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Welcome to the 17th issue of our Newsletter, kicking off with news of Professor [Cathy Campbell](#), Head of Department, being presented with a Distinguished Career Award. Congratulations to the [Masters graduates of 2014](#) as some graduates tell us about their [LSE Masters experiences](#). A group of PhD students report on their success at the [LSE Research Festival 2014](#). Many congratulations to [Jan Stockdale MBE](#) as she receives her award from Buckingham Palace. We give a fond farewell to the Dept's oldest student [Sam Apter](#) and keep up with the news of our [PhD students](#), welcoming new colleagues and reporting on their conference presentation [The PhD European Network](#) held a workshop in the Dept organised and run by PhD students. Three [new doctors](#) graduated in Social Psychology in 2014 whilst [Post Doc research](#) continues to remain in the forefront. The profile of [LSE Research Online](#) is illustrated in terms of papers downloaded and [PSR \(Papers on Social Representations\)](#) extends its remit to widen readership. [Steve Bennett](#) retires from the Dept after over forty years as a highly respected technician. A special report from [Health, Community and Development](#) highlights its diversity of research avenues with news of [Jenevieve Mannell](#) receiving a coveted LSE Teaching Prize. Faculty news follows including [Professor Martin Bauer](#) on MACAS and 'Common sense'; [Professor Cathy Campbell](#) with news of global protesting; [Dr Alex Gillespie](#) takes up the position of Deputy Head of the Dept; [Ilka Gleibs](#) reports on her latest research in social media, whilst [Dr Caroline Howarth](#) talks about some of her conference visits in 2014. [Professor Sandra Jovchelovitch and Dr Jacqueline Priego-Hernandez](#) share some of the highlights of their internationally renowned research on 'Underground Sociabilities' in the Brazilian favelas whilst [Professor Saadi Lahlou](#) who took a sabbatical year tells us about some of his adventures; [Dr Tom Reader](#) reports on his work in the aviation industry and NHS and [Dr Barry Rogers](#) is pleased to be at LSE as a visiting fellow. Finally it is with great sadness that we report on the death of [Serge Moscovici](#), the father of Social Representations theory that has played such a pivotal role in the development of the Dept here at LSE. Saadi Lahlou and colleagues have written a moving and informative obituary that charts Moscovici's life and work as one of the greatest thinkers in the discipline of social psychology.

Welcome to the 2014 Newsletter. This informal 'Newsround' highlights our achievements - as a record for members of our community here and as a way of communicating to others who we are and what some of us get up to - a snippet of DSP life. This format allows you click on any item of interest shown on the first page, rather than scrolling through the entire text. The Dept blog is now 'live' which is full of topics of interests by those within our community. Join our Facebook page and as well as joining our continuing dialogue on Twitter.

If anyone would like to publish their news in the 2015 edition do contact either me or Jose, who has just joined the team: j.ortiz@lse.ac.uk

It's been great fun gathering all this information to share with friends and those with an interest in the Dept and the discipline. Feedback is encouraged and welcome as we plan another edition in 2015.

Cathy Nicholson, Newsletter Editor.

PhD Student, Dept of Social Psychology, c.g.nicholson@lse.ac.uk

PROFESSOR CATHY CAMPBELL

Professor Cathy Campbell was awarded the 2014 Distinguished Career Award by the British Psychological Society for her contribution to "advancing the social psychology of health inequalities", and "extending the influence of social psychological perspectives into other fields". The nomination letter emphasised the high intellectual quality of her work, its global reach and relevance, its academic and real world impacts, its multi-disciplinarity around a strong social psychological core, and the reach and influence of students she has trained. Cathy presented a high profile public lecture at the BPS 2014 Social Section conference in Canterbury, entitled: *Social psychology, collective action and health inequalities*. Cathy thanked the wide range of collaborators that she has worked over the course of her career, and colleagues and students in the Department of Social Psychology for providing an enabling environment for critical work over her 22 years. The substance of her talk discussed the contributions of the 'new left' to understanding the rapidly changing forms of social inequality in the 21st century. Cathy paid tribute to the range of collaborators who had made her work possible over 22 years at the LSE by showing their faces below:



MASTERS CLASS of 2014



Welcome to all our Masters students in the department for 2014 / 15

MSc Health, Community and Development (18); MSc Social & Public Communication (26); MSc Social and Cultural Psychology (30) and MSc Organisational & Social Psychology (57).

MASTER'S STUDENTS impressions of their LSE experience

Oliver Clifford Pedersen (2013/4)

My so-called LSE experience began by dragging two, immensely overweight, suitcases to the airport, just to be politely told by a beautiful stewardess that they couldn't let me check in because my flight wasn't until the following day. Countless hours of tedious preparation and imaginary representations of the year to come did not succeed in intercepting the first of many trials.

I spent my first couple of weeks completely mesmerised by the city, purposely getting lost and trying hard to accept their decision to drive on the wrong side of the road until, abruptly, I had to show up for introduction days and size up my to-be classmates.

A month went by in a heartbeat. I had already handed in my first book review and read a surreal amount of what at the time felt as incoherent information, though the task of making sense never felt entirely Sysiphean. LSE, and especially the Social Psychology department in its entirety, had a soothing and intellectually stimulating vibe – there were so many brilliant minds around me. I even got to appreciate the worn-down 319 study room (known as 'the void' in common tongue). Here I enjoyed ridiculous amounts of pret coffees, had weird discussions and found a support group that was essentially for making it through the year and beyond.

Retrospective, attending LSE was an indispensable developmental period for me – never had I learned so much about myself, my abilities, system of thought (and how to challenge it, and, of course, people.

Ambi Mistry (2014/5)

Hobbes famously characterised life as nasty, brutish and short. In many ways this description could apply to a year-long taught MSc. However, the department of Social Psychology has several initiatives in place to ensure that this is not the experience of its MSc students, with the Cumberland Lodge trip being an excellent example of such. In November, 60 MSc students journeyed into the heart of Windsor's Great Park to embark on a weekend of informal seminars, idea-exchange and overeating, accompanied by a team of PhD students and members of faculty. The weekend provided a unique opportunity to meet and mingle with students and staff from across the department in a truly spectacular setting. The seminars were fantastically varied in their scope, ranging from the potential of cyranoid methodology for studying human interaction to an enquiry as to why people eat shampoo (apparently they do!), reflective of the diverse research interests of the department's faculty. One particular highlight was the debate held by Dr Ben Voyer, which drew out the most entertainingly competitive streaks in even the most meek and mild of our classmates, and went on to inspire the setting up of a department debate night once back at LSE. When we were not busy in the scheduled seminars, many of us took advantage of the chance to explore the vast Great Park, encountering hidden monuments, hundreds of deer and lots of rain along the way! Overall the weekend was thoroughly enjoyed by all and provided a much appreciated opportunity to glean an insight into the research areas of both the faculty and PhD students, to socialise across programs and to experience the tranquil beauty of the English countryside.

Sandra Obradovic (2013/4)

As an MSc gone PhD, reflecting upon my first experience of the LSE and the Department of Social Psychology seems like a rather strange task. I'm still here!

Nevertheless, though the department is the same, things are somewhat different and this difference has made me appreciate my MSc experience all the more. To be fair (and to not sound completely nostalgic glossing over the 'bad' parts), the MSc program was challenging. However, it was a challenge that led to a lot of rewards. What initially felt like being thrown rapidly into a foreign world, ended up being the acquisition of a new culture, a new language and a new perspective on all things social (and psychological).

It is hard to say which part was the best part, whether it was the ability to research a project of our

own creation, to learn about various theories and the studies that accompanied them, or to constantly defy the 'no food or drinks' sign on the door of STC 319. I guess at the end of it all, what I honestly remember the most is that we had fun. Both during the program and towards its end, it was the presence of others with whom you could laugh when everything felt just a little harder than usual, that made the MSc in Social Psychology a truly rewarding experience.

Vaishnavi Ram Mohan (2013/4)

Author of: Children's books, [Tales from Africa](#) and [The Incredible Adventures of Pisho Pencil](#) and romance novels [Stuck Together](#) and [Best Laid Plans](#)

Official Student Blogger for LSE:

<http://blogs.lse.ac.uk/studentsatlse/graduate/vaishnavi/>

LSE RESEARCH FESTIVAL 2014



At this year's LSE Research Festival in May 2014, Social Psychology Health, Community & Development doctoral student Sharon Jackson won the Economic and Social Research Council (ESRC) Doctoral Training Centre prize for her aerial photograph of Mount Kilimanjaro. The annual LSE Research Festival celebrates creativity in research through exhibiting posters, photographs and short films, and this prize was open to ESRC-funded entrants in any category. Sharon took this photo in 2008 while she was in Tanzania meeting with organisations and government agencies working on the intersections of HIV and gender-based violence. Sharon's current doctoral research is based in Kilimanjaro region in northern Tanzania and examines community responses to climate change, HIV/AIDS and other development

issues, and their relationships to social change. Her caption to the photo explained in more detail:

"The highest mountain in Africa, Mount Kilimanjaro in northern Tanzania is the focus for my research on climate change and social change. The amount of ice and snow covering its peak is shrinking and may be gone entirely by 2020. The relationship of global climate change to this and other physical alterations of the

mountain is the subject of much debate and international research. At the same time, Mount Kilimanjaro is extremely significant in the lives of local people. It is central to agriculture and tourism, and has great symbolic and cultural value among societies in surrounding countries and across the continent. In my PhD research working with groups linked to the mountain, I am interested in how communities conceptualise and participate in these local-global and material-social relationships, and how they shape responses to climate change and other development issues that affect their lives."

The HCD group also submitted a joint entry to the 2014 LSE Research Festival, in which six doctoral students mapped out common themes across all their research, all of which seeks to advance understandings of what constitutes a 'health enabling community context'.

Designed and coordinated by Clare Coultas the poster included reference to research by Clare and Sharon Jackson in Tanzania, by Emily LeRoux-Rutledge in South Sudan, Imara Rolston in South Africa, Sara Belton in Uganda and Apurv Chauhan in India. Whilst the poster did not win a prize, it generated very positive feedback and discussion amongst participants in the festival. Thanks to Clare for a lot of hard work in producing it, and to Visiting Prof Jan Haaken whose advice on the poster layout and conceptualisation was gratefully received.

Clare Coultas (3rd from right) displays her poster with fellow PhD students (from left) Emily LeRoux Rutledge, Apurv Chauhan, [Cathy Campbell, supervisor], Clare, Sharon Jackson and Sara Belton. Sharon, Teresa and Claire are all in this year's Research Festival video:

<http://www.lse.ac.uk/intranet/LSEServices/TLC/TLCPhD/LSEResearchFestival/LseResearchFestival2014.aspx>



MANY CONGRATULATIONS TO JAN STOCKDALE, MBE

(Member of the British Empire) pictured here at Buckingham Palace

I was delighted to be awarded an MBE in the Queen's Birthday Honours 2014 for Services to Higher Education and to receive the award from the Princess Royal on 14 October 2014.

I have been at LSE for a very long time! I joined the LSE in 1970 having studied Psychology (BSc and PhD) at University College London. I have combined my career as a social psychologist with a number of School-wide roles including Associate Director LSE Gender Institute, Dean of Recruitment, Dean of Admissions, Chair of the School Board of Examiners and Dean of Undergraduate Studies, where I was responsible for overseeing the well-being of LSE's 4,000 undergraduates. I have represented the School at recruitment events in

Singapore, Malaysia, Hong Kong and China, Argentina, Brazil, Chile and the UK and have been a visiting professor at the University of California, Berkeley and at the University of North Carolina, Chapel Hill.



I very much enjoyed teaching at both the undergraduate and graduate level – even though some students did not appreciate the value of research methods and statistics courses until after they had left LSE! I also enjoyed supervising an eclectic range of MSc and PhD topics, especially one-to-one discussions with students. I

have always been interested in studying issues which are of theoretical interest and practical importance. My early research focused on a range of 'real life' issues such as crowding, the nature and role of leisure in people's lives and sexual harassment and workplace violence. I then became interested in how people respond to representations of disability and drugs and campaigns encouraging safer sex behaviour. For the last twenty plus years, I have been actively involved in research relating to policing, crime reduction and community safety. I have carried out a number of research projects for the Home Office, other government departments and the Metropolitan Police Service including: process and impact evaluations of policing initiatives directed at drug-related, vehicle and gun crime; assessments of anti-burglary strategies, action against street robbery and the impact of neighbourhood and street wardens; quality audits of police interviews and the presentation of police evidence in court; and, analyses of young people's involvement in gangs, street crime and violence. I have also contributed to research examining the reactions of British Muslims and non-Muslims to the threat of global terrorism, the public's responses to asylum seekers and representations of aging.

Although I officially 'retired' in 2011, I am not sure I understand the meaning of the word! I still contribute to the Department, via careers advice to MSc students and alumni events, and for the past four years have been Dean of the University of London International Programmes at LSE - allegedly two days a week but often more. This role involves some international travel to visit teaching institutions overseas – I am off soon to Bahrain and Singapore and later in the year have trips to Mauritius, Hong Kong and Sri Lanka. I would like to thank my colleagues at LSE and all the students I have met over the years – they have made life at the School enjoyable and stimulating and never boring! Thank you.

FAREWELL TO SAM APTER



Sam Apter (bottom row left) joined the Dept in the 1990's as a mature PhD student and has kept up his ties with the community since then. He was a regular member of the PS950 seminars, always on hand and happy to talk to students and share his research and ideas with others. A small party was held in the summer of 2014 in the Dept to acknowledge his input within the community. Sam was joined with his close family and friends, as seen here, to celebrate the occasion as he finally 'retired', well into his 90's.

PHD CORNER

The department welcomes four new PhD candidates in 2104: :

Amena Amer

I am a part-time PhD student at the LSE looking at the construction, negotiation and the performance of identity of white British Muslims. More generally, my research interest includes identity, religion, agency and societal change, particularly among the Arab diaspora and Muslims in Britain. I have previously worked in organisations documenting anti-Muslim hate crime in the UK as well as researching contemporary social issues affecting the Arab and Muslim diaspora in Britain and Europe.

Maria Cecilia Dedios

My research focuses on psychosocial development during adolescence and its variations across socio-cultural contexts. After working for 6 years doing research on mental health and the experiences of disease among culturally diverse populations in the United States, I became deeply interested in studying how

cultural traditions and social practices shape the human psyche and how, in turn, these minds maintain and transform the socio-cultural contexts they inhabit. I have conducted research on moral development, identity formation, and resilience among indigenous children in Perú, Afro-descendants and internally displaced young adults in Colombia, and undocumented young adults in the U.S. My doctoral work explores the intersubjective processes fostering resilience among vulnerable youth in two socio-cultural contexts (Colombia and the UK). I hold a master's degree in the social sciences from the University of Chicago and a degree in clinical psychology from the Pontifical Catholic University of Perú.

Sandra Obradovic

Growing up in Sweden with my Serbian family, i got the best of both worlds as my parents would choose to incorporate both cultures into my life. During my culturally overstimulated childhood and early adulthood I was an active swimmer and a lover of Spice Girls and Backstreet Boys. However, as I turned 18 I was ready to do more and see more. So I moved to Los Angeles to study where I gained a BSc in Sociology at the University of California, (UCLA). While there, I began to explore the world of qualitative and quantitative research as a part of a joint research lab between the Psychology Department and the Educational Department. Next step was London and getting an MSc in Social and Cultural Psychology here at LSE. The interest in my project grew beyond the scope of my MSc and so I applied to the PhD programme and, as they say, the rest is history. Besides working on my project and being active in the various research labs within the Department, I spend my time getting to know the amazing city that is London as well as reading psychological thrillers and 'who dunnit' novels. All in all I couldn't be happier to be a part of what I consider the family of Social Psychologists at the LSE. It is truly the gift that keeps on giving.

Brett Heasman

I'm from London and graduated from the University of Edinburgh before coming to the DSP in 2013 on the MSc Social and Public Communication programme. My PhD seeks to understand the nature of perspective-taking deficits in adults with Asperger's syndrome, something I am passionate about through working with people with spectrum conditions and seeing at first-hand how poorly they are understood and represented in academic and public spheres. It seems to me that questions of perspective-taking cannot be divorced from context – it matters who we are perspective-taking with and what we are perspective-taking about. I am developing a new technique for measuring perspective-taking within meaningful situated relationships in order to better understand communicative potential and how it may be maximized across social domains. As well as my research, I am a passionate advocate for improving care-pathways for people with autism spectrum conditions and have worked extensively with a number of charities. Aside from my research interests, unknown skills include the piano, card magic, website coding and completing the Tower of Hanoi puzzle up to ten stacks (past ten the number of moves required become mathematically ridiculous!).

ROSAMUND (ROS) STOCK 1960-2014

It was with great sadness that the Department learnt of the Ros's death in late 2014. Ros was a PhD student in the Department for a number of years and in the words of Mike Davis who knew her well from her Chartist connections 'Ros was a lively and critical spirit, always questioning received views on social/political issues...' To the Department her enthusiasm Social Psychology and her passion for social justice impressed many Departmental colleagues. Ros will be sadly missed.

PhD Student European Network weekend conference at LSE

European Doctoral Network Conference (7-9th February 2014) Organised and run by PhD students Kevin Corti, Cathy Nicholson and Teresa Whitney.

Twenty delegates from nine universities across Europe came together at LSE to discuss their developments within social psychology. Key note speaker Brady Wagoner (far right below) from Aalborg University Denmark, gave a presentation on 'Egypt and the revolution: researching dramatic social change' using photos of graffiti in the city of Cairo to depict differing narratives, inviting us to think of ways that we might



discuss this in relation to extreme social change and instability. The students were keen to learn from the impressive array of European faculty as well as our own Caroline Howarth, Alex Gillespie and Ivana Markova by holding panel discussions where students asked questions concerning their favourite theoretical trajectories.

Students later gave short presentations of their own work for comment and encouragement. Loads of time for coffee and cake and group dinners at Sofra in Covent Garden and Dumpling's Legend in Chinatown connected the group further from our previous meeting in Neuchâtel the year before. This has been and continues to be such a great opportunity to meet colleagues to further and widen our own work and make connections for future collaborations.

Sharon Jackson, doctoral student in the Health, Community & Development research group, reviewed Daniel Jordan Smith's book 'AIDS Doesn't Show Its Face: Inequality, Morality and Social Change in Nigeria' for LSE Review of Books.

<http://blogs.lse.ac.uk/lsereviewofbooks/2014/10/12/book-review-aids-doesnt-show-its-face-by-daniel-jordan-smith/>

In an editorial for Global Health Matters, online newsletter of the Irish Forum for Global Health, Sharon Jackson reflected on the last decade of the worldwide response to HIV/AIDS. Sharon is a PhD student in the Health, Community & Development group of LSE Social Psychology, where her research focuses on community responses to climate change and HIV in Tanzania. <http://eepurl.com/YYIOD>

Sharon Jackson's account of the People's Climate March in Tanzania

Hundreds of thousands of people took to the streets around the world on 21st September 2014 to demand action in advance of the UN Summit on Climate Change. Over 300 people attended a People's Climate March in Dar es Salaam, Tanzania, which was organized by a civil society alliance of Climate Action Network Tanzania (CAN Tz), ForumCC, Oxfam Tanzania and Youth Climate Activist Network (YouthCAN). LSE Social Psychology PhD student Sharon Jackson was part of the organising team for the event, the only one of its kind in Tanzania. A researcher with the Health, Community and Development group, Sharon was in Tanzania conducting fieldwork for her PhD on community responses to climate change and HIV. The alliance also submitted a statement to the Tanzanian Minister for Environment calling for bold action by developed countries to reduce emissions by 75% by 2035 in order to keep global temperature increase below 1° C, and for developing countries to commit to low-carbon development pathways. The alliance also called for action on carbon finance, priority support for adaptation, support for locally-appropriate and renewable energy technologies and the incorporation of agriculture into global climate agreements. The Tanzanian event involved hundreds of school students and was covered in national media, featured in global People's Climate March coverage and announced from the stage at the tens-of-thousands-strong London march. Links:

<http://www.peoplesclimate.org>

<http://www.tanzaniacclimateactionet.co.tz/>

<http://www.forumcc.org/>

<https://www.youtube.com/watch?v=HBjYzZFfIIO> Short video of part of the Tanzanian march



People's Climate March in Dar es Salaam, Tanzania.

PHD Conferences Round up

Kevin Corti presented at the BPS conference in Sept as well as the IAFOR North American Conference on Psychology & the Behavioral Sciences in Providence, Rhode Island Sept 25-28, 2014.

Philip Fauquet-Alekhine (left)

Fauquet-Alekhine, Ph.; Geeraerts, Th.; Rouillac, L. (2014) Characterization of anesthetists' behavior during simulation training: performance versus stress achieving medical tasks with or without physical effort, *Psychology and Social Behavior Research*, 2(2) 20-28



Fauquet-Alekhine, Ph.; Daviet, Fr. (2014) Detection & Characterization of Tacit Occupational Knowledge through Speech and Behavior Analysis, *Proceedings of the 3rd International Conference on Psychological Sciences and Behaviors*, June 22-23, 2014, Moscow, Russia (in press)

Fauquet-Alekhine, Ph.; Fauquet-Alekhine-Pavlovskaya, E.; Gobbo, A. (2014) Innovative Subjective Evidence-Based Ethnography applied to food consumer's behavior: the case of wine, *International Interdisciplinary Business-Economics Advancement Conference (IIBA 2014, Istanbul)*

Cathy Nicholson (left with Dr Caroline Howarth (centre) and Teresa Witney in Rome

International Society for Political Psychology (ISPP), July 2014, Rome, Italy : *'Exploring Israeli Palestinian relations: the role of ideology in representations of co-existence and conflict.*

Teresa Witney

Separate Together: the Identity Politics of Interfaith Space and Dialogue:
March 2014 - Centre for Social Relations, University of Coventry; July 2014 - The Sacred City: London, Art and the Religious Imaginary, ACE/ASK International Conference ; July 2014 ISSP, Rome, Italy.



Researching Religion, LSE Research Festival, Invited Panel speaker, May 2014, London School of Economics, London

The Intersections of Identities and Space: Facilitating Dialogue and Building a Safe Space
June 2014, LSE, Intellectual Capital Conference - London Festival of Architecture

NEW SOCIAL PSYCHOLOGY DOCTORS:



Dr Rochelle Burgess: Celebrating with Ro (second left) at her graduation is Dr Caroline Howarth and Ro's mother, Donna Burgess with other family members Kasia Siadek and Ed Reed.

Dr Andrea Gobbo celebrating after his viva. From left, Professor Saadi Lahlou (supervisor), Andrea, Dr. Delphine Dion (examiner), Dr Frank Basso from DSP and second examiner Dr. Mick Finlay..



Dr Sara Belton, supervised by Cathy Campbell, also successfully completed her PhD in the summer of 2014 and is now happily back at home in Alberta, Canada..

POST DOC RESEARCH

Morten Skovdal, has recently taken up a permanent academic post at the University of Copenhagen. He is now Associate Professor in Health Services Research in the Department of Public Health.
<http://publichealth.ku.dk/staff/?pure=en/persons/469293>



Morten did his PhD in the department (focusing on strengthening community support for children caring for ailing family members in rural Kenya) for which he received the LSE's Robert Mackenzie Prize. He co-founded the Department's Health, Community and Development Group with Cathy Campbell. He worked in the department for several years as a visiting research fellow before

leading the qualitative research section of Save the Children UK.

Morten has published widely in high impact journals in the field of contemporary global health issues. Inspired by the need to appropriate and align global health technologies and development interventions with local realities, much of his research explores how people and health service providers in sub-Saharan Africa can work together to practically adapt HIV technologies and further health and well-being, for example through community mobilisation and participation in health service delivery. He uses and conducts research training on a variety of qualitative research methods, and has a particular interest in furthering methodologies and research approaches that engage and benefit the participants. Warm congratulations to Morten in his new post, thanks for all the effort he has put into building our own Department's global health focus over many years, and hopes that he will continue to collaborate with us in years to come.

Morten (right) with Sara Bleton (far left) and Flora Cornish at a meeting to plan a special edition of 'Health and Place' on local-global dimensions of health.

Dr. Sophie Le Bellu is in charge of a European post-doctoral research project called "*Risky Decision-Making: opening the human black box: How can we gather and study real-world data on DM in risky situations?*". Funded by a two-year (2014-2015) intra-European Marie Curie fellowship (European Commission), this project aims to answer the following general research question: How can we gather and study real-world data on decision-making in risky situations in organizations in order to prevent or mitigate industrial risks?

Sophie investigates potential use of novel methodologies, such as Subjective Evidence Based Ethnography (Lahlou, Le Bellu, Boesen-Mariani, 2015)¹ for examining individual and collective decision-making in real organisational settings. The objective is to uncover key skills to acquire for developing expertise in DM in the domain of risky activities, at operational level. The practical application of the research project is to develop knowledge that may improve professional decision-making and its training, for knowledge transfer purposes. Amongst the different field work carried out by Sophie, one of them is running within the operative training modules for police students at the Norwegian Police University College (PHS). A first round of data collection was completed in 2014 and a second round is planned in April 2015. During the first round, thirty-two

subjects, who are final-year police students participated in this field study and forty-six scenarios of joint risky decision situations were collected in the framework of realistic training exercises. An international team has been formed by Sophie in order to answer the requirement of field work. The researchers involved in the first round of data collection were: Dr. Sophie Le Bellu (research fellow, LSE), Dr. Johannes Rieken (post-



doc, LSE), Pr. Saadi Lahlou (Principal Investigator of the post-doc project, and Professor, LSE), Dr. Joshua Phelps (Associate professor, Norwegian Police University College), Paul Frogner (Lecturer, Norwegian Police University College), Amélie Roche (PhD student, Bordeaux University, France), and Jan Aandal, responsible of the the police operative training, at Stavern (Norwegian Police University College, Norway). A publication co-authored by all the team is under preparation on the base of first data collected, and the second round of data collection is being preparing (protocol and team).

From right to left: Dr. Sophie Le Bellu (LSE, UK), Amélie Roche (Bordeaux University, France), Dr. Johannes Rieken (LSE, UK), Paul Frogner (Norwegian Police University College, Norway), Dr. Joshua Phelps (Norwegian Police University College, Norway), Pr. Saadi Lahlou (LSE, UK).

¹ Lahlou, S., Le Bellu, S., & Boesen-Mariani, S. (2015). Subjective Evidence Based Ethnography: Theory and Case Studies. *Integrative Psychological and Behavioral Science*. Online version: <http://link.springer.com/article/10.1007/s12124-014-9288-9>.

Department of Social Psychology Profile in LSE Research Online



Top 5 downloaded publications:

1. Livingstone, Sonia (1998) *Relationships between media and audiences: prospects for audience reception studies*. In: Liebes, Tamarand Curran, James, (eds.) *Media, Ritual and Identity*. Routledge, London, UK, pp. 237-255. ISBN 041515992X
<http://eprints.lse.ac.uk/1005/> (24,492 downloads)
2. Hook, Derek (2001) *Discourse, knowledge, materiality, history: Foucault and discourse analysis*. *Theory and Psychology*, 11 (4). pp. 521-547. ISSN 0959-3543
<http://eprints.lse.ac.uk/953/> (12,407 downloads)
3. Jovchelovitch, Sandra and Bauer, Martin W. (2000) *Narrative interviewing*. In: Bauer, Martin W. and Gaskell, G., (eds.) *Qualitative Researching With Text, IMAge and Sound : a Practical Handbook*. SAGE, London, UK, pp. 57-74. ISBN 0761964819
<http://eprints.lse.ac.uk/2633/> (6,524 downloads)
4. Hook, Derek (2006) *Lacan, the meaning of the phallus and the 'sexed' subject*. In: Shefer, Tamara, Boonzaier, Floretta and Kiguwa, Peace, (eds.) *The Gender of Psychology*. Juta Academic Publishing, Lansdowne, South Africa, pp. 60-84. ISBN 1919713921
<http://eprints.lse.ac.uk/960/> (4,925 downloads)
5. Livingstone, Sonia, Bober, Magdalena and Helsper, Ellen (2005) *Internet literacy among children and young people: findings from the UK Children Go Online project*. 4. OFCOM/ESRC, London, UK.
<http://eprints.lse.ac.uk/397/> (4,924 downloads)

STEVE BENNETT RETIRES

After 40 years as a Technical Expert in the workshop, Steve has decided to retire. For many people he played a key role in helping them with all matters technical and always made himself available to help and advise. A big thank you Steve from everyone in Social Psychology. Steve is pictured here with his wife and below receiving his gift and good wishes at a special party held in his honour.



Papers on Social Representations (: <http://www.psych.lse.ac.uk/psr/>)

The online journal Papers on Social Representations continues to attract high quality papers and a number of good proposals for special issues. As editor, Dr Caroline Howarth is delighted to announce some changes to the Editorial Board. Cathy Nicholson and Jane Roberts are now the editorial assistants, doing the vital job of managing the day-to-day business of the journal. Eleni Andreouli, Claudine Provencher, Susana Batel and Gail Moloney join Gordon Sammut and Juliet Foster as Associate Editors. The full editorial team also includes Isabelle Goncalves-Portelinha (as translations editor) and Wolfgang Wagner (as the founding editor). Topics added include:

- Semiotics, edited by Ruggero Ruggeri and Sergio Salvatore;
- Social imaginaries, edited by Angela Arruda, María A. Banchs, Martha de Alba and Risa Permanadeli;
- Identity in conflict zones, edited by Dina Frilling and Smadar Tuval;

And coming shortly and / or planned by 2018:

- Themata, edited by Nicholas Smith, Babette Gekeler and Helen Joffe;
- Social change, edited by Ama de-Graft Aikins and Shose Kessi;

- Commentaries on the Handbook on Social Representations, edited by Gordon Sammut and Eleni Andreouli;
- Translated papers from Jean-Claude Abric, edited by Thémis Apostolidis and Lionel Dany; and
- Developments from Rob Farr's work, edited by Caroline Howarth.

HEALTH, COMMUNITY AND DEVELOPMENT SPECIAL REPORT

Developing research capacity in global public health and social development is a key goal of the department. The last two years have seen the publication of at least 8 HCD MSc dissertations in high impact journals, with around 8 more currently under review.

Most recently a paper by Choolwe Muzyamba (HCD 2013/14) on the mismatch between western conceptualisations of human rights and the realities of daily life in Zambia has been accepted by the journal 'BMC International Health and

Human Rights' (IR 1.3). Choolwe, who gained a distinction in his HCD degree, is now doing a PhD in the Netherlands.

PhD student Apurv Chauhan worked with HCD student Xuanwei Lu (HCD 2012/13) in an extremely positive example of PhD-MSc mentoring, on turning his dissertation into a paper for the 'Journal of Community and Applied Social Psychology' (JCASP) on representations of mental health by middle aged Chinese men: <http://onlinelibrary.wiley.com/doi/10.1002/casp.2220/abstract>.

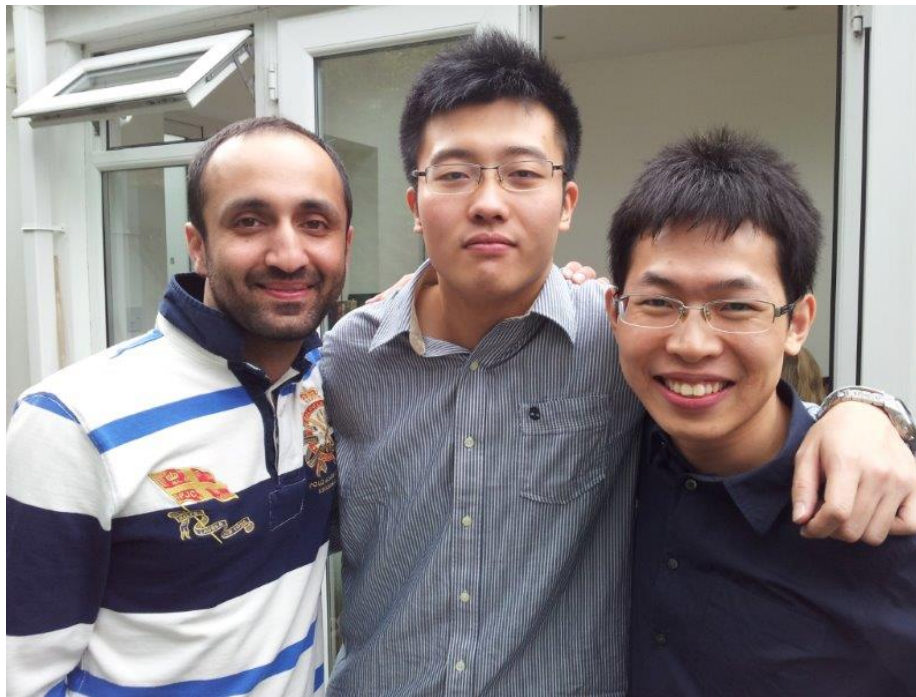
Warm thanks to Apurv for his efforts in this regard. Xuanwei is planning to do a PhD in the USA.

Xuanwei Lu (centre at HCD leavers lunch).

'JCASP' also published a paper by Amy Abdelshahid in 2014, documenting her findings on parental attitudes to female genital mutilation in Egypt. Her work reported on a complex and often contradictory set of attitudes which open up possibilities for a range of different ways of responding to cultural pressures to cut young

women. <http://onlinelibrary.wiley.com/doi/10.1002/casp.2195/abstract>. Amy works as a market researcher in London.

Mihoko Yotsui's (HCD 2012/13) work on an innovative model of community support for elders affected by the Great East Japan Earthquake is currently in press in the journal 'Age-ing and Society' (IR 1.3). She documents networks of extremely effective elder-to-elder support amongst old people who lost everything in the earthquake, rehoused in makeshift temporary villages. Miho is now a young executive working in a large health company in Japan.



JAN JAAKEN VISITS LSE

In the LT of 2014 the HCD group was lucky to welcome Professor Jan Haaken (below) from Portland State University as a Visiting Professor. Jan - and inspirational critical psychologist - worked closely with the PhD students and her visit was a huge boost for the group.

One of her many contributions include her public lecture on 'meaning making in the face of post-traumatic stress disorder' as part of the Social Psychology seminar series. In her talk, Professor Haaken discussed the discursive strategies that are used by different actors involved in identifying, treating, and advocating for PTSD on behalf of members of the U.S. military involved in the wars in Iraq and Afghanistan. She wove a fascinating picture of the expanding PTSD diagnosis and the vast American military's mental health machinery that has developed in its wake.



Professor Haaken's significant body of work in the psychology of storytelling and the dynamics of social change is closely aligned with our own research interests in health, community and development, and social and cultural psychology. She is currently working with HCD members on a special issue on prefigurative social change.

MINI CONFERENCE

The Health, Community and Development Group recently hosted the 9th Annual HCD MINI-CONFERENCE in the Old Building at the London School of Economics. The day focused on the challenges of creating health enabling environments in settings of extreme inequality.



The programme was organised and chaired by HCD co-director Dr Jenevieve Mannell. The day's programme consisted of presentations by 11 MSc students, covering issues to do with health, participation, community and gender in countries including: Ghana, Malawi, India, Rwanda, Zambia, South Africa and the UK. All the research was carried out in the context of partnerships between students and community-based NGOs in the research countries.

The day was full of lively discussion. Some of the discussion focused on technical issues, including how to understand and implement criteria for good research (significance, originality and rigorous) and how best to construct compelling narratives to frame research reports. There was also much intense debate about how best to define and operationalise concepts

including human rights, Freirian dialogue and structural violence to produce research that is both analytically rigorous and actionable.

RESEARCH IMPACT EVENTS IN ZIMBABWE

In his book “One day this will all be over”, Zimbabwean academic and counsellor Ross Parsons argues that for many HIV-positive children, “the horror of life (with AIDS) threatens to render all experience unspeakable”. He further argues that the social sciences lack a conceptual toolkit for documenting and analysing the suffering experienced by HIV-affected children in under-resourced settings in sub-Saharan Africa. From 2012-2014, HCD researcher Louise Andersen ran a large ESRC-DFID funded project focusing on the potential for schools to offer social protection and pastoral care to children whose significant adults are unable to play this role. The research was carried out in rural Zimbabwe in partnership with colleagues at Imperial College London and the Biomedical Research and Training Institute. The culmination of this work has been an extensive dissemination exercise – which has involved feeding back research findings to policy makers in the education and AIDS ministries at the community, district and national levels – co-hosted with the Ministry of Primary and Secondary Education.



This has involved a series of workshop at which multi-method research findings have been presented to and debated with key stakeholders in relevant sectors. The findings have been positively received, particularly by educational policy makers and teacher representatives, many of whom have felt overwhelmed by the additional demands the epidemic has placed on the already sorely stretched public and civil society sectors. Given high levels of AIDS stigma at all levels of society, the ability of key actors to openly name and discuss the problem has often been reduced – and the

workshops provided urgently needed space to challenge this silence.

Project researchers Constance Nyamukapa (left) and Louise Andersen (2nd left) with colleagues from Biomedical Research and Training Institute during dissemination workshop at Cresta Lodge in Harare

One of the key findings of the research is that it is too much to expect already overworked teachers to single-handedly ‘substitute for the families’ of HIV-affected children in the absence of significantly greater resources and formal and institutionalised recognition of caring as part of a teacher’s job description. A great deal of work remains to be done in thinking through how teachers can better be supported to enable them to perform this role in low resource settings. In particular international policy makers need to guard against glib assumptions that teachers are able to provide such support without due attention to ensuring that support structures are in place to enable an ‘ethic of care’.

RETHINKING PREFIGURATIVE POLITICS: A special issue of the Journal of Social and Political Psychology

Guest edited by Jan Haaken, Flora Cornish, Catherine Campbell, Sharon Jackson and Liora Moskovitz, this Special Issue within the Journal of Social and Political Psychology (JSPP) is contextualised within the global plethora of early 21st century small-scale social movements.

The term ‘prefigurative politics’ was originally coined in the 1970s, in reference to the ideologies which inspired the era’s upsurge of alternative communities: localised experiments in the prefiguration of socially-enriched modes of living and working. Prefigurative practices aim to realize in the present the values of an anticipated improved society. In recent years, there has been a renaissance of interest in the concept of prefigurative practice, and its potential to provide insights into the current, global resurgence of social movements, from Occupy, to Transition Towns, to Time-banking, to participatory economics.

The Special Issue is a timely response to this upsurge in social movements. It is devised with the intent to generate critical discussion on the potential of prefigurative politics to deliver broad-based social change. Much has altered on the social and political landscape since the concept of prefigurative practice arose; this Special Issue will emphasise the social psychological processes influencing social change projects over space and time.

The Call for Papers in 2014 generated substantial interest and there were a large number of 1000 word long abstracts submitted for review. Those selected by the guest editors have been invited to submit full draft papers. The Special Issue will be shaped, structured and collectively developed by its editors and contributing authors, who have been invited to a Prefigurative Politics Workshop to be hosted at the LSE on 23rd - 24th March 2015. The Workshop has been devised to motivate critical discussion, and harness the potential for interdisciplinary exchange amongst authors: the arguments structuring the Special Issue will emerge, dialogically, from this process. Full papers will be submitted and peer-reviewed following the workshop, with publication in 2016. The Special Issue will further the critical engagement of social psychology with contemporary social issues, and make a substantial contribution to the practice and theorising of prefigurative politics.

TEACHING PRIZE

in 2014, HCD’s Dr Jenevieve Mannell was awarded a coveted teaching prize – nominated by the LSE’s Teaching and Learning Centre – on the basis of exceptional student evaluations of her performance on the Health, Community and Development core course. Dr Mannell is Co-Convenor of the HCD programme, on which she taught classes on gender, social capital and policy. She also chaired the fortnightly student seminar, and served as academic advisor and supervisor to several students.

Congratulating Dr Mannell on her achievement, class reps Aruna Dahal and Maddie Guerlain commented as follows: “Jenevieve is a true role model and inspiration for those of us who aim to incorporate theory into practice and use practice to strengthen theory. She brings all her experience in the field to strengthen what she teaches in a manner that is always clear and engaging. There is always a safe space to critically discuss and challenge in all of her lectures, and office hours. On top of this she is kind, caring and always thinks of our interests as students in every circumstance. Thank you Jenevieve!”

FACULTY NEWS

PROFESSOR MARTIN BAUER

Project MACAS, Mapping the Cultural Authority of Science in a comparative methodology, is reaching its 3rd and final year 2015. In 2014, we organised three project workshops with international partners and affiliates. Between 15-25 July 2014 colleagues from UK, Germany, Turkey, Italy, Spain, Brazil and Taiwan met in London for intensive project exchange and text analysis training; this mode continued with our colleagues from India 3-9 December when the main partner team from Delhi-India arrived for discussion of progress; we ended this set of workshops in January with a 5-person delegation including the new director of our Chinese affiliates CAST-CRISP in Beijing (China Association of Science & Technology, Centre for Research in Science Popularisation). The project has been invited to hold its final conference in South Africa, at Stellenbosch University, 16-18 September 2015; a crucial stepping stone for a book publication on the project. This is a thrilling finale of an exciting journey so far.



MACAS meeting at LSE, July 2014 led by Martin Bauer (far left)

Throughout the year the MACAS input through output included:

Bauer MW (2014) Mapping the Cultural Authority of Science, OECD Seminar to NESTI Committee; Paris, Monday 17th March [invited seminar, through former student and examined PhD, Aaron Martin]

Bauer MW and S Howard (2014) Modern Portugal and its Science Culture – Regional and Generational Comparisons, Report prepared for Ciencia Viva, Lisbon; London, LSE Enterprise

Bauer MW and B Falade (2014) Public understanding of science: survey research around the world, in: M Bucchi and B Trench (eds) Routledge Handbook of Public Communication of Science and Technology, 2nd edition, NY, Routledge, pp140-159.

Reconsidering Common Sense

Along with Ivana Markova and Chris Tennant, and Alain Pottage in LSE LAW, we are initiating and sustaining an international discussion group on 'Reconsidering Common Sense' in 2014 we met twice, in March 2014 in London, and in September in Neuchatel in Switzerland. The idea of this group is 'slow food' academic work, thinking leisurely and without pressures, and reflecting from the point of view of different ongoing research projects, on how the social sciences such as Social Psychology, LAW, Rhetoric, Political Science, or Linguistics take on the perennial problem of Common Sense, which is far from common sense. We hope to take away from this 'slow feeding' exercise a reinvigorated vision of what social psychology's programme for the 21st century might be

Martin Bauer's 2014 Publications

Bauer MW (2015) Atoms, Bytes & Genes - Public Resistance and Techno-Scientific Responses, New York, Routledge [Routledge Advances in Sociology 126] (original deadline October 2007) [ISBN 13: 978-0-415-95803-5 hb / ISBN 13: 978-1-315-77599-9 ebk].

Hilton P, S Tsirogianni & MW Bauer (2014) Visual Rhetoric – Collaborating for Social Impact. London, LSE & LCC, May 2014 [ISBN: 978-1-9098-9006-0]

Bauer, MW, A Suerdem, A Bicquelet (2014) Text Analysis – an Introductory Manifesto, in: Bauer, MW, A Suerdem, A Bicquelet (eds) Textual Analysis – Sage Benchmarks in Social Research Methods, London, SAGE, Vol 1, pp xxi-xxvii (of 4 volumes) [ISBN 978-1-4462-4689-4]

PROFESSOR CATHY CAMPBELL

Cathy Campbell presented a keynote address at a meeting of community psychologists in Italy in July 2014. The conference focused on the potential for community psychology to support the well-being of growing numbers of migrants to Italy. Cathy also appeared on local television in which she spoke positively of the high number of practising and academic community psychologists in Italy. The conference was attended by 100s of people, and was a lively occasion, with much intellectual debate and good Italian food.

Cathy's talk was entitled: "New forms of social protest and new social movements: implications for the theory and practice of community health psychology". She looked at groupings ranging from the Peoples Health Movement in India and the South African Treatment Action Campaign to movements such as the Indignado's, Community Gardening and Occupy in high income settings. She discussed

their strengths and limitations, and the lessons that they presented for those concerned with tackling health inequalities. Her talk generated a mixed response in a context where there is a strong tradition of community psychology that focusing on supporting marginalised people in small group settings, rather than linking interventions to political programmes for wider social change. Much of the feedback was in Italian which Cathy does not speak, and afterwards she was told that her interpreter had screened out some of the most critical comments on her talk! Having said that she also met many brilliant and supportive Italian colleagues and hopes to set up collaborative networks with colleagues doing fascinating work on grassroots resistance to environmentally damaging industries.

What can community psychologists learn from new social movements?



2014 PUBLICATIONS

» Guest edited special issues

1. **Campbell, C** and Cornish, F (Guest Editors) (2014) Community Health Psychology for the 21st Century: Pathways to Health-Enabling Social Change. *Journal of Health Psychology*. 19(1): 1-192. (IR = 1.8) <http://hpq.sagepub.com/content/19/1.toc>

» Peer reviewed publications

2. **Campbell, C** (2014) Community mobilisation in the 21st century: Updating our theory of social change? *Journal of Health Psychology*. 19(1): 46-59. (IR = 1.8) <http://hpq.sagepub.com/content/19/1/46.full.pdf+html>
3. **Campbell, C** and Cornish, F (2014) Reimagining community health psychology: Maps, journeys and new terrains. *Journal of Health Psychology*. 19(1): 3-15. (IR = 1.8) <http://hpq.sagepub.com/content/19/1/3.full.pdf+html>
4. Gillespie, A, Reader, T, Cornish, F and **Campbell, C** (2014) Beyond ideal speech situations: Adapting to communication asymmetries in health care. *Journal of Health Psychology*. 19(1): 72-98. (IR = 1.8) <http://eprints.lse.ac.uk/54265/>
5. Lubek, I, Lee, H, Kros, S, Wong, M.L, Van Merode, T, Liu, J, McCreanor, T, Idema, R, and **Campbell, C** (2014) HIV/AIDS, beersellers and critical community health psychology in Cambodia: A case study. *Journal of Health Psychology*. 19(1): 110-116. (IR = 1.8) <http://eprints.lse.ac.uk/55276/>
6. Nhamo, M, Gregson, S and **Campbell, C** (2014) Community group membership and stigmatising attitudes towards people living with HIV in eastern Zimbabwe. *Journal of Community Health*. 39(1): 72-82. (IR = 1.57) <http://link.springer.com/article/10.1007%2Fs10900-013-9741-6>
7. Cornish, F, Priego Hernandez, J, **Campbell, C**, Mburu, G and McLean, S (2014) The impact of community mobilisation on HIV prevention in middle and low income countries: a systematic review and critique. *AIDS and Behaviour*. (IR = 3.3) <http://link.springer.com/article/10.1007%2Fs10461-014-0748-5>
8. Pufall, E, Nyamukapa, C, Eaton, J, **Campbell, C**, Skovdal, M, Munyati, S, Robertson, L and Gregson, S (2014) The impact of HIV on children's education in eastern Zimbabwe. *AIDS Care: Psychological and Socio-medical Aspects of AIDS/HIV*. (IF = 1.8) <http://www.tandfonline.com/eprint/IJ3ciQNpXckW3EgDTAuQ/full>

9. Burgess, R and **Campbell, C** (2014) Contextualising women's mental distress and coping strategies in the time of AIDS: a rural South African case study. *Transcultural Psychiatry*. (IR = 1.5)
<http://eprints.lse.ac.uk/56996/>
10. Abdelshahid, A, and **Campbell, C** (2014) 'Should I circumcise my daughter?' Exploring diversity and ambivalence in Egyptian parents' social representations of female circumcision. *Journal of Community and Applied Social Psychology*. (IR = 0.88)
<http://onlinelibrary.wiley.com/doi/10.1002/casp.2195/abstract>
11. **Campbell, C** , Andersen, L, Mutsikiwa, A, Madanhire, C, Skovdal, M, Nyamukapa, C and Gregson, S (2014) Children's representations of school support for HIV-affected peers in rural Zimbabwe. *BMC Public Health*. 14: 402. (IR=2.3)
<http://www.biomedcentral.com/1471-2458/14/402/abstract>
12. Gibbs, A, **Campbell, C** , Akintola, O and Colvin, C (2014) Social Contexts and building social capital for collective action: three case studies of volunteers in the context of HIV and AIDS in South Africa. *Journal of Community and Applied Social Psychology*. (IR = 0.88)
<http://onlinelibrary.wiley.com/doi/10.1002/casp.2199/abstract>
13. Pufall, EL, Nyamukapa, C, Eaton, JW, Munyati, S, Andersen, L, Morten, S, **Campbell, C** , Gregson, S. The contribution of schools to supporting the wellbeing of children affected by HIV in eastern Zimbabwe. *AIDS*. 2014; 28(Suppl 3): S379-387. (IR=6.3)
<http://www.ncbi.nlm.nih.gov/pubmed/24991911>
14. **Campbell, C** and Nair, Y (2014) From rhetoric to reality? Putting HIV/AIDS rights talk into practice in a South African rural community. Paper submitted to special edition of *Culture, Health and Sexuality*: "Culture, Justice and Health: exploring the limits of 'rights-work' in sexual and reproductive health in the South" Guest editors Unnithan, M. and Pigg, S. (IR = 1.5)
<http://www.tandfonline.com/doi/full/10.1080/13691058.2014.930180#U8RBx41dWYk>
15. **Campbell, C** , Andersen, L, Mutiskiwa, A, Madanhire, C, Skovdal, M, Nyamukapa, C and Gregson, S (2014) Factors shaping the HIV-competence of two primary schools in rural Zimbabwe. *International Journal of Educational Development*. (IR = 0.8)
<http://www.sciencedirect.com/science/article/pii/S0738059314000479>
16. Gibbs, A, **Campbell, C** , Maimane, S (2014) Can local communities 'sustain' HIV/AIDS programmes? A South African example. *Health Promotion International*. (IR = 1.7)
<http://heapro.oxfordjournals.org/content/early/2014/10/28/heapro.dau096.abstract>
17. **Campbell, C** , Scott, K, Mupambireyi, Z, Nhamo, M, Nyamukapa, C, Skovdal, M and Gregson, S (2014) Community resistance to a peer education programme in Zimbabwe. *BMC Health Services Research*. 14: 574. <http://www.biomedcentral.com/1472-6963/14/574>
18. Olinyk, S, Gibbs, A and **Campbell, C** (2014) [Developing and implementing global gender policy to reduce HIV and AIDS in low- and middle -income countries: Policy makers' perspectives](http://eprints.lse.ac.uk/44816/) *African Journal of AIDS Research*, 13 (3): 197-204. (IR = 0.6)
<http://eprints.lse.ac.uk/44816/>

» Book chapters

19. **Campbell, C** (2014) Health Psychology and Community Action. Chapter in M. Murray (Ed) *Critical health psychology: 2nd* , Palgrave/MacMillan International.

DR ALEX GILLESPIE

Congratulations to Dr Alex Gillespie who has been promoted to Deputy Head of Department as well as winning an LSE Teaching Prize. He presented a paper to a public audience at the University of Chicago in November; the two other speakers were Professor Hazel Markus (Stanford) and Professor Jim Sidanius (Harvard). The three speakers debated the topic of conflict at structural, cultural, and interpersonal levels. The event was sponsored by both the Norman Wait Harris Memorial Fund and the Council for Advanced

Studies at the University of Chicago. Alex is also delighted to report that he has been awarded exciting new research grants funded by the ESRC and Horizon 2020 and two Marie-Curie Fellowships.

Some publications:

Moore, H., & Gillespie, A. (2014). The caregiving bind: Concealing the demands of informal care can undermine the caregiving identity. *Social Science & Medicine*, 116, 102-109.

Wagoner, B. and Gillespie, A. (2014), Sociocultural mediators of remembering: An extension of Bartlett's method of repeated reproduction. *British Journal of Social Psychology*, 53: 622–639.

Gillespie, A., & Cornish, F. (2014). Sensitizing Questions: A Method to Facilitate Analyzing the Meaning of an Utterance. *Integrative Psychological and Behavioral Science*, 1-18.

DR. ILKA GLEIBS

My research interest in consequences of multiple identities became more 'me-search' since I'm on maternity leave. To ease back into work, I presented my research on social media research and ethics as a keynote speaker at a workshop on 'Social media analysis and mental health: Putting people at the centre of human data' at the Institute of Mental Health, University of Nottingham on Thursday 15th January 2015 organised by CaSma (Citizen-centric Approaches to Social Media Analysis) project at the Horizon Digital Economy Research Hub. I also co-organise (with Dr YingFei Heliot from the University of Surrey) a symposium on *Identity in Organisation*

for the European Association of Work and Organisational Psychology which takes place in May 2015. Our symposium brings together social psychologist and management researchers from the U.K., Germany, the Netherlands and the US. Before I return full-time to the department in April, my family and I will travel to the U.S.A. for a 3-week stay at Duke University in North Carolina. There, I will enjoy my last weeks of maternity leave with lots of grilled cheese sandwiches and explorations of Durham and I will also finalise an on-going project with Tanya Chartrand and Peggy Liu from Fuqua Business School at Duke.

DR CAROLINE HOWARTH

Brazil conference Caroline thoroughly enjoyed the Social Representations in Brazil. She found Sandra Jovchelovitch's keynote lecture a real highlight – it was an inspiring synthesis of her work in Brazil over 20 years. Caroline enjoyed giving her own paper in discussion with Ann Phoenix (IoE/UCL) on **The everyday politics of identity and social representations**, and renewing friendships with some of the Latin American and other international delegates. Some of whom have been particularly supportive of **Papers on Social Representations (LINK)** – in terms of the new issue on *Imaginaires, Representations And Social Memories* (edited by Angela Arruda, María A. Banchs, Martha de Alba and Risa Permanadeli) and the forthcoming Conference 2014 issue (edited by Eleni Andreouli, Jacqueline Priego- Hernandez and Adelina Novaes).

BPS conference The evaluations of the conference from delegates made interesting reading for Caroline Howarth (on the BPS Social Psychology section committee). There were many very positive comments made about Cathy Campbell's keynote, as well as the 'Rob Farr' symposium (with Ivana Markova, Helene Joffe, Sandra Jovchelovitch and Caroline) – some people saying that they did not know a lot about Farr's work before and now would be examining his work. Jenevieve Mannell's individual paper "Women of Kagame's era can't be touched": The social psychology of domestic violence policy in Rwanda in particular was singled out by many as a highlight.

Political Psychology for South Africa conference

Caroline Howarth says she was thrilled to be invited to give a keynote in Cape Town for a Political Psychology conference, alongside Steve Reicher and Felicia Pratto (below with CH on the far left) – particularly because her interest in the politics of psychology, the psychological violence of racism and educational contexts as spaces for resistance was born in the classrooms of apartheid South Africa while teaching in both Johannesburg and Cape Town. Hence she found it was extraordinarily exciting to return to this context to discuss social and political transformation with leading South African scholars, outstanding students and other key academics in the field – such as Shose Kessi and Ines Meyer (the conference organisers). It was also fantastic to see the innovative work Shose is doing in the University of Cape Town on the racialization of university practices. Caroline and Shose are about to begin a big project on this at the LSE (with some support from Ann Phoenix at IoE/UCL) and Rochelle Burgess (LondonMet). Caroline also shared that when she saw her conference room (below), she knew this would be the best conference she would ever attend in her life! And that was true – but as much for the stimulating discussions as for the walks on the beautiful beach.



Teaching Committee The teaching committee members (Caroline Howarth, Bradley Franks, Frederic Basso and Ai Yu) have been very busy discussing the development of methods, the PhD programme, Societal Psychology, forms of feedback and assessment. Watch this space! In the meantime, any suggestions or comments on the improvement of any teaching related matter – please talk to Caroline Howarth.

PUBLICATIONS:

Howarth, C. (2014) Connecting Social Representation, Identity and Ideology: Reflections on a London 'Riot'. *Papers on Social Representations*. Vol 23, Issue 2, pp 39 – 39.

Kessi, S. and Howarth, C. (2014) Social Change and Continuity: Connecting Reflexivity and Community Development. In Marsico G., Ruggieri R. (Eds) *Reflexivity and Change in Psychology*.

Howarth, C. & Andreouli, E. (2014). 'Changing the context': tackling discrimination at school and in society *International Journal of Educational Development*.

Howarth, C., Wagner, W., Magnusson, N. and Sammut, G. (2014) 'It's only other people who make me feel black': Acculturation, identity and agency in a multicultural community. *Political Psychology*. 35(1), 81-95.

Andreouli, E., Howarth, C. and Sonn, C. (2014) Promoting inclusive communities in contexts of diversity. *Journal of Health Psychology*. 19 (1). pp. 16-21.

Sen, R., Wagner, W. and Howarth, C. (2014) *Transcending boundaries: Fundamentalism, secularism and social capital in multifaith societies*. New York. Springer

Howarth, C., Andreouli, C. & Kessi, S. (2014) Social Representations and the politics of participation. In *Political Psychology in Europe and the World*. Edited by T. Capelos, H. Dekker, C. Kinnvall and P. Nesbitt-Larking. London, Palgrave Macmillan.

Gekeler, B. & Howarth, C. (2014) Towards an integration of social representations research and biographical narrative research in racialized experiences of migrants in schools. In *Biographical ruptures and their repairs: Cultural transitions in development*. Benedka

PROFFESOR SANDRA JOVCHELOVITCH AND JACQUELINE PRIEGO-HERNANDEZ

Sandra Jovchelovitch delivered the closing keynote at the 12th International Conference on Social Representations, which took place in São Paulo, Brazil, from the 20th to the 23rd of July. Her paper was titled *A Socio-Genetic Approach to the Central Core of Social Representations: The case of the Brazilian public sphere*.



From left to right: Romilda Teodora Ens, Sandra Jovchelovitch and Mireya Lozada.

On 14 November 2014, Sandra Jovchelovitch and Jacqueline Priego-Hernandez, through the project 'Communicating Bottom-up Social Development: A Dialogue between Multiple Stakeholders in the UK and Brazil', held the LSE and UNESCO International Policy Seminar titled *Social Development: a UK-Brazil dialogue*. Organised under the auspices of LSE and UNESCO, this international seminar brought together multiple voices from Brazil and the UK to discuss how ground level experiences of social development

intersect with governments and policy-makers in shaping decisively processes of policy design and implementation.

This dialogue built on the lessons of *Underground Sociabilities*, a multiple stakeholder research partnership that mapped life trajectories and strategies of bottom-up social development in the favelas of Rio de Janeiro. Since the realisation of the research, LSE and UNESCO have led a series of international events focusing on the continuing dialogue between government bodies, policy-makers, NGOs, activists, researchers and disenfranchised citizens, and the role of grassroots agencies in bridging the gap.

Speakers included: Tereza Campello, the Secretary of State for Social Development and Fight Against Hunger in Brazil; Nega Gizza, a leading Brazilian social activist and CUFA director working in the favelas of Rio de Janeiro; Rene Silva, Director of Voices of the Community in Rio de Janeiro; and Camila Batmanghelidjh, CEO of Kids Company, a major charity dedicated to working with the most vulnerable children in the UK. Participating academics and policy specialists included Dr Francesca Bastagli (ODI), Professor Armando Barrientos (IRIBA), Professor Gareth Jones (LSE), Professor Anthony Hall (LSE) and Professor Sandra Jovchelovitch (LSE).

For videos of the event, click [here](#).

To know more about the project, visit the [Favelas@LSE](#) blog.



Sandra Jovchelovitch (PI) and Jacqueline Priego-Hernandez (CI) have been awarded an ESRC grant through the Newton Fund RCUK-CONFAP Research Partnership Call. The project, titled *Resilience and Porosity of City*

Borders: A Psychosocial investigation in three Brazilian cities, involves collaboration between a team of researchers from the LSE Department of Social Psychology and Brazilian universities, with Professor Pedrinho Guareschi (Federal University of Rio Grande do Sul) as the Brazilian PI. This academic partnership seeks to contribute a psychosocial approach to the study of urban transformations by developing a research project to test a conceptual and empirical three-level model (self, community and urban environment) of urban experience. The project will start in January 2015 and will last for one year.

PROFESSOR SAADI LAHLOU: Sabbaticals – sorpresas te de la vida -

One of the great perks in academia are sabbatical leaves. Every seven years, one is allowed to take a term exclusively devoted to research. Some duties accrue the sabbatical entitlement, so after 4 years of headship of the department, I was given a year of sabbatical. This was badly needed since the admin load of HoD prevented me from doing much field work and had given a severe hit to my publication record.

Mentioning that you will go on sabbatical feels like announcing retirement: colleagues look at you with envy. Suddenly also you become a free resource to tap in; therefore I received a lot of nice invitations in research institutions in France, Brazil, Netherlands, Russia and the US; mostly by senior colleagues with whom I had worked at some point in the past. The research world has now become really global, and we often end up working more closely with colleagues thousand miles away than with our colleague next door in the department.

So I made plans. I chose to start with to Centre Edgar Morin, in Paris, a trans-disciplinary research in the Interdisciplinary Institute of Anthropology of Current Societies (CNRS-EHESS), to work with my colleague the sociologist Claude Fischler, with the idea of staying there a few months and touch base with some colleagues in America and Asia, then going for longer stays at the Russian Academy of Science, Carnegie-Mellon, Stanford and Berkeley. My main project was to progress on Installation Theory and the analysis of data coming from Subjective Evidence Based Ethnography technique (SEBE): both lacked solid seminal papers in English; going around would enable me to get critical and constructive comments on these.

All started as planned, I worked a couple of months in Paris with Claude Fischler and Isabel Urdapilleta; then started a short round the world trip; beginning with our First Person Perspective last seminar session in London, co-organized with Alex Gillespie:

http://psych.lse.ac.uk/digital_ethnography/Program_27_September_The_Future_of_Mobile_First_Person_Perspective_Data_Collection.html)

Then I went to UCLA, invited by Ellie Ochs in the department of Anthropology, to give a talk and seminar about SEBE with my former PhD student now Dr Johannes Rieken. This was the opportunity to help him develop his network by getting acquainted with my friends and colleagues on the West Coast universities, UCLA, San Diego, Stanford, Berkeley. The Anthropology department at UCLA is home to exciting research using video (what Ellie does and also her famous colleague Charles “Chuck” Goodwin); but also the historical home of Linguistic Anthropology and especially conversation analysis with figures such as Harvey Sacks, Gail Jefferson (both departed), Manny Schegloff and Steve Levinson (now in the Max Planck but still quite close).

The LSE helped funding Johannes' travel, UCLA kindly hosted us in their nice hotel on the campus and good colleagues took us around. Part of the work of academics is to help the placement of former students. Some are easier to place than others and Johannes is a delight because he is so efficient, smiling, adaptable and hard-working. I took advantage of his qualities to let him do most of the work and left him there with a couple of subcams to train some local students and researchers to our SEBE techniques. And also to more mysterious occupations: on my way to the airport I dropped him at an LAPD command car where he was awaited to follow some massive operation with helicopter and ground forces. Where studies in our department will lead you to, you never know!

In the Philippines, I gave talks at the Ateneo di Manila, at the invitation of Cristina Montiel, one of the most brilliant social psychologists of the Asia-Pacific zone. Ateneo is a high-end institution, exclusive because of high fees and tough selection criteria; but they seem to compensate with a generous scholarship scheme. Tina's students do superb and courageous social field work on a range of very difficult and hot issues involving various kinds of stigma and political struggles. I found some of the fields quite demanding and dangerous. Their dedication and the nature of the work left me admiring and humbled. Clearly we have a lot to learn from our Asian colleagues. I left Manila with a keynote invitation for the next Asian Conference in Social Psychology, an invitation I joyfully accepted after some drinks while attending a local conference; but which I now have realized is going to be hard work because I also accepted a week of summer school teaching in the package (take away 1: always take decisions twice: once drunk and once sober!).

While I was in the Philippines I went to visit some sites of anthropological interest and attended interesting rituals, I also had the opportunity to experience the worst typhoon ever recorded, which passed right over my island (but the population was well prepared and only 4 died in the village even though all was devastated). The contrast of the images of disaster the Western media presented (poor helpless locals being rescued by the efficient and helpful Westerners with their planes and NGOs) was an interesting contrast with the calm, resilient and speedy repairs by the Filipinos which I could see myself on the field. As someone who was in charge of setting up the EDF psychological rescue cell when a typhoon blacked out France (for several weeks in some areas) in December 1999, I can say that the Filipinos and their local governments, for what I saw, were far more efficient than the French population, who tended to complain and wait for central help. By the way, about NGO work and Western stereotypes, take a look at that fun video <http://www.africafor norway.no/>. So everything looked fine and on track.

And then changes occurred in my plans: in November 2013 I was notified that I had received a prestigious EURIAS senior fellow award, with an invitation for a one-year residency at the Paris Institute for Advanced Study. A happy surprise. Therefore I declined the various invitations in exotic countries, in order to stay at the Paris IAS, mostly to work on a project on representations and behaviour of obese persons with Professor Udapilleta, based on subcam films of daily activities (Figure 1). We could explore, from a first-person perspective, how stigma is lived and constructed.



Figure 1: Extracts from our research on obese persons with Prof. Urdapilleta. Left: unnecessary justifications: I* buys two small macaroons and tells the salesperson “I will share”. Right, over-estimation of own size: N* passes a turnstile sideways while she could pass through straight.

Paris IAS turned out to be the most fantastic place (<http://paris-iea.fr/en>); a scholar’s paradise: no admin constraints and support for anything you need; plus talks ad libitum with some of the most amazing social science researchers (it seems that I was the only accident in their selection that year; all the others persons I met were competent researchers). We would talk after lunch (they have their own talented cook, for less than 20 residents!) or seminar around coffee and then rush back to our silent and monastic offices to enjoy uninterrupted work: no phone calls, nobody popping in your office, almost no emails -a bliss that all of us had longed for so much- until the night round would gently kick us out. (There seems to be a curse on researchers that the more you progress in your career the more you are given tasks that distract you from research).

Then again, with the material that was initially planned for analysis with that project on obese persons it turned out that the analysis we had planned did not work out. Things were more complex than expected; so we had to change strategy; and invent a new technique for systematic coding subcam videos. Now I am happy we found a way but at the time we were very worried. (take away 2: in research, always expect unexpected problems; their presence is certain, only their nature is unknown when you plan).

In the meanwhile, for the research that we had planned to do with Dr Le Bellu, my colleague and LSE Marie-Curie post-doc, none of the fields we had initially negotiated for studying “risky decision-making in real world situations” worked out. The people who had promised had changed jobs during the long time between grant writing and project start. So we had to substitute new fields for research; after many attempts we finally found some in Norway and France. (Take away 3: never trust you have your field access secured until all your data are collected).

Then a research started with Dr Reader took a new dimension with collaboration with Dr Dieckmann in Denmark (see Figure2).

Both were long processes, which took between 6 months and a year; and finally turned out to be very exciting and fruitful, even though quite different from initial planning. (Take away 4: when you meet nice people with converging interests in the end something works out).



Figure 2: Using SEBE to capture the decision-making processes of medical team in a surgery simulation room in Denmark (left); of cadet police officers in intervention in Norway (right).

In Denmark again, a new research developed with Dr Dieckmann and Dr Clemmensen, on the analysis of medication processes, with nurses and pharmaconomists (Figure 3). This was unplanned, and a side effect of us trying to find new fields to replace another attempt that finally failed. (Take away 5: successful projects are like London buses: you wait a long time and nothing comes and then you have three in a row).



Figure 3: Medication dispensing seen from the perspective of the nurse. Bringing in the tray, checking medication container, flashing patient's barcode bracelet, control of posology on digital assistant and discussing with patient.

I could go on and on but this paper is already too long. To make a long story short, my sabbatical did not turn out as planned, but it was fun! Academic life is more adventurous and full of surprises than one would expect from outside. The morale of this is as follows: being an academic can (sometimes) be quite fun. As you get old, people tend to believe you also become competent and will give you of opportunities to do fun

stuff. Get there. Keep working. As Samuel Beckett wrote in the beginning of *Worstward Ho* (1983): “Ever tried. Ever Failed. No matter. Try again. Fail again. Fail better.” And enjoy!

DR TOM READER

Dr Tom Reader has been awarded a research grant of €192,500 as part of a European Commission Horizon 2020 project into the future of aviation safety. The project will investigate the development of a shared safety culture (risk-related beliefs and practises) across aviation organisations (e.g. air traffic control, airlines) operating throughout Europe. This award follows the acceptance of a paper into *Risk Analysis: An International Journal* which shows that, across 17 European countries, beliefs and practices associated with organisational safety (e.g. reporting incidents) are associated with national cultural tendencies..

Please see below a graphic example of the type of problem we are trying to stop occurring.



“A research paper by Tom Reader, Alex Gillespie, and Jane Roberts on using patient complaints to identify safety problems in hospitals has been selected as one of the top 10 BMJ: Quality and Safety [IF3.3] papers for 2014, and has been downloaded over 6500 downloads in 5 months”. See: <http://promotions.bmj.com/jnl/bmj-quality-safety-2/>

Reader, T., Gillespie, A., & Roberts, J. (2014) Patient complaints in healthcare systems: A systematic review and coding taxonomy. *BMJ: Quality and Safety*, 23, 678-689.

VISITING RESEARCH FELLOWS

Barry Rogers, Visiting Senior Fellow, Institute of Social Psychology, LSE writes:

‘ From a teaching perspective it is very good to back with PS 446 (‘Organisational Life’) this term after a break last year. On the research side many of you may be aware of the connection between my work at

Cambridge and the LSE - here I increasingly see the role social psychology plays in making sense of findings from cognitive neuroscience. My current interest is around 'The Monday Morning Effect'. Building on a broad understanding of time I seek to develop an expanded role for temporality as a moderating variable in the transfer of learning. I suggest that different 'spaces' (e.g. day-to-day work space versus formal learning space) have distinct temporal characteristics. Conflicting temporal dynamics operate in an aggressive (non-linear) fashion impacting the retention of new learning/memory in the immediate post-training period. A temporal lens on transfer, I believe, helps explain "The Monday Morning Effect" – a phenomena experienced in educational practice and observed in cognitive neuroscience'

OBITUARY - SERGE MOSCOVICI

In memoriam: Serge Moscovici (1925-2014)

"There are special times when, looking back on his life, a man discovers how what appears to others as a career was for him a long series of improvisations and surprises." These are the first words spoken by Serge Moscovici in Bern in 2003, when receiving the prestigious Balzan Prize for his work in social psychology. This award crowned a deep seminal mark left in social psychology as a discipline and especially as a science.

Born in 1925 in Brăila, on the banks of the Danube, in a family of grain merchants, he experienced the impact of anti-Semitic laws with his exclusion from school (1938) and the Bucharest pogrom (1941). Drifting via Hungary, Austria and Italy through the 1945 "displaced persons camps" system, he arrived in Paris in 1948. There he worked in the clothing industry, then in footwear, and met old and new friends, such as Paul Celan, Isac Chiva and Isidore Isou. The terrible events he survived during the war as an adolescent and marked all his life are described in his autobiography, "Chronicle of years lost" (Moscovici, 1997).

Institutional trajectory

After an epic arrival in Paris, he received in 1949 the recently created Bachelor degree in Psychology ("Licence") at the Sorbonne (grade: pass!). Attracted by the course on "the psychology of social life" of psychiatrist and psychoanalyst Daniel Lagache, also concerned about the extension of his residence permit as a refugee, he wanted to enrol for a PhD thesis under his supervision, saying: "Lagache received me in the hallway and was surprised when I expressed the wish to do a thesis that he would supervise. Fortunately, he had time and listened to me developing the project for a half hour. Obviously, I avoided telling him that the study would focus on common sense material transformation of psychoanalysis." (Moscovici, 2003). Lagache, initially wary, suggested Moscovici meet Jean Stoetzel, a social psychologist, founder of the IFOP (French Institute of Public Opinion) to learn survey methods.

In Paris, two familiar places and two discoveries were as important as they were unexpected. The booksellers of the banks of the River Seine yielding Norbert Wiener's *Cybernetics* and the French National Library yielding Robert Lenoble's *Essay on the notion of experience* helped Moscovici to find some much sought after concepts - collective representations, common sense, and communication - but he also found also an unlikely science that made their articulation so productive: social psychology (Moscovici, 2003). Lagache encouraged him and put him forward for a scholarship at the CNRS (French National Centre for Scientific Research) which Moscovici is awarded in 1952. In 1953 he published his first article in the French Review of Psychoanalysis and also became a student at the Ecole Pratique des Hautes Etudes where he followed the seminars of Alexander Koyré, historian of philosophy and science. In 1955, in collaboration with the sociologist Guy Barbichon, a specialist in social change, he worked for the Department of Work on industrial conversion programs, as a member of

the Centre for Studies and Research on Psychotechnics (CERP) and in 1958, became editor of the Centre's journal, the CERP Bulletin. Alongside his study of psychoanalysis, he wrote his second thesis on a social and economic problem still acute nowadays, industrial restructuring (*Reconversion industrielle et changements sociaux. Un exemple : la chapellerie dans l'Aude*, 1961, Albin Michel). In 1961, in the grand Louis Liard amphitheatre of the Sorbonne, he defended his doctoral thesis, *La psychanalyse, son image et son public. Étude sur la représentation sociale de la psychanalyse* (Jodelet, 2015). That same year he graduated from the Ecole Pratique des Hautes Etudes, under the direction of Alexander Koyré, with a thesis on the Galilean mechanics (*L'expérience du mouvement. JeanSerge Moscovici (1925-2014) Baptiste Baliani, disciple et critique de Galilée*, 1967). Based on manuscripts kept in the Biblioteca Ambrosiana in Milan, this paper carries the seeds of his ideas on science, knowledge and nature.

Baliani, a Genoese patrician, to whom we owe the first formulation of the principle of inertia, postulated in 1582, unlike Galileo, that the earth revolves around the moon the latter exerts a mechanical influence on the tides. Moscovici was inspired by their correspondence to theorize creative scientific uncertainty, i.e. the idea that mankind has created nature through science. This work opened the door to the Institute for Advanced Studies in Princeton (recommended by Koyré who was a member since 1955) as a Fellow in 1962-63. He gave his first lectures in English at Yale and Harvard and there met Thomas Kuhn.

In 1962 he was appointed Senior Scientist at the CNRS (1962), and was elected Directeur d'études at the Ecole Pratique des Hautes Etudes (1964). The same year, he became a member of the Transnational Committee on Social Psychology of Social Sciences Research Council, whose fascinating history has been written up recently (Moscovici & Markova, *The Making of Modern Social Psychology*, 2006). He was one of the original founders of the EASP, its first President in 1965 and associate editor of the European Journal of Social Psychology (1969-1974) alongside Leon Festinger, John Lanzetta, Ragnar Rommetveit and Stanley Schachter and soon after, Henri Tajfel, Harold Kelley, Morton Deutsch among others.

In Paris, he brought in the "Social Psychology Research Group", his first laboratory created in 1965 in the 6th Section of the Ecole Pratique des Hautes Etudes, a pioneering group of researchers whose work was along his scientific lines of interest (among them: Claude Faucheux, Claudine Herzlich, Jean-Claude Abric, Denise Jodelet and Willem Doise). That is when he began an extensive experimental research program devoted mainly to social influence and social communication. Following a parallel intellectual direction, connecting both history of science and social psychology, he is again a resident at the Center for Advanced Studies in the Behavioral Sciences (Stanford) between 1968-1969, and publishes another monumental work, the *Essay on human history of nature* in 1968. France is in turmoil on all levels - social, ideological, political and generational - and Moscovici reflects on the connection to nature in the first of a trilogy (*Society against nature*, 1972, *Domestic Man and Wild Man*, 1974) which marks Moscovici's "green period" – the least known part of his works by social psychologists. His anthropological ideas about nature, feminism, and political ecology trace a new horizon for generations of young students and activists: Nature is a relation; it is not the environment; no part of humanity, however primitive or advanced, is closer or further away from a state of nature; the analysis of the prohibition of incest as a social rule captures the relations of domination and control between groups. A theory of society is in the making.

This intellectual adventure led him to Robert Jaulin (theorist of ethnocide), head of the Teaching and Research Unit in Ethnology, Anthropology and Religion studies at the Paris VII University (Jussieu). Together and with the participation, among others, of Michel de Certeau, Jean Monod and Jean-Toussaint Dessanti, they run "off" seminars with "wild anti-colonial ethnology" which become hype among students, environmental activists and intellectuals. Moscovici got involved militates, writes: collective books come out "*Why mathematics?*" (1974); "*Beyond crisis*" (1976) "*Why ecologists do*

politics" (1978). With one of the great mathematical geniuses of the last century, Alexander Grothendieck, who died two days before Moscovici, Jaulin and documentarist Yves Billon, they travelled through the south of France with a photographic exhibition called "Occitania, Amazonia, same fight" to denounce the ethnocide of small local and traditional peoples all over the world. This hive of activity feeds his psychosocial production. He published a book of seminal English texts on social psychology (with Claude Faucheux, *Social Psychology, theories and experiments*, 1971), a second one on language (*The Psychosociology of Language*, 1972), an *Introduction to Social Psychology* (1972-1973) in two volumes, his theory of innovating minorities in English (*Social influence and social change*, 1976) and published a revised version, a hundred pages shorter, of his 1961 book (translated in English in 2008... *Psychoanalysis, Its Image and Its Public*). He received numerous international invitations as a visiting professor at the New School for Social Research (New York, 1970-72), the Institut Jean-Jacques Rousseau of the University of Geneva (1972-73), the University of Leuven (1976), the Franqui Chair at the University of Louvain-la-Neuve (1976), became a Fellow of the Van Leer Jerusalem Institute (1977) and of Churchill College, University of Cambridge (1980). For fifteen years (1980-1995), he was a Visiting Professor at the New School for Social Research (New York). This gradual increase in the international recognition of his work comes with the creation of many communities of researchers from different countries who learn, discuss, advance his seminal ideas, establish academic communal practices (e.g. biennial international conferences, Brazilian lectures, European doctoral training, Moscovici centres). In the 2000s, came full international recognition of his work, and in his own words, the work of the group around him (Moscovici, 2004). The recognition of this work is very important in the world. Between 1980 and 2012, Moscovici is awarded sixteen honorary degrees, mostly in Europe but also in Latin America (Geneva, Glasgow, Sussex, Seville, Brussels, Bologna, London, Rome, Mexico, Pécs, Lisbon, Jönköping, Iasi, Brasilia, Buenos Aires and Evora). He won six international awards (1980, In Media Res Prize of the Burda Foundation; 1989, European Prize for Social Sciences and Sociology; 2000, Ecologia Award; 2003 Balzan Prize; 2007; W. James and W. Wundt prize; 2010, Premio Nonino Master of His Time) honouring all aspects of his thinking.

Main contributions

Regarding the study of social representations, one of us (Kalampalikis, 2013, pp. 8-9), in the introduction of Moscovici's last book in French (*The scandal of social thought*, 2013), highlights the contributions: the conversion of a form of scientific knowledge into a composite system of opinions and interpretation of reality; the dynamics of the formation of knowledge and social thought through the communication and action of historically and culturally situated groups. Moscovici's aim, comprehensive and ambitious, stated in 1961, is twofold. First, to give this young discipline, social psychology, a "material", its own epistemological horizon: studying representational states as forms of social knowledge. Consecutively, to root it in the social sciences with a "unity of concern" in the present, along with the streams of common ideas that have shaped them (Jodelet, 2011). To achieve this ambitious and radical plan, given the protean state of social psychology in Europe at that time and the relative neglect of Durkheim's contribution to the social sciences, one had to be innovative, inside and outside the disciplinary core of the theory. In psychology, Moscovici had to break with the prevailing North American behaviourist currents and individualist which evacuated the reflective and symbolic dimension of human conduct in society (Farr, 1996; Greenwood, 2004). In the social sciences, the breakthrough was to introduce the scientific legitimacy to studying of common sense in a "thinking society" against the criticism of the dominant epistemological and ideological models, in order to claim both the epistemological proximity and the specificity of the discipline (Jodelet, 2009). In these early works, he developed two hypotheses that occupied much of the rest of his scientific career. He points the history of science to the study of the link between two essential areas of knowledge: science and common sense. For him, epistemology only glosses over the analysis of the relations between these two types of knowledge. On occasion he liked to quote Einstein and claim

that without common sense science would fall into solipsism. He was therefore interested in a non-hierarchical interaction between scientific knowledge and social knowledge, that is to say the knowhow and knowing of common sense, how they transform into each other, how the content of one is transferred to the other and vice versa.

The seminal 1961 book highlighted two main socio-cognitive processes, objectification and anchoring, which function as connecting rods transforming the linear motion into circular motion and through which the abstraction of a scientific theory is reified in common sense and everyday practices. Among the many assumptions he addressed, Moscovici stresses that each group makes its own connecting rods, which serve to anchor the nomothetic knowledge into something idiographic. These tools are communication systems, which always carry traces of the recipient and the sender. Thus, one of the most original parts of his work is the analysis of communication systems, including how the emitter, while building the message or selecting the information to be transmitted, takes into account the social relationship and therefore the influence it seeks to establish with the receiver. This analysis of communication systems has been mainly applied to media communication and inspired other works (Doise & Palmonari 1986). Among these systems, or communication genres, Moscovici distinguished diffusion (when communication is to pass across different social groups), propagation (communication within a given social group) and propaganda (communication stressing differences between groups or social categories).

This proposal is based on a critique of the classical model of communication (e.g. Lasswell) which led to the bulk of studies on attitude change at that time. In his first paper in English (*Attitudes and Opinions*, published in the *Annual Review of Psychology* in 1963) Moscovici criticizes this research tradition. This model excludes the two-way interaction that essential to both communication and influence. There cannot be messages, rhetoric, or language without context. A message cannot be understood as shaped in social vacuum. Emitter and receiver influence each other in the construction of the message. There is no communication without taking into account the receiving end. These assumptions were developed in his work on language. In a chapter published in *Advances in Experimental Social Psychology* (1967) and in the book *The Psychosociology of Language* (1972), Moscovici notes that there is no such field as the social psychology of language and therefore he tries to outline what should be included. He begins by questioning Saussure's hegemonic distinction between *language* - a stable system of relationships among lexical units - and *speech*, an observable set of uses of this system by the members of a community of speakers. For Moscovici communication is a process of linguistic production. Speech planning is the first point examined because here lexical and non-lexical elements combine. On the basis of the knowledge one has of the relations between emitters and receivers, their motivation, and their distance with respect to the object under consideration, it is possible to predict the message characteristics – grammatical features, redundancy, degrees of formalism - that relate to the given situation. Communication systems are linked to syntactic or lexical systems. The actual speakers, the actual creators of language patterns, are groups: class, nation, profession, cultural group, rural or urban culture. Differences between these groups by far exceed any individual differences both quantitatively and qualitatively. He observed that the linguistic creativity is provoked and structured by collective exchanges. Even if language as communication is often said to hold society together for Moscovici it would be just as correct to assert the reverse: those cohesive forces, conflicts, negotiations, festivities, and rituals that characterize a given society are the factors that generate linguistic or meta-linguistic rules and cause their combination and diffusion.

He never understood why some social psychologists sought in the individual and his or her brain what in fact lays in social interaction. It is through this interaction that social knowledge is created, extended and spread, because ultimately there is no transmission without transformation. This communication process, specific to the human species, in which information is not processed, but

rather interpreted or re-interpreted, was for Moscovici a principle that no psychosocial theory should ignore. On several occasions he was very critical of the cyber metaphor of people as information processing machines, which often consisted in reducing social knowledge to "social cognition", as he remarked quite often – a position in social psychology took the social for granted but did not make it explicit.

His first contact with American social psychology, at least the only one to be institutionalized at the time, was mediated by the group of psychologists of Lewinian tradition. Similar to this tradition, he locates change and innovation within the interaction between individuals and social groups. He argued that mechanisms of change are in active exchange, in the expression of differences, and especially in conflict (following Simmel). Thus, with Claude Faucheux they explored the hypothesis on how the structure of communication within a group (centralized vs. free) resulted in an effect on the performance of groups (groups with a centralized structure better solved logical, highly structured, tasks; while groups with a free communication performed better in creative tasks).

Many times he stressed his luck of being given the opportunity to participate in the first meetings in Europe organized by Lanzetta, where he came to know Festinger, Schachter, Deutsch, Pepitone, among other figures in American social psychology. He built a strong collaboration and forged a profound friendship with Festinger, who no doubt inspired in him several principles for the discipline of social psychology, for example the importance of the experimental method. Despite this importance, this never prevented Moscovici to practice the widest diversity of methods and advocate "methodological polytheism". In a way we can say that he always had something of a Wundtian side, even though folk knowledge and social representations are phenomena that are difficult to grasp with an experimental approach. Besides, he considered experiments as inventive experimentation, where we realise that something new can be discovered. Hence he never took too seriously the mantra of experimentation as a verification device to test the predictions of a theory. On quite a few occasions he could be heard saying more or less jokingly, "if the experiment goes against the theory, too bad for the experiment" He listened to and read the experiences in great detail, paying particular attention to understand if the experience had simply changed a parameter or if it really addressed a variable. He was very critical of the trend to repeat experiments and varying only one more parameter, leaving aside the core of the problem or the actual phenomenon studied.

His introduction into social psychology through figures like Festinger led him to follow Festinger's advice to Moscovici in the numerous meetings of the Transnational Committee namely that Europe should not limit itself to simply replicating studies by American social psychologists just to see if there were cultural differences. In this respect, he cited as exemplary an article of his close friend and colleague Claude Faucheux (Cross-cultural research in experimental social psychology, *EJSP*, 1976). He remained, until the end, a leading advocate of the importance of the study of *our* culture in specific historical and political contexts (Moscovici, 2012).

His dedication to social psychology coincided with the so-called 'crisis' of the discipline. Although this crisis was primarily about methodological issues, the question for him was more epistemological. This was to define the "matter" of this science. For him, this "matter" was common sense, in the same way that language is the matter for linguists, myths for anthropologists, dreams for psychoanalysts, cell life for biologists or market for economists. In addition, he theorized the perspective of this discipline, the *psychosocial perspective*, offering a triple reading of phenomena and relationships in order to replace the dual relationship between subject and object, an interaction, that is a three-term relation (individual subject (ego) - social subject (alter) - object).

A constant interest in his works, and not just his social psychology research, is the study of innovation. As was usual with him, he first observed a general phenomenon, and then he tried to conceptualize and analyse it. He noticed all societies change, but at different speeds. He then wondered whether this was due to differences in innovation processes in the construction of social knowledge. On this

issue he proposed two theories that are better known by “mainstream” social psychologists. One is the theory of the collective polarization and the other the theory of minority influence. In 1969 he first published his theory of collective polarization, later followed by numerous articles, some co-authored with Marisa Zavalloni. So far a number of social psychologists reduced group decision making to some aggregation of individual decisions, where the group situation merely diluted individual responsibility. But Moscovici started from a much broader issue, namely, how attention in a society gets polarized on one topic or another, then how feelings will polarize on this topic. It goes without saying that opinion leaders or the mass media are key in determining the thematic agenda for a society. But the original question that interested Moscovici was how the symmetry of interactions within a group can be broken at some point, and what happens next. In something of Lewinian and Festingerian tradition, he saw that there is on one hand the normalizing group that produces a pressure to reference and compliance, and on the other hand a pressure to inference, the group that produces dissidence and differences of content that will eventually break the symmetry, and where social interaction results in change and innovation. He showed that in a group discussion new perspectives can emerge that were not originally present in any of the participants. He tried to generalize the polarization phenomena observed in experiments, and coauthored publications building on the notion of symmetry breaking with physicist Serge Galam.

Immediately he understood that when a group comes to polarize its attention on a given topic, and initiate a debate then a lively discussion, opinions, and feelings will polarize towards the pole to which they initially tended. In his book with Willem Doise (*Conflict and consensus: a general theory of collective decisions*, 1994), they show how to go against the “groupthink” phenomenon (Janis, 1972), how to transform a standard setting and conformist group into an innovative, creative and effective group. Organizations will derive great benefit from this work.

In parallel to these works, he continues his research on social influence and social change. In *Social influence and social change*, he examines in depth all the theories proposed in social psychology to account for social influence. He then comes to two major conclusions. On the one hand, theories confuse social influence and power: they reduce influence to the possession of some kind of power or authority (normative, informational, referent) which commands increased compliance and uniformity. On the other hand, none of these theories is able to account for social innovation. His experience in the ecologist movement has taught him that social minorities are forceful social actors and that they can be innovative. Hence he raises two key questions: can a social minority, with no power, produce influence? If so, how? His early experiences in this field aim to discover the existence of minority influence. This may appear a bit simple, but remember that for Moscovici experimentation should lead to discovery of phenomena, beyond the mere testing of assumptions.

Eventually this led to his genetic or interactionist model of social influence. In the origin of innovation, he put the minority’s behavioural style, mainly consistency or mere repetition of an alternative without contradiction. This would be the only way a social minority can generate social conflict and force the majority to think about what the minority wants to say and at a certain level to rethink its own previous positions. He also sees that the nature of the influence exercised by a majority is different from that exercised by a minority, which led him to write the conversion theory, published in the 1980’s, with others in *Advances in Experimental Social Psychology*. Throughout his life, he considered active social minorities were the means for a community, a society, to step out of its own normative patterns.

We limited this short tribute to the major contribution that Moscovici leaves us for social psychology, and this is far too limited. Here we cannot sketch the complete picture of his long, active, creative and original intellectual and scientific career, fully anchored across the social sciences. Among his essential contributions we should also include his reading anew and reinterpretations of the classics

of the crowd psychology, for example, Le Bon, Tarde, Freud (*The age of the crowd: a historical treatise on mass psychology*, 1985). He also returned to the source of the founders of the social sciences as Weber, Durkheim, Simmel (*The invention of society: psychological explanations for social phenomena*, 1993), and more specifically of collective psychology, in defence of the inseparability of the social and the psychological.

His two institutional "inventions", the Laboratoire de Psychologie Sociale de l'École des Hautes Etudes en Sciences Sociales (LPS) and the Laboratoire Européen de Psychologie Sociale (LEPS) have hosted and influenced generations of researchers worldwide. The first, the LPS, brought together and trained for four decades researchers to a specific social psychology, deliberately societal in orientation, now clearly identified and recognized across a broad international community. Over 90 theses were defended there from 1966 to 2007 (of which 59 under his supervision). Most of these highly-trained researchers now operate in prestigious academic institutions in France and Europe but also in many other countries.

The second, the European Laboratory of Social Psychology (LEPS), was created by Moscovici in 1976 the Fondation Maison des Sciences de l'Homme (FMSH) in Paris. It was designed to strengthen the various European research currents that had an original approach but were disparate, thus complementing the work of the European Association. Several research groups led to the emergence of innovative and interdisciplinary themes, strengthened the collaboration between researchers and resulted in many collective publications. It was organized from the beginning as a network long before this model of collaborative work become fashionable, and was a rare example of institutional innovation (Kalampalikis, 2003).

After thirty years of activity of the LEPS, Serge Moscovici supported its transformation by encouraging the creation of a new network, also located at Fondation Maison des Sciences de l'Homme in Paris FMSH in 2014, to extend and continue with new means the approach he advocated, connecting the now very broad international community of researchers who rely on its work. This new network, now named the "Serge Moscovici Global Network" (REMOSCO) brings together the diverse and inventive communities which revolve around this Moscovician societal approach of social psychology, supported with digital technology, for example by organizing the International Conferences on Social Representations, which bring together biennially some 600 researchers and are now in their 13th edition.

Human history is inseparable from the history of ideas. Moscovici started his study of the history of ideas, with Koyré and Lagache. He added his own theories of how ideas emerge, transform, and spread through social interaction. In the end, Serge Moscovici's own trajectory through the history of the twentieth century, this "long series of improvisations and surprises" accorded to him, deeply affected the social sciences as a whole and not only the science of ideas. His death now makes us realize the full dimension of his polymorphic work and, in particular, in a science which he wanted to be, as he was himself, open, curious, inventive, sensitive and in line with societal issues of the time. A Social Psychology that "explores how and why we seek to understand the world *hic et nunc*, and act on it; that is, *an anthropology of our culture*" (Moscovici, 2012).

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