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FACET THEORY

Towards Cumulative Social Science



Edited by

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AN EMPIRICAL EXAMPLE OF THE COMPARISON BETWEEN MULTIPLE CORRESPONDENCE ANALYSIS AND SMALLEST SPACE ANALYSIS:

The Diffusion of the Social Representations Theory Through the Institutional Context of Scientific Communication

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Abstract

In the methodological framework of a comparison between Multiple Correspondence Analysis (ACM) and Space Analysis, we are presenting a study conducted within a project of meta-theoretical analysis on the entire body of Social Representations (S.R.) literature launched by Annamaria de Rosa in 1994 (de Rosa 1994a, 2001a, 2001b, 2002).

Content analysis was carried out on abstracts of all the conference literature on S.R. (de Rosa & d'Ambrosio, 2002), using a reduced version of the "Grid for Meta-Analysis of SR literature" (de Rosa, 1994), available on the European Ph.D. on S.R. and Communication web site (<http://server.europbd.uniroma1.it/biblio/outline.htm>).

After classification, the data was analysed by HUDAP, SPAD-N, and SPSS statistical packages to develop a *Space Analysis* and *ACM*, using the theoretical vs. empirical nature of the presentations at the International Bi-annual Conferences on S.R. as external/illustrative variables.

1. INTRODUCTION

This study is a piece of a wider research conducted in the framework of a meta-theoretical analysis of the complete body of Social Representations (SR) literature launched by Annamaria de Rosa in 1994, which is meant to provide an organic, comprehensive understanding of the overall development of this theory over time and across continents (de Rosa 1994a, 2001a, 2001b, 2002). Some of the main objectives of this project are:

- to map the theory and its application around the world (i.e., the anchorage of the theory to the different cultural contexts and research centres) and over the time (i.e., the development of the theory across different generations of researchers and schools of researchers).
- to bring some brightness in the SR galaxy, by reconstructing analytically the complexity of its various theoretical and methodological approaches.

An Open Distant Learning networking for co-operative international research programme review the whole literature on Social Representations and Communication (S.R. and C.). The database of the literature on SR and C receives the input from young researchers, who insert the data on-line through the website and it is periodically updated after a double quality control filter. The database can be consulted (using a password) by professors, researchers, or students working on SR and on C., who will act not only as user, but also as co-producer of the database.

This on-line integrated database is articulated in two different inventories:

- a) A *fully bibliographical inventory of the literature* on SR and C. and its related paradigm; this inventory includes information limited to the *classic bibliographic details*.
- b) A *meta-analysed inventory of the literature* on SR analysed according to the grid developed by de Rosa (1994). Its main aim is to develop the "meta-theoretical analysis" of the whole corpus of the specialised field (both theoretical and empirical literature).

At a meta-theoretical level of analysis, the grid is organised in 5 main areas:

- **Theoretical Reference to SR Constructs:** aims to monitor whether the publication refers to SR in a very generic way or addressing any specific paradigmatic element of the Theory with respect to the genesis, processes, functions, structure, transmission, transformation of SR or whether the contribution refers to the theory itself as an object of critical analysis (meta-theory);
- **Theoretical Reference to other Constructs and Theories:** aims to identify whether the publication refers to other constructs, concepts and theories in relation to SR and which is the aim of this reference: integration, differentiation, both, comparison, substitution;
- **Thematic Analysis:** aims to categorize the contents of the empirical contributions by identifying the general *Thematic Areas* (i.e. health) and the *Specific Object* of each study (i.e. AIDS), also in relation to the specific typology of SR (closed, open, polemic);
- The last parts aim to identify respectively the *Methodological Profile* of each study and the *Characteristics of the selected Population*.

2. DEFINITION AND AREA OF FIELD OF INQUIRY: WHY THE SIX INTERNATIONAL CONFERENCES ON SR?

It's an empirical evidence the fact that during the last 42 years the SRT has become a multi-cultural, multi-language, and multi-generational enterprise and the vitality of the SRT and its internal debate, the growing number of meetings, workshops and small gatherings.

The enormous quantity of literature produced makes it impossible to obtain a comprehensive treatment of the subject in this presentation. For the purposes of this study, we focused our attention only on the six International Biannual Conferences on SR.

These, being one of the fundamental institutional contexts for this scientific community to disseminate and develop the related research fields, are a good mirror of the liveliness of the debate inside (and, in some extent, also outside) the Theory: they are a significant place for "the contagion of ideas from neighbour to neighbour", according to Dan Sperber's "*epidemiology of ideas*" (Sperber, D., 1990).

The intent, here, is to provide more questions about the transmission, combination and "becoming" of ideas. In the case in point:

- Does the type of scientific production elaborated in the SRT field, along with the variable *type of paper* (with theoretical/empirical modalities) as well as the variable *Type of reference to SR*, change in relation to the geographic dimension, intended as the institutional origin of the authors?
- Is it possible to produce a "chart" of thematic interests in relation to the geographic/cultural dimension?
- Is it possible, in the process of charting these interests, to point out the possible effects of an additional variable: the *temporal dimension*?

3. UNITS OF ANALYSIS:

ABSTRACTS FROM THE BIENNIAL INTERNATIONAL CONFERENCES ON SR

The units of analysis of our study are the abstracts of papers presented in the language/s formally accepted for all the six Bi-Annual International Conferences on S.R. held from 1992 to 2000 respectively in Italy (Ravenna), Brazil (Rio de Janeiro), France (Aix en Provence), Mexico (Mexico City), Canada (Montreal), U.K. (Stirling).

No sampling was done on this corpus of texts, rather, the total number of abstracts in the language requested by the conference's organizer and retrievable to date was analysed: 1093 abstracts meta-analysed on the 1137 abstracts presented.

4. PROCEDURES FOR DATA ANALYSIS PROCESSING: THE HUDAP AND SPAD.N PROGRAMMES

Data analysis was carried out on various levels and with different goals:

- first, a rather general descriptive view based on the exploratory analysis of frequencies, cross-frequencies followed by some Chi2 tests;
 - then, a much deeper exploratory analysis on the statistical/conceptual structure of our subject, conducted thanks to the HUDAP software package and a Multiple Correspondences Analysis (ACM) performed with SPAD.N.
- The logic of analysis of the structure from several angles has multiple purposes:
- to explore the potential of the HUDAP software package in our research field;
 - to be able to compare the acquisitions obtained thanks to this program's procedures to the Multiple Correspondences Analysis;
 - to identify the points of continuity or divergence of the two different approaches of qualitative "data analysis".

In this contribution we will focus just on the structural analysis related to the first five Bi-annual Conferences, because of the space constraints.

5. ANALYSIS OF THE RESULTS OBTAINED VIA THE WEIGHTED SMALLEST SPACE ANALYSIS

The guiding design of the study can be summarised through the following "mapping sentence":

The extent to which the Social Representation Theory (S.R.T.) developed - through the time

1992 - 1 st International Conference on S.R. Italy (Ravenna)
1994 - 2 nd International Conference on S.R. Brazil (Rio de Janeiro)
1996 - 3 rd International Conference on S.R. France (Aix-en-Provence)
1998 - 4 th International Conference on S.R. Mexico (Mexico City)
2000 - 5 th International Conference on S.R. Canada (Montreal)

and across the cultural contexts

Europe : from France towards other European countries
From Europe to Latino-America and French speaking North America country (Canada)
New frontiers: Japan, India, Africa

is presumed as highly related to the reference to the S.R. theory in terms of

A-specific General Reference to the S.R. theory:	Yes
	No
Specific Paradigmatic Reference to the S.R. theory:	Genesis
	Processes
	Functions
	Structure
	Transmission
	Transformation
	Meta-theory

In the Space Diagram 1, the internal variables under analysis are organised in a modular circular structure where a central nucleus represents the point of intersection of all the correlations taking place and clarifies the more general and shared characteristics of our "concept-space". Some variables arranged around the cloud of central variables, concentrically and in contact with the central ones with they are most correlated. These have less shared character but, they define the meaning of the central variables.

In our case, the conceptual space object of study is the paradigmatic and thematic features of the corpus of abstracts presented at the first five International Conferences on S.R., taking into account the dimension "Type of paper" along its theoretical/empirical continuum.

In graph 2, as well as on the other side, there remains a trace of a modular circular structure. We note that in the category countries, France, Latin America, the UK and Canada are in the centre of cloud. They probably are those that frequented a larger number of thematic areas, as they present the highest frequencies and they were present at all the conferences. Along with these Countries, the conferences gain the centre of the cloud even if moved toward the empirical side (excluding the Ravello conference, a bit separated near *Theoretical*).

We note some significant changes in positions with respect to the graph 1. Here we comment just the most interesting one: *Politics*, previously on the empirical side, has now moved to the theoretical side. How can this event be explained?

The variable *Politics* appears to be placed in a central position between two poles. The first pole consists of two variables to which it is related, *Mexico City Conference* and *Latin America*. In the case of Mexico City, it is because *Politics* was the most frequent theme. *Politics* constitutes more than half of the Latin American corpus. The opposite consists of Switzerland alone, which, given that 50% of its production was dedicated to this thematic area, results extremely correlated to it. A mediated solution was obtained.

The alienation coefficient for graph 2 is 0.24788, which is considerable given the numbers of variables under analysis.

6. ANALYSIS OF THE RESULTS OBTAINED VIA SPAD-N MULTIPLE CORRESPONDENCES ANALYSIS

At this point it would seem appropriate to present the principle results obtained via the Analysis of Multiple Correspondences (ACM) using SPAD-N (*Système Portable pour l'Analyse des Données*).

MCA is a multidimensional technique used in order to study linear correlations between observed qualitative variables that are measured both ordinally and nominally. Actually it uses the Chi-squared metric to understand the relation (as distances) between rows (subjects) and columns (variables), and within them, at the same moment.

MCA is a kind of factorial analysis, thus it obeys the general principle that processing numerical matrix, it is possible to substitute a big dimension matrix with a smaller one which works coherently as a good proxy. So, through this analysis it becomes feasible to find out another analytical pattern that is implied by the data, that allows to grip the intertwining of interdependences in the original variables by a smaller (say k -dimensional) number of more significant variables called "factors".

The k -dimensional subspace is composed by the first k factorial axes with the following properties:

1. They are orthogonal (i.e. there is linear independence for any factor from another);
2. They are linear combinations stemming from the structural modalities of he analysis;
3. Any of these axes explain a diminishing quantity of the original data variance matrix: the first one explains most of the variance and so on, so that the first factor is the most important one and is the best proxy of the original matrix so that it explains the biggest share of the total inertia;

The inertial share explained by any factor corresponds to the eigenvalue (λ) that is associated to the factors itself. Eigenvalues and factors are the expression of the relations among the variables (which in this case are qualitative variables) together with those among variables and underlying patterns. The sum of the all the q eigenvalues equals the total inertia in the data matrix.

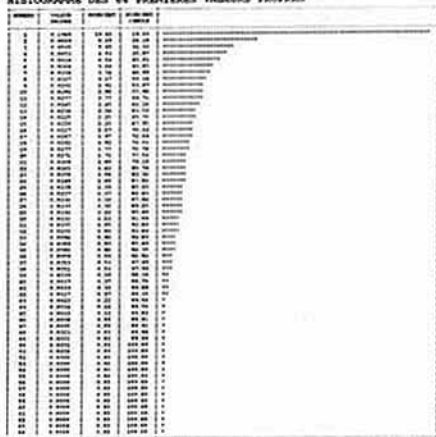
Below we show the histogram concerning the variance explained by each factor after having run a "clean-up" of the matrix in input, this graphically represents the eigenvalues through accordingly long segments.

Interpretation approaches can essentially be twofold:

- A "factorialist" approach, that is based on the identification of factorial dimensions focuses on the absolute contribution of ant variable and any modality, thus taking into account mainly the bigger contributions.
- A "structural geometric" approach, focuses on the "form" of the cloud of points, look at the modalities and distances within them, with a particular attention for the squared sines, that are considered as an indicator for how well are points represented on the axes.

MCA projects modalities onto the factorial subspaces through using the factorial coordinates themselves. The structure of the relations can be deduced either through the position of the points with respect to the axes or through the distances between the points themselves. Generally speaking we can say that the bigger the distance of one point from an axis, the larger its contribution to the framing of the axis itself, the bigger the "closeness" between modalities, the bigger the interdependence between the modalities that are represented those points.

HISTOGRAMME DES 64 PREMIERES VALEURS PROPRES

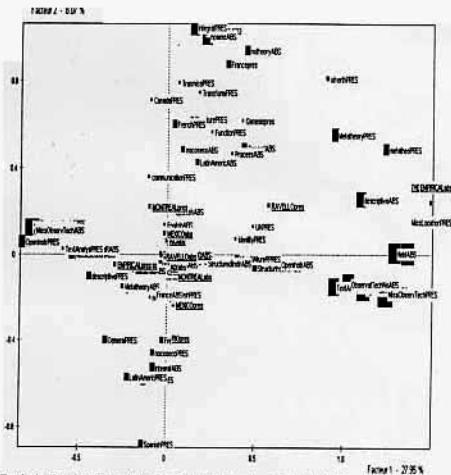


Graph 3 Histogram of SPAD-N "Autovaleurs"

In describing and interpreting the factors and their intersections, we will adopt geometric approach and we will pay more attention to the first two factors than the other three. This is because according to the values obtained after re-evaluation via Benze optimization formula¹, the first two alone explain more than 96% of the variance². They also the ones that we will discuss in the comparison with the WSSA1 results.

¹ According to Benzecri, the eigenvalues yielded by MCA provide a simplistic vision of the inertia explained by the extra factorial axes, as given the high number of modalities with which MCA generally works, the total inertia is computed into account many factors of infinitesimal relevance. Thus, Benzecri proposes an "optimistic formula" in order to take the right account the relevance of the inertia percentage explained by first and most important factors.

The graph 4 shows the intersection between the first axis, in abscissa, and the second, in ordinate.



Graph 4 - Crossing First and Second Factorial Axes extracted with the ACM

The First Factor can be interpreted as *Empirical vs. Theoretical*.

The negative semi-axis of the first factor picks up the variables associated to empirical papers. This is why the modality present for *field research* is located along this semi-axis. Field research appears to the most employed modality in the application of the SRT and, according to the global data, the descriptive research designs (an overwhelming majority). After the absent modality for all *missing values* relative to methodological aspects², these two variables, (and respective modalities) are those that most orient the axis, presenting the relative and absolute contributions and the highest test values.

Among the illustrative variables that in their present modality are projected onto this semi-axis we find *Empirical papers* and *Montréal*. These contrast with the modality *Present* of the variables *Theoretical papers* and *Ravello* on the positive semi-axis.

Mirroring the negative semi-axis, on the positive axis we find the present modality *Missing values* relative to all the methodological variables and the absent modality for *Field research* and *Descriptive research design*. On the other hand, while they were absent on the negative semi-axis, we find present variables like *Reference to SRT* *Meta-theory Related* and the thematic area *Meta-theory*.

² There is not any absolute rule to choose the number of factors to consider, a rule of thumb (Ercolanti, Areni, Mannetti, 1990) is to look at the point in which the marginal inertia explained is very low, that is when cumulatively explained inertia increases at a much slower pace

³ These aspects are present only in the encoding of the characteristics of the theoretical papers which do not have an empirical research component.

Once again on the positive semi-axis there is the variable *Other theories* in present modality and with great orientation strength on the axis.

The Second Factor can be interpreted as *Literature Produced in Europe and North America Vs Literature Produced in Latin America*, because it expresses the difference of cultural contexts and the influence it has on literary production in the various Countries.

The above is not new for us (see the descriptive statistics) and is mirrored in the polarity expressed by the axis between literature of primarily European as well as North American origin and the Latin American literature. Such a polarity is highlighted by the positioning of the variable *Latin America* at the extremity of the negative semi-axis, and right after *No aims* that on this axis presents the highest absolute contribution and *No constructs and concepts* *Absent is Integration* (which represents in the majority of global data the most frequent aim of the reference to other Constructs or Theories of Social Psychology).

This combination of modalities and variables leads us to believe, that:

- this is the Latin American literature semi-axis;
- the type of paper delineated here is rather free on the level of theoretical comparison with other Theories and Constructs of Social Psychology.

Based on what has emerged so far, this last point seems to portray a relationship with the theory in terms of its "use" as a heuristic tool to understand social problems and a rather marginal contribution to its development in the theoretical sense. This reasoning is reinforced by the presence of the variable *General Reference to SRT* on the same semi-axis: this variable more than all others, characterises the Latin American papers and joins in presenting the absent modality for a good number of the paradigmatic references to the SRT.

The discussion is reversed if we take under consideration the positive semi-axis. This time the highest absolute contribution is associated to the absent modality of the variable *No aims* immediately followed by that associated to the present modality for the variables *Integration* *France*, *Canada* and *French*, along with a specific reference to almost all the paradigmatic aspects of the theory as well as other theories and constructs; a frequentation of the thematic area *Meta-theory*.

As illustrative variables, *Montréal* and *Aix-en-Provence Conferences* are projected onto the positive semi-axis while *Rio* and *Mexico City Conferences* are found on the negative.

Concerning the remaining factors, given the modest quantity of variance that they explain we will limit ourselves to point out that the 4th factor centres on the *contrast between the literature produced in the two periods taken into consideration 1992-1997 and 1998-2002*.

7. A COMPARISON BETWEEN RESULTS OBTAINED FROM THE TWO ANALYSES.

Although not being very conceptually distant from one another, the *Weighted Smallest Space Analysis* and the *Multiple Correspondences Analysis* distinguish themselves on the basis of substantial differences that bring with them consequences concerning the results.

The principle points of contact that come to attention are:

- Both methods of analysis are based on the calculation of an distance index then translate into spatial terms;
- Both methods of analysis envisage the use of variables (*external variables* in the WSS/ and *illustrative variables* in the ACM) that do not take part in the determination of the structures, but which are projected onto the structure that is built, without altering it, to simplify the interpretation of the output or simply to understand their behaviour given this particular structure of the data.

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