

Welcome to the third Institute of Social Psychology Newsletter (ISPN) – your ideal companion for the holidays. The ISPN is an opportunity for ISP members to share news, views and achievements. The current newsletter consists of four sections: conferences and workshops, Institute happenings, publications, forthcoming events, new members and interesting readings and is based on information that was emailed to the editorial team. If you would like your news included in the next issue (to be circulated in the Lent Term) then please email the Editorial Team ISPNEdTeam@psych.lse.ac.uk

Conferences & Workshops

Since summer, the Institute of Social Psychology has been represented in many conferences, meetings and lectures both internationally and in the UK.

In July, **Martin Bauer** was invited as keynote speaker at the Foundation of the Italian Society for Science & Technology Studies in Cagliari, Sardinia. In August, he also spoke at conferences in Lausanne (European Association for the Study of Science and Technology), and in Rome (Social Representations XIII).

In November, **Cathy Campbell** was the keynote speaker at the 'IS Academy Expert Meeting on HIV/AIDS' at the Royal Tropical Institute in

Amsterdam entitled “ *Creating conditions for effective community involvement in HIV/AIDS programmes*”. In December, she was invited to the Bishop Simeon Trust World AIDS Day Conference at St Antony's College - Oxford University (*'Why so many interventions fail'*). She has also given talks to Department of Anthropology, at the School of Oriental and African Studies in London (*'Social capital and the HIV competent community'*) as well as to the Department of Social Policy and Social Work at Oxford University, entitled *'Political will, international development aid and the fight against HIV/AIDS in Africa'*.

A session on understanding community action with regard to water and HIV/AIDS (*'Building partnerships to support community-led HIV/AIDS management in rural South Africa'*),

was also organised by Cathy within the context of the ASAUK Biennial Conference, which took place at the School of Oriental and African Studies in London.

Finally, she presented together with Y. Nair and S.Maimane, a paper entitled '*Promoting multi-sectoral partnerships for health in South Africa: problems and challenge.*' At the MOPAN 2006 Conference Beyond Borders, which was hosted by the Victorian University of Wellington in New Zealand.

This summer was also the paradise for our Social Representations fans. In July, the XIII International Conference in Social Representations took place in Rome with presenters from all over the world and of course people from our department. We name a few of them Martin Bauer, George Gaskell, Sandra Jocvhelovitch, Alicia Renedo-Udaondo, Guiseppe Veltri, Parisa Dashtipour and Caroline Howarth. The conference was enjoyed by all participants on all levels.

Actually, **Caroline** seems to have really enjoyed the conference mainly for three reasons,, she says: " Firstly, I was really pleased with the symposium I organised on 'Racialisation and resistance in the media'. Papers covered a range of different ways of 'making identities' through and against representations in the media – and so emphasized the role of agency and resistance in taking up, taking on and taking issue with particular representations that

'race'. Many of the audience were particularly impressed with the papers presented by Parisa Dashtipour and Marjan Nadim (MSc in 2004 – 2005). The second reason for enjoying this conference was having the opportunity to socialise with some of the other LSE people such as Alicia, Giuseppe, Parisa, Sandra and Martin. It was also really good to get to know our SR colleagues from Australia and New Zealand – some of you may remember Darrin Hodgetts? Thirdly, as some of you will remember, I made quite a few comments about the lack of opportunity for 'newish' people to the field to be involved in central conference debates and activities. As a result, I am now on the scientific committee for the next conference – and shall be working hard to get a few new faces at the plenaries Any suggestions, please do talk to me".

The summer also saw the Association for Legal and Social Philosophy (ALSP) Annual Conference take place in University College Dublin (UCD), Ireland, where the theme for this year was *Social Justice in Practice*. The conference was organised by **Carlos Bruen** and two of his colleagues based in Dublin, Jurgen De Wispelaere (a former student of the LSE Government Department) and Graham Finlay. Over 300 papers were given over the four days of the conference, which included a paper presented by **Eri Park**, titled '*The Idea of a Global Community in the 21st Century – Fact or Fiction?*'

Institute happenings

This term, we had two new books out by our academics in the department. One was co-authored by **George Gaskell** and **Martin Bauer** and the second one by **Sandra Jovchelovitch**. Congratulations to all three of them.

George and Martin held a successful launch of their book “**Genomics and Society: Legal, Ethical and Social Dimensions**” at the LSE BIOS Centre on Thursday 23 November 2006 preceded with a seminar reflecting on ‘10 years of research on biotechnology in the public eye’, (see photo together with Earthscan editor Rob West).



The Come Back...

Noone, of course can forget the vibrant and touching moments we also shared at Sandra's book launch in the Shaw Library, this November (her favourite place in the school as she says), which gathered an audience of

academic colleagues, friends and past and present students. This book is the result of 10 years work, thoughts and reflections, which finally came together in one year, she told us at the reception.



One of the evening's highlights was the come back of one of the founders of our Institute, **Professor Rob Farr**. His presence gave great pleasure to all of us, who have worked and studied under his guidance and have been inspired by his work (see photo below of Rob Farr with Parisa and Mohamad).



Published anything lately? Gone or going to any conferences? Working on anything new? Been to any thought-provoking events, exhibitions, films? Have a secret artistic talent that might help the newsletter look pretty? Read any new/old publications that you think others may be interested in? *Why not contribute to the ISPN!*

Publications

Campbell C, Deacon H (Guest Editors) (2006) *Understanding and Challenging Stigma*. Special edition of *Journal of Community and Applied Social Psychology*. 16.

Campbell C, Deacon H (2006) Unravelling the contexts of stigma: from internalisation to resistance to change. In: *Understanding and Challenging Stigma*. Special edition of *Journal of Community and Applied Social Psychology*. 16: 411-417.

Bauer MW (2006) Garantindo os beneficios de umma moratoria. Lavouras transgenicas no Brasil- especialmente a de soja (1995-2004), Plenarium – Camara dos Deputados, 3, No 3, (September), 216-243.
(<http://www2.camara.gov.br/publicacoes/edicoes/plenarium3>)

Bauer MW, Petkova K, P Boyadjieva, G Gornev (2006) Long-term trends in the representations of science across the iron curtain: Britain and Bulgaria, 1946-95, *Social Studies of Science*, 36, 1, 97-129

Mark Kobayashi-Hillary is a first-year PhD within the ISP. He has just announced the date of a debate and reception to celebrate the launch of his new book 'Global Services: Moving to a Level Playing Field' (BCS 2007).

The book is co-authored with Dr Richard Sykes of the hi-tech industry association 'Intellect' and focuses on the changing world of how services are delivered and consumed. It is one of the first books published by the British Computer Society on the way technology affects society, rather than on the technology itself. LSE director, Sir Howard Davies, has written a foreword to the new book and will formally launch it at the new theatre on April 30, 2007 - the launch will also feature Professor Patrick Humphreys and Dr Fred Adam from the ISP, and Professor Leslie Willcocks from the LSE School of Management. For more information, contact Mark on mail@markhillary.com.

Up to Something New?

Congratulations to **Flora Cornish** and **Cathy Campbell**, who have just been awarded a grant of **£236,000** by the ESRC and DFID, for a project entitled: "The social conditions for successful community mobilisation: learning from sex worker projects in India." This was a very competitive bid – they awarded 14 grants out of 117 applications. Some of us still remember Flora, who did her PhD in the Institute a number of years ago, and is now a researcher at Glasgow Caledonian University.

Guiseppe Veltri recently coordinated a research project in Italy about "Politics and the Use of Blogs". This was the first research -with

the collaboration of the three biggest companies of blog hosting in Italy- ever made on the topic of how the use of blogs can influence the formation of political attitudes and opinions. The web-survey was on a rather large scale, since it gathered over 35.000 respondents.

Forthcoming Events & Conferences

- **Derek Hook** is launching a new course in the Lent Term, which seeks to combine the perspectives of a traditional psychoanalytic social psychology with newer contributions to Freudian and Lacanian psychoanalysis, and to do so as a means of critically engaging with a series of topical socio-political issues. We are certainly looking forward to it.
- For the impulsive ones, the 8th annual **SPSP** (Society for Personality and Social Psychology) conference will be held January 25-27, 2007, in Memphis, Tennessee. You still have some time to book your tickets.
- The next conference organised by the **International Society for Theoretical Psychology** will be entitled "Theoretical Psychology beyond borders: transdisciplinarity and internationalization" and will take place in June 18-22, 2007, at York University, Toronto, Ontario, Canada. Deadlines for paper submission are January 1st 2007.

- **Persons and Selves: Philosophical Perspectives** is the 10th Annual University of Kentucky Graduate Student Conference, which will take place on 31st March 2007 in Lexington, Kentucky, United States. The deadline for abstracts/proposals is 9 February 2007.

- An ESRC conference on **Risk and Rationalities: ESRC Social Contexts and Responses to Risk Networks**, will take place at Queen's College in Cambridge between 29-31 March 2007.

New Members?

Our institute is expanding and morphing in different ways by welcoming new people as well as familiar faces in new positions.

This term **Andrew Gibbs** (the top student on the first year of the new MSc in Health, Community and Development) has started working as Cathy Campbell's research officer, focusing on her research projects in Zimbabwe and South Africa. This term he has been based in the Institute. Next year he will continue with this work based at Cathy's research project in Durban, South Africa.

Also **Kavita Abraham** now works for the Methodology Institute as a Tutorial Fellow! She will continue convening the MSc elective on Corporate Communications and she hopes to

continue to be involved with work and students at our Institute. We hope she does not forget us when she becomes famous.

Dr Laura Illia is this year's post-doctoral fellow at the ISP thanks to the Swiss National Research Foundation. She completed her doctoral research at the University of Lugano in Communication Studies on *Multiple Identities of Business Corporations*, and her particular interest is in Public Relations theory and practice. She holds the Jos Willems Award from the European Public Relations Education and Research Association (EUPRERA), and she wants to widen her horizon in the area of Public Understanding of Science while at the LSE. Laura contributes to the core course in 'Social and Public Communication' and the option 'Corporate Communication'. The MSc Social and Public Communication enjoyed a very successful 1-day workshop on the 'communication audit'. She will be with us until July 2007.

Dr Kristina Petkova is a Social Psychologist at the Bulgarian Academy of Sciences Institute of Sociology, visits the ISP on a grant from the British Academy. Kristina worked with Martin Bauer on a SOROS foundation grant in the mid 1990s, and they will together take up that research again, integrating the survey time-series data for UK and Bulgaria and compare the different trajectories of public understanding of science since 1993 in these

two very different contexts. Dr Petkova has been already a familiar visitor to the ISP in the early 1990s and will be in London on several occasions in 2006 and 2007.

Dr Rajesh Shukla, Senior Statistician at the National Centre for Applied Economic Research (NCAER), Delhi, is visiting the ISP and MI on various occasions in 2006 and 2007 thanks to the Royal Society of London. He is the author of the First India Science Report 2005 which is based on a representative survey of 34'000 interviews on public understanding of science across the subcontinent. He is working with Martin Bauer on a comparison India-EU and on the construction of internationally valid cultural indicators for science.

We welcome all of them and wish them best of luck under their new roles.

Last but not least, this October **Ly and Alan** had a baby girl, Chloe (you can see her posing in the photo below). Congratulations to the family.



Published anything lately? Gone or going to any conferences? Working on anything new? Been to any thought-provoking events, exhibitions, films? Have a secret artistic talent that might help the newsletter look pretty? Read any new/old publications that you think others may be interested in? *Why not contribute to the ISPN!*

Interesting Readings

Cathy suggests the following:

1. Sandra's book *Knowledge in Context: Representations, Community and Culture* – everyone should read it very carefully. It's a wonderful book.
2. Roger Silverstone's book *Media and Morality: on the rise of the mediapolis*. Viewing the global media as a moral space, it examines its potential to construct and destroy relationships.
3. Rosalind Eyben's edited collection *Relationships For Aid*. Focuses on the possibility of improving the poor donor-recipient relationships that undermine the effectiveness of aid.

About the Editorial Team

A voluntary editorial team has been set up and responsibility for producing each newsletter will be alternated amongst its members. Members currently include: Carlos Bruen, Melissa Nolas, Stavroula Tsirogianni and Cathy Vaughan. The current ISPN issue was produced by Stavroula Tsirogianni. If anyone else would like to join the editorial team please get in touch! To contact the team please email ISPNEdTeam@psych.lse.ac.uk

Published anything lately? Gone or going to any conferences? Working on anything new? Been to any thought-provoking events, exhibitions, films? Have a secret artistic talent that might help the newsletter look pretty? Read any new/old publications that you think others may be interested in? *Why not contribute to the ISPN!*