



Institute of Social Psychology End of Term Christmas Party

ISP Newsletter

Winter 2012

IN THIS ISSUE

Dear Readers,

Welcome to the 14th issue of the Institute of Social Psychology Newsletter. As always, the summer months and Michaelmas term have been busy but exciting for ISP members, with colleagues actively engaged in a wide variety of research projects, conferences and workshops, as well as producing some very interesting journal articles, chapters, and books that we hope you will enjoy reading about. We include a special report on November's weekend at Cumberland Lodge, which was jam-packed with lectures, discussions, and debates on contemporary issues in social psychology, and which proved an unforgettable experience for everyone who participated. The ISP Careers Evening was also a great success, providing the MSc students with an opportunity to meet ISP Alumni, to hear about their career trajectories since leaving the ISP, and to learn how their MSc

experiences have influenced their career choices.

But there is more to life than academic endeavors. We also hear about the adventures of the new ISP MSc students, and congratulate Jacqueline Crane on her recent prize-winning cake. (We are especially looking forward to trying out her secret recipe, which she shares with us here!)

Thank you to all of you who contributed to this edition. We hope that you will enjoy reading this issue as much as we have enjoyed putting it together.

Wishing you happy holidays and continued success in 2013. See you next term!

Your editors,

Huda Adem
Donna Baillie
Si Chen
Rachel Marcus
Simon Wongsuwarn

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Institute of
Social Psychology

Alumni News

Reconnecting

ISP will be holding a reception for Alumni in the Institute of Social Psychology on Tuesday 5th February from 6.30pm. Please contact Terri-Ann Fairclough for further details. Email t.fairclough@lse.ac.uk.

Dr Tom Reader will be holding an Alumni update evening on organisational and social decision making, including a case study, on Tuesday 5th March starting at 6pm. Places are limited. To book your place contact Daniel Linehan, email address: d.p.linehan@lse.ac.uk.

SUMMARY: DATES TO NOTE

Alumni Reception: 5 February, 2013
6.30 pm

Alumni Update Evening: 5 March, 2013
6.00 pm



ABOVE: Speakers (from left to right) Owen Hemmings OSP 2004, Caoimhe Nic a' Bháird SCP 2010, Eliza Meechan SP (Social Psychology) 2003, Maureen Codd HCD 2009, Justine Lutterodt OSP 2009, Toomas Kull OSP, and Dr Jan Stockdale, ISP Senior Lecturer Alumni and Careers.

ISP Careers Evening 2012

Institute Publications, Conferences and Awards

Simon Evans

Simon Evans has been a delegate at two conferences this past year. As a PhD researcher concerned with the experience of Self in online environments and the graphical virtual world Second Life, conferences give him the opportunity to connect with others whose research revolves around Internet and gaming. In July, he attended CyComp 2012, the second international Cyberpsychology & Computing Psychology conference held at the University of Bolton. In October, he attended IR13, the 13th Annual Conference of Internet Research, organised by the Association of Internet Researchers, of which Simon is a member, and held at the University of Salford, in MediaCity, the new home of BBC Television Studios. These conferences bring together people whose research ranges from online "friending" and the construction of Self in Massively Multiplayer Online Games, to representation of Self online and "virtual death". The conferences also showcase the increase of research around social networking sites and quantitative analysis of online phenomena. This highlights Simon's approach to research which is more focused on the experience of virtual world users.

This month the publication of a special issue of the Integrative Psychological and Behavioral Science journal (volume 46, issue 4, December 20102) entitled "Bridging History and Social Psychology" has been released. The special issue is the brainchild of, and edited by, recent ISP alumnus Dr Vlad Glăveanu and Dr Koji Yamamoto of the University of St Andrews.

The issue is inspired by a conference held at the ISP in June 2011 entitled "Bridging History and Social Psychology: Emotion, innovation, and public opinion in early modern, enlightenment, and modern-day Europe". Chaired by Dr Glăveanu and Dr Yamamoto, the conference was one of a series designed to establish dialogue between specialists in history and social psychology.

The special issue takes the form of papers by social psychologists and accompanying commentaries by historians, and is designed to replicate and extend the conversation that has been conducted in previous conferences. It includes a number of contributions from members, alumni and associates of the ISP: Prof Sandra Jovchelovitch explores how social representations expresses ways in which communities deal with historical past; Prof Ivana Markova considers the commonalities between the disciplines of history and social psychology with emphasis on the theoretical application of social representations; Dr Gordon Sammut, Dr Stavroula Tsirogianni and Dr Brady Wagoner argue that present day social relations are rooted in meanings and justifications given by past events; and PhD student Simon Evans considers how relationships and social interaction are fundamental to experience of Self in present day virtual environments, while highlighting continuities with the past.

To find out more what is included in the special issue, visit the publisher's website at <http://link.springer.com/journal/12124/46/4/page/1#>.

Saadi Lahlou

Professor Lahlou has published the following papers since the last edition:

Lahlou, S, Nosulenko, V, Samoylenko, E. (2012). Numériser le travail. *Théories, méthodes et expérimentations*. Paris : Lavoisier, coll. EDF R&D, 327p. ISBN 978-2-7340-1424-7.
<http://www.lavoisier.fr/livre/notice.asp?ouvrage=2623329>

Glăveanu, Vlad Petre; Lahlou, S. (2012). Through the Creator's Eyes: Using the Subjective Camera to Study Craft Creativity. *Creativity Research Journal*, 24(2-3), 152-162. Routledge. doi:10.1080/10400419.2012.677293.
<http://www.tandfonline.com/doi/full/10.1080/10400419.2012.677293>

Schonhardt-Bailey, Cheryl; Yager, Ed; Lahlou, Saadi. (2012) Yes, Ronald Reagan's Rhetoric was Unique—But Statistically, How Unique? *Presidential Studies Quarterly*. Volume 42, Issue 3, pages 482–513, Sept. 2012.
<http://onlinelibrary.wiley.com/doi/10.1111/j.1741-5705.2012.03990.x/abstract>

For those who have not yet read them, he also recommends:

Lahlou, S., Abric, Jean-Claude (2011) What are the "elements" of a representation? *Papers on Social Representations Online*, 20: 20.1-20.10 (2011). <http://www.psych.lse.ac.uk/psr/>

Lahlou, S. (2011). How can we capture the subject's perspective? An evidence-based approach for the social scientist. *Social Science Information*. Vol. 50, n°3-4, 2011. 607-655. <http://ssi.sagepub.com/content/50/3-4/607.short>

Emily LeRoux-Rutledge

Emily LeRoux-Rutledge, PhD candidate in the ISP, has co-authored a book chapter in the recently published *Handbook of Global Media Research*. Her chapter is called Africa Talks Climate: Comparing Audience Understandings of Climate Change in Ten African Countries.

In the chapter, she and her co-authors explore the benefits and challenges of doing comparative qualitative audience research, using the example of Africa Talks Climate, a ten-country research study on audience understandings of climate change in sub-Saharan Africa.



The study included focus groups with over 1000 citizens, and interviews with nearly 200 opinion leaders. It sought to assess current understandings of, and attitudes toward, climate change. It also sought to identify how media and communication could best support Africans' response to climate change.

The study found that citizens used pre-existing knowledge about God and the role of trees in the natural environment to process information about climate change. It also found that language posed a significant problem for climate change communication, as many African languages have no word for weather, let alone climate.

Jenevieve Mannell

Dr Jenevieve Mannell has been recently published under the following citation:

Jenevieve Mannell (2012): 'It's just been such a horrible experience.' Perceptions of gender mainstreaming by practitioners in South African organisations, *Gender & Development*, 20:3, 423-434

Gender mainstreaming experienced a boom in popularity in development organisations around the world following the Fourth World Conference on Women in Beijing in 1995. This article contributes to understanding the current state of gender mainstreaming, with a focus on South Africa. Discussions with gender practitioners in South African non-government organisations point to the widespread rejection of gender mainstreaming across the country. While gender mainstreaming cannot be said to have failed in South Africa, these findings suggest that it may need to be drastically revised, and provide some insights on how to move forward.

Thorsten Roser

Forthcoming ISP paper in January 2013:

Roser, T., DeFillippi, R. and Samson, A. (2013). Managing your co-creation mix: co-creation ventures in distinctive contexts. *European Business Review*, 25 (1). Emerald Publishing.

The paper builds on joint research with Alain Samson, an ISP PhD alumni and Robert DeFillippi, a strategy and innovation expert from Suffolk University in Boston, MA. Thorsten and colleagues have been conducting research in this area for a number of years and also applied co-creation in practice.



Co-creation is a promising new field, which allows us to understand collaboration as a form of value creation between co-creators internal or external to an organization, as well as between actors who are part of different (social) networks. As people collaborate they create new ideas and knowledge including new installations that enable them to alter the problem space in which they work together.

The study and application of co-creation is popular in Marketing as a form of Customer Value Chain Involvement (CVCI). However, the roots of the concept of co-creating (fantasy) go back to Psychoanalysis and creative play. Organizational co-creation involves knowledge, creativity and group processes. The process of co-creating requires managing/facilitating to achieve the strategic goals associated with it. In their co-creation mix framework the authors lay the foundation for a broader discussion and application of the idea of co-creation.

The paper is published in a Special Issue on Co-creation in *European Business Review*, a peer reviewed journal which "provides insights and foresights to practitioners and scholars of the state-of-the-art of academic

disciplines in business. It provides historic reviews to enhance our understanding of the current status and the future directions of business and the academic disciplines of business. It also provides expectations and perceptions of higher education, academic publishing and academic journals. The articles communicate commentaries and reflections from leading practitioners and scholars worldwide."

URL: <http://www.emeraldinsight.com/products/journals/journals.htm?id=ebr>

Building on their ideas for the co-creation mix framework, the authors have been invited to chair a conference symposium on Co-creation and the Democratization of Innovation Project Management at the forthcoming EURAM conference in Istanbul 2013. EURAM is one of the leading management conferences in Europe.

Info: [http://www.euram2013.com/userfiles/file/Symposium_Co_Creation\(1\).pdf](http://www.euram2013.com/userfiles/file/Symposium_Co_Creation(1).pdf)

Ben Voyer

Dr. Ben Voyer lists the following recent publications:

Voyer, B. G., & McIntosh, B. (in press), The Psychological Consequences of Power on Self-perception: Implications for Leadership, *Leadership & Organization Development Journal*

Kastanakis & Voyer, B. G. (2013), Cultural effects on perception and cognition: Integrating recent findings and reviewing implications for consumer research, *Advances in Consumer Research*, Vol. XL. Zeynep Gurhan-Canli, Cele C. Otnes, Rui (Juliet) Zhu, (eds.)

Kretz & Voyer (2013), Are Social Media Only Social? Understanding the Role of Social Media in the Processes of Independent and Interdependent Identity Construction, *Advances in Consumer Research*, Vol. XL. Zeynep Gurhan-Canli, Cele C. Otnes, Rui (Juliet) Zhu, (eds.)

Samson & Voyer (2012), Two Minds, Three Ways: Dual System and Process Models in Consumer Psychology, *AMS Review*, 2(2,3,4), lead article.

And also the following media features:

BBC 2 Newsnight, 3 December 2012, interview on consumer boycotts.

BBC Radio 4, 11 December 2012, interview on consumer psychology in Pound Shops.

Competition Winner

Mi Zhao, 2nd year ISP PhD candidate, won Best Paper Award at the 5th International Forum for Contemporary Chinese Studies on August 8, 2012. The award winning essay, entitled "Navigated and Negotiated Self-Governance: An Analysis of Three Versions of Organic Law of the Villagers Committees of the People's Republic of China", used methods of Institutional Ethnography, and discourse and narrative analytical tools to analyse three successive versions of the Organic Law in examining the Chinese government's legislative positioning of self-governance policy, and the outcomes and the evolution of this policy. This paper was presented in Beijing, co-sponsored by the University of Nottingham and Beijing University of Technology.



MSc Updates

Written by your class reps!



MSc Health, Community and Development

HCDers are surely making the best of their time at LSE. We have truly taken the community in our degree to heart and have been creating some serious “social capital bonding and bridging.” We use every excuse to organize a get-together, including a Thanksgiving potluck and the end of term dinner, Philharmonic concerts or sometimes just getting together to finish our assignments. Every occasion is full of laughter, sharing and good food (everyone in HCD is a serious cook!). We’ve also had an excellent core course which included guest lecturers from within the department and from outside (Derek Summerfield!). It’s been a blast, and we’re looking forward to the upcoming term within HCD, and ISP as a whole.

MSc Organisational and Social Psychology

Christmas holidays are just around the corner, but the Organisational and Social Psychology students feel as if the fall term has just started. Sixty-five students from over 20 countries have explored new, exciting and inspiring psychology topics over the course of the term. Professors have barely been able to finish their lectures, as students have enthusiastically engaged in stimulating discussions. After submitting the last term paper, the class celebrated the end of Michaelmas term with a Christmas party. Over 40 students managed to make their way to Pizza Express in Covent Garden on a cold Monday night, though warmth quickly embraced us when we all came together for this term’s last social event. The party’s vibe truly describes this year’s OSP class: enthusiastic, diverse, curious, and social; the party would have gone on all night if it had not been for the following morning’s tutorials and classes.

Reflecting upon the term, it has been tough with thousands of pages to be read and papers to be written.

But, in between lectures and seminars, new relationships – social as well as intellectual – have emerged. After a great few months, however, it is now time to recharge our batteries over the holidays before we come back to what we hope will be an even greater new year.



MSc Social and Public Communication

In this family of 17, SPC students have enjoyed a splendid journey over the past 10 weeks. Dr. Bradley Franks told us at the beginning of term that this would be a challenging year, but not until Bradley literally threw a paper airplane towards us during our PS249 seminar – with extremely complex questions of Foucault’s theory written on it – did we realize how fun and stimulating as well as challenging the course would be. SPCs, if the communication theories discussion this term left you wanting more, we will be having a group session on theory-mapping in Lent term (time and forms to be confirmed). Let’s have more fun!

In addition to his course work, Sean Cuninghame-Farran, currently studying SPC, has recently launched getTWOit, (www.gettwoit.com), an online social network, hopefully soon to be launched also as an inter-university society, that facilitates a “buddy” system to connect people who want to take part in cultural activities such as going to museums, art fairs, architectural walks, street markets etc. with students who are knowledgeable about those activities. The project gives students the chance to meet like-minded individuals from across the globe with the potential of earning by guiding others in activities that interest them. getTWOit intends to encourage a new model for sustainable cultural tourism by harnessing the

power of unique cultural experiences, and has found support from major institutions such as the Sir John Soane's Museum just across from LSE!

more cultural evenings to come. Can't wait for the new term!

MSc Social and Cultural Psychology

Greetings from the Social and Cultural Psychology cohort! It's been a great term with loads of lively and enthusiastic debates and great lectures! We've even managed to persuade Sandra to meet up with us to carry on our discussions next term as well as to present a lecture telling us about her work in the favelas. With such a culturally diverse group we've gotten into the spirit of our degree and introduced our colleagues to our array of weird, wonderful, and rich cultures; Kubra hosted a great Azeri dinner, and Margherita a Christmas dinner, with plans for



New Doctors

**VLAD GLĂVEANU
AND
CHRIS TENNANT**



Vlad Glăveanu first came to the LSE as an MSc in Social and Cultural Psychology, where being awarded the Himmelweit Prize at the end of his studies encouraged him to embark on a PhD. He had always been fascinated by the human capacity to create, so he decided to focus his research on investigating of creativity in craft from a cultural psychology perspective, focusing on a Romanian folk art tradition of decorating Easter eggs. Dr Glăveanu is now Associate Professor in the Department of Communication and Psychology at Aalborg University (Denmark), Associate Researcher at L'Université Paris Descartes, and Affiliate of the Creativity Marketing Centre at ESCP Europe / London.

Chris Tennant's thesis 'On the threshold' used Fiske's Relational Models Theory to map the different arguments people use to debate the issue of climate change. These arguments have long traditions of their own, engaging as they do with the recurrent issues in human society: relationships with other people, social institutions, physical constraints, the challenge of opportunities, change through time - all experienced through reflective consciousness. There is a close correspondence between how individuals categorise their social relationships according to Fiske's Models and the arguments we use and have used to debate social issues such as climate change. Identifying these connections offers useful insight into why the commons dilemma of climate change proves so intractable, and enables us to predict the likely future trajectory of the debate. Dr Tennant is now a member of the ISP teaching staff, and is the course convenor of PS102 Social Psychology.

Congratulations Vlad and Chris!

Special Reports

Cumberland Lodge

Faculty, MSc and PhD students exchanged the buzz of London for the beautiful grounds of Windsor Castle when ISP spent the weekend of 10-12 November at Cumberland Lodge. Lectures were presented by:

- Dr Caroline Howarth (Conditional citizenship and the politics of resistance: some methodological reflections)
- Dr Andy Wells (Literacy and Equality: Societal institutions and human nature)
- Dr Lucia Garcia (The Theory and Practice of Organisational Psychology)
- Dr Isabelle Goncalves-Portelinha (Speak now or forever hold your peace. The impact of the perception of the National Front during the 2012 French presidential elections)
- Dr Alex Gillespie (Cyranoïds: Explorations in exchanging bodies and minds)
- Professor Catherine Campbell, with a panel of PhD students (Pathways to a more equal world: social psychology, social inequalities and social change)
- Dr Ben Voyer, Cumberland Lodge Debate (Reflecting on Consumerism: Rethinking the Role of Psychologists in Understanding Consumption)



The LSE Department of Philosophy, Logic and Scientific Method was also in residence at Cumberland Lodge that weekend, and good conversation was had by all, especially during the joint Saturday night party. And of course, the autumn weather and the delicious food didn't hurt! ISP members were able to use their free time to explore the vast grounds or visit Windsor Castle. On Sunday morning, many students were able to take the opportunity of attending services at the Royal Chapel. All in all, a great weekend!

Underground Sociabilities: Identity, culture and resistance

A selection of speakers and contributors at the launch seminar



On 2 November 2012, a special all-day seminar was held at the LSE to celebrate the launch of the final report of Underground Sociabilities; a long-term project directed by the ISP's own Professor Sandra Jovchelovitch. Underground Sociabilities investigated identity and culture in the favelas of Rio de Janeiro. As a result of the drug trade and socioeconomic deprivation, the people of the favela are driven underground into "invisible territories" where the richness of the community is hidden by geographical, social and cultural barriers. In examining favela communities and the work of local organisations [AfroReggae](#) and [CUFA](#), Underground Sociabilities transcends the common associations with the favelas of extreme poverty and crime, and showcases the situated wisdom and solidarity that foster hope and optimism. In Sandra's words, "the project shows how positive action for change emerges in contexts of deprivation".

The seminar brought together an eclectic range of speakers whose talks and debate reflected the cultural and academic diversity behind the project, and fuelled lively debate, both on and off stage. As well as speakers from AfroReggae and CUFA, project partners UNESCO, and charitable foundations Itaú Cultural, and Fundacao Itaú Social were represented. Additional speakers, all connected to Underground Sociabilities in one way or another, arrived from Queen Mary University, the Brazilian Ministry, Rio's Department of Public Security, and the Brazilian TV network Globo, not to mention a selection of LSE's own academics. Among the highlights, Washington "Feijao" Rimas, Director of AfroReggae, spoke of his former life as a drug baron and the ways in which he now harnesses the lessons learnt from his experiences for the benefit of the favela youth. An inspirational exposition of the work done by the charity Kid's Company was also presented by its founder Camila Batmanghelidj.



Afroreggae's Feijão in dialogue with Pilar Álvarez-Laso, Assistant Director-General for Social and Human Sciences UNESCO

Underground Sociabilities is characteristic of the ethos of the ISP in its approach, integrating theoretical concepts and research methodology with real-world issues. To find out more visit www.undergroundsociabilities.co.uk or watch on YouTube (<http://www.youtube.com/watch?v=4vs3pVO8ZOW>).

MSc student feedback:

"The event was very interesting and stimulating. I really enjoyed seeing how social psychological theory can be applied to the real world and discovering the impressive diversity of people who contributed to this project." -Margherita Urani

"I am deeply inspired by the work of Afroreggae and CUFA. Meeting Feijão, hearing his story of transformation and his work in the community helped me better understand the need, potential and possibility for social change in some marginalised communities." -Iran Seyed-Raeisy

"It was amazing to see how Sandra's research served as a platform for so many diverse people from South America and the UK to come together to discuss their experience and opinions. It was interesting to see implications of theoretical research in the making." -Salomea Krobath



Ricky Burdett, LSE's Professor of Urban Studies, chaired the third session of the seminar on psychosocial scaffoldings and their development.

"Really exciting to see a mixture of civil, international and governmental organisations come together at the Shaw library to further the debate on such important issues, that are also applicable in other parts of the world, especially Latin America." -Ariel Romano

"I really enjoyed having the opportunity to talk to the numerous event panellists about their contribution to the research and their work." -Greta Antonini



Bonus: Holiday Treat

MSc Administrator Jacqueline Crane won first prize for her Lemon Drizzle cake at the Lambeth Country Fair in September 2012. As a special holiday treat, she has very kindly shared her winning recipe:

Lemon Drizzle Cake

Ingredients:

150g Self Raising Flour

85g Caster sugar

110g Butter

2 tbsp lemon curd

2 large eggs

Grated zest of 1 lemon

For the drizzle - Juice of a lemon and 2 tbsp granulated sugar

Method:

Preheat Oven to 180°C / gas mark 4

Grease and line a loaf tin

Cream the butter, sugar and lemon zest together. Beat in the eggs and then the lemon curd. Fold in the flour. Pour into the tin and bake for 45-60 minutes until golden brown and firm to the touch.

Mix lemon juice and granulated sugar and pour over the loaf whilst still in the tin. Leave in the tin for 2 hours and then carefully remove. Enjoy!



And finally...

A big thank you again to everyone who contributed to this issue of the ISP Newsletter. If you have any suggestions for future issues we would love to hear from you. And we look forward to hearing all your news for the Summer edition. Happy New Year!