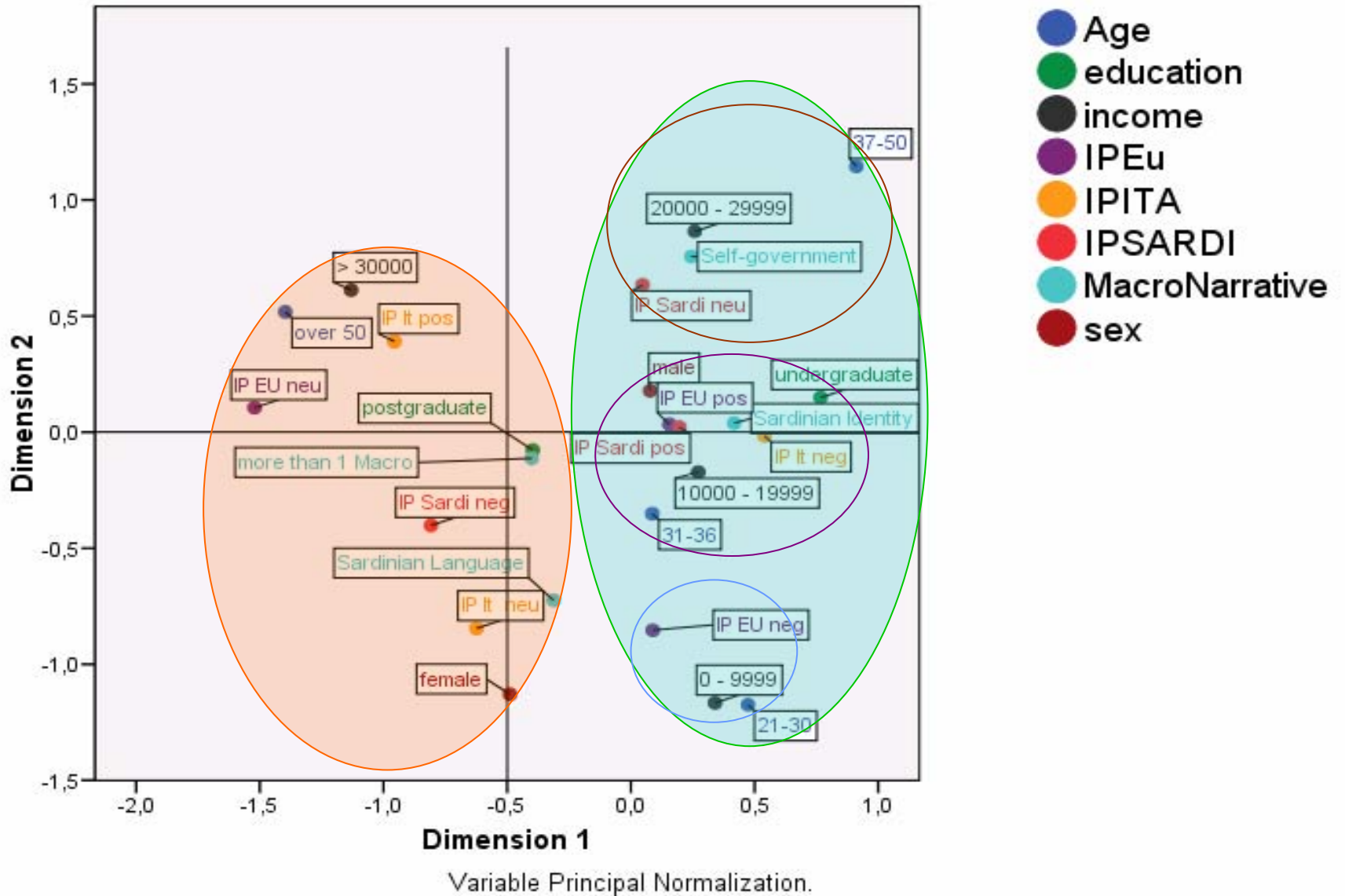
FACTORIAL DIMENSIONS EMERGED FROM CORRESPONDENCE ANALYSIS VIA VERBAL ASSOCIATIONS

		SEMIASSE +	SEMIASSE -
SARDINIANS	FATTORE I IMMAGINE DEL PROPRIO GRUPPO	IDENTITA' E ORGOGLIO	RUOLO SUBALTERNO NEL RAPPORTO CON L'ALTRO
	II DIMENSIONE CULTURALE	STILI MORALI	STILI RELAZIONALI
	III IDENTITA'	FOCUS SULLE ORIGINI (IDEALIZZAZIONE)	FOCUS SULL'ATTUALITA' (ATTEGGIAMENTO CRITICO)
	IV L'ITALIA COME ALTRO SIGNIFICATIVO	DIFFIDENZA	TOLLERANZA
	V DIMENSIONE CULTURALE	ORGOGGIO PER LE ATTRATTIVE ARTISTICHE DEL TERRITORIO SARDO	MARCATORI DI CONFINE CULTURALE DELLA COMUNITA' SARDA
ITALIANS	FATTORE I VALUTAZIONE SUL PIANO MORALE	CORRUZIONE	
	II LUOGHI COMUNI SUGLI ITALIANI	SFERA SOCIALE E LAVORATIVA (NEGATIVI)	SFERA INDIVIDUALE E TRATTI DI PERSONALITA' (POSITIVI)
	III LUOGHI COMUNI SUGLI ITALIANI	SFERA RELAZIONALE	SFERA LAVORATIVA
	IV STEREOTIPI SUGLI ITALIANI	L'ITALIANO DI SUCCESSO	L'ITALIANO RIDICOLIZZATO
	V ITALIANI COME ALTRO SIGNIFICATIVO	DESCRIZIONE AMBIVALENTE ANCORATA AD ELEMENTI CONCRETI	DESCRIZIONE IDEALIZZATA ANCORATA AD ELEMENTI ASTRATTI
EUROPEANS	FATTORE I EUROPA COME UNIONE EUROPEA	I PROTAGONISTI DELL'UE	I VALORI E I CONTROVALORI DELL'UE
	II SISTEMA DI VALORI ATTRIBUITI ALL'UE	PUNTI DI FORZA POLITICI (LIBERTA'/FEDERAZIONE/DEMOCRAZIA)	DIMENSIONE CULTURALE DELL'EUROPA
	III IDEALI POLITICI	DEMOCRAZIA	
	IV VALUTAZIONE POLITICA	SUCCESSI DI UNA POLITICA PER L'INTEGRAZIONE	UNA MODERNA CLASSE DIRIGENTE
	V LA CLASSE POLITICA EUROPEA	COMPETENZE SOCIALI E RELAZIONALI	CAPACITA' DI GESTIONE DELLE RELAZIONI E DISCORSE

From the dimensions extracted from Analysis of Lexical Correspondence for stimulus words *Sardi*, *Italiani*, *Europei*, a continuum of Social Representations do emerge. They are anchored to identity and symbolic dimensions VS rational and instrumental dimensions which are related to Europeans.

- In the SRs of Sardinians there are more dimensions related to a distinct culture and identity, thought of as the image related to their ingroup and the relationship with the significative "other", namely Italy.
- In the SRs of Italians relational dimensions with the other prevails: ethic and moral judgements which are often negative and stereotyped.
- In the SRs of Europeans the political dimension prevails both intended as instrumental and ideological. Here SRs seem referred more to citizens of EU rather than to all Europeans.

Joint Plot of Category Points



“Active” participants for the promotion of Sardinian identity “impegnati” per l’Identità Sarda:

From Multiple Correspondence Analysis more data emerge: 4 subgroups of participants with different socio-demographic features and different interests related to Sardinian identity.

- “Intellectual elites” - high income and education. Are those who left their posts on the forum on language and on more forums.
- Those who showed “lack of interest” – young people with low income, negative attitude towards Europe and low correlation with all forums.
- “Political and economic activists” - adults with average-high income, neutral attitude towards Sardinia. They left their posts on the forum on Sardinian language.
- Those “pro-active towards identity on more levels”. Adults with medium income, positive towards both Sardinia and Europe. These participants left their posts in more than one forum.

Preliminary results:

- High level of identification with Sardinia, medium with Europe, low with Italy.
- Continuum display of SRs related to *Sardinians*, *Italians* *Europeans* anchored to identity and symbolic dimensions which are rational and instrumental.
- Existence of 4 types of “active” social actors with specific socio-demographic characteristics and interests on different aspects of Sardinian identity.
- Association between the level of Identification with Sardinia and positive attitude towards autonomist policies. But there is no continuum between positive attitude and voting.