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Dear Readers

Welcome to Issue 13 (surely social psychologists are not superstitious...) of the LSE ISP Newsletter. It has clearly been a very busy year and, as you will see, all your hard work has resulted in an impressive array of research, publications and presentations.

As we bid a sad farewell to Andy Wells on his retirement, we are also instigating new programmes to maintain even stronger ties with our alumni. Hmm, could there be a connection between these two stories? The relationships and connections we form during our time at LSE deserve to be nurtured: they can continue to be a source of support and inspiration wherever our journeys may take us in the future.

We hope that you will enjoy reading about the exploits of your fellow ISP colleagues past and present, and that you will keep us updated with your own achievements and adventures.

Your editors,

Donna Baillie

Isabelle Goncalves-Portelinha

Shira Keshet

Celine Righi

## Andy Wells retires

It is with a great sense of loss that we say good-bye to Andy Wells, who will be retiring at the end of September. Andy, who has been part of the Institute for 30 years, has been a valued and respected colleague, friend and teacher to generations of ISP staff and students.



*Andy and Mia on a Scottish mountain during an Easter break.*

He first came to ISP in 1983, as research assistant to Dr Jan Stockdale, joining the permanent staff in 1985 where he was initially in charge of computers. He became a permanent member of the academic staff in 1989, and has played an active role in the department, later Institute, as well as in the school more widely.

As a researcher, Andy's academic career has explored his long-standing interest in the structure of mind, and how minds interact with technologies, especially the technology of literacy – framed by his wider interest in what lessons evolutionary history can teach us about ourselves. As well as highly regarded journal articles, he has produced two books. His first book, entitled *Rethinking Cognitive Computation* (Palgrave), focused on Alan Turing, providing an innovatively situated and embodied interpretation of Turing's work. This book was very well received,

gaining, amongst other things, a very positive review in the *Times Higher Educational Supplement*. His second book, *The Literate Mind* (also Palgrave), which came out in February this year integrates insights from Turing's work and from evolutionary theory to provide a new framework for the study of literacy.

At the school level, Andy has been on one committee or another throughout his time at the LSE, and is well known for his insightful and incisive and often assertive interventions. Amongst others, these include the Information Technology Committee, the Admissions Committee, the Undergraduate Studies Sub Committee (USSC) of which he was first chair, and the Academic Studies Committee of which he was final chair. Most recently he has served on the Agenda Committee of the Academic Board.

Many generations of students have found Andy to be an inspirational lecturer, due to his rigorous approach, his superb communication skills, the intensity and integrity of his engagement with his research material and his excellent sense of humour. He is also known to be deeply respectful of students, with a strong interest in listening to their views, supporting them to develop their own ideas, and helping them to articulate them clearly.

In addition to teaching, his superb administration skills combined with his sharp understanding of research methodologies, have enabled him to take on controversial and extremely demanding administrative roles, such as the design and management of the Institute's methods provision. Here he has shown his usual verve and patience in skilfully mediating between a range of competing (indeed often almost irreconcilable) staff and student interests and demands. External examiners have frequently commented on the high quality of our research dissertations, with Andy playing a key role in ensuring this. He also played an important role in developing and running the Institute's Research Ethics Committee.

At the personal level, Andy is a supportive and generous colleague. In my own professional life, he has played a key role in offering me a range of astute advice at various key stages of my academic career. I know that the research and career trajectories of

many other colleagues have also been facilitated at key points through his generosity with his time and counsel. Andy has been tremendous fun to have around, always ready to see the funny side of stressful situations in Staff Meetings, and to offer his trademark witty, often acerbic, comments – that have often served to defuse deadlocks and move debates forward in a constructive and productive way.

In addition to his academic interests, Andy has a wide range of other talents and passions, including playing the French Horn, baking bread, running and climbing. He and his wife Mia Rodriguez Salgado (LSE Professor of International History) have just bought a home in Silverdale, a village on the border of Lancashire and Cumbria – an area of outstanding natural beauty – where they can see the sea from their kitchen window. Hopefully he will not be leaving us altogether and will still come down to the LSE to give the odd lecture, and to keep us up to date with developments in the third book he has started writing.

We hope that Andy will think of us now and then as he looks out at the sea to the sound of Cumbrian birdsong, and that he will miss us as much as we are going to miss him. His departure leaves a big gap in the ISP community.

*Cathy Campbell*

## New Doctor

**Jackie Shaw** has been awarded a PhD, without the need for any revisions, in her PhD thesis on “Contextualising Empowerment Practice: Negotiating the Path to Becoming using Participatory Video Processes”. The examiners, Linje Manyozo Mlauzi for LSE’s department of media and communications, and Miguel Imas from Kingston University, gave Jackie Shaw’s work high praise in their reports.

Miguel Imas described the thesis as ‘a compelling piece of work that contains a very thorough and persuasive argument of the use of participatory video process within a social psychological framework. The discussion on empowerment and participation are brought together in a detailed and reflexive manner embedded within a postmodern and critical tradition. The cases upon which the dissertation constructs the

argument are very good examples that illustrate the complicated intricacies of dynamic power relationships, intervention and, above all, participation”. Linje Manyozo considered it to be ‘an excellent study that brings together a complex matrix of theoretical trajectories (social psychology, development communication, sociology and cultural studies) in order to unpack the questions of becoming, empowerment and participation”.



(Left to right) Dr Miguel Imas, Dr Jackie Shaw, Professor Patrick Humphreys, Dr Linje Manyozo Mlauzi

With regard to impact, Miguel Imas claimed: “I believe this dissertation makes an important contribution to the social sciences. It moves the potential space of how to conduct research and apply extremely complex philosophical ideas, constructing and presenting them in lucid and highly critical and reflexive manner. Empowerment and participation are central topics today so it does not only contribute with a Deleuzian understanding of participation and empowerment but equally on how these ideas may impact our representations and interpretations when they are co-author with the communities that we study and serve. It offers more than just knowledge per se on the language of empowerment and participation, but an opportunity to explore the social foci of dynamic polyphonic flows, reflecting on the movements, discourses, metaphors, conflicts, resistance that are constantly emerging in the formation of an in-betweenness of participants”.

I was very gratified to receive a little bit of praise as well, in Linje Manyozo Mlauzi’s final comment in his report: “My congratulations to the supervisor (for inspiring the candidate to come up with this work) and to the candidate herself, for benefiting from the supervisor’s inspiration and direction”

*Patrick Humphreys*

## ISP Alumni: Who? Where? What would you like from ISP?

I am already known to many ISP alumni but let me introduce myself to those of you whom I haven't yet met. I am Jan Stockdale, until recently a full-time member of ISP staff. I am now part-time in the Institute – focusing on careers and alumni activity – but remain Dean of Undergraduate Studies in the School and Dean of University of London International Programmes at LSE.

LSE's Institute of Social Psychology has a large number of alumni who are involved in a wide range of professional and practitioner activities across the globe. In total we have records of 2,408 Alumni of whom 643 are based in London and 993 elsewhere in the UK.

Having been a member of the Social Psychology Community at LSE for many years – I won't say how many – I am very keen to develop and support initiatives that will both enhance ISP alumni's feeling of identity and belonging and which will provide a range of benefits – academic, social and practical.

As people with busy and demanding lives, it is all too easy to lose touch with your LSE contemporaries. Moreover, it is often difficult to find the time to link up with other alumni who might be useful contacts. We very much hope that you enjoy reading the ISP newsletter and that you will find it a useful source of information for both the current activities of the Institute, and for news of your fellow alumni.

We are also requesting your help. We would be very grateful if you could complete and submit our short email survey which aims to find out what kind of topics you would like to hear more about and when, and what other activities you would like the ISP to provide for alumni.

[http://www.psych.lse.ac.uk/surveys/isp\\_alumni\\_survey/#top](http://www.psych.lse.ac.uk/surveys/isp_alumni_survey/#top)

We want alumni to keep in contact and engage with the ISP and we hope that you will see this article and survey as first steps in reconnecting with the Institute. We are very keen to ensure that alumni have the opportunity of accessing certain privileges which we think will benefit you both personally and professionally. These include access to conference papers given by ISP staff, reserved seating for ISP public lectures at the School and invitations to ISP social events which will provide the opportunity for networking as well as fun!

We look forward to receiving your responses, and trust that we shall see you at some of the events we are planning for the future.

*Jan Stockdale*

## New OSP Alumni Network

Spearheaded by members of the MSc Organisational and Social Psychology (OSP) 2011/2012 class ("the Task Force"), a new OSP Alumni Network is taking shape. The Network seeks to establish a platform for both OSP alumni and existing students to share career opportunities, joint projects, current research in organisational psychology and open source new ideas with a like-minded community.

Thanks to the more than 100 survey respondents from OSP classes over the past decade, the Task Force identified and is currently working to enhance and streamline existing communication platforms, organise upcoming in-person networking events and developing new tools to make it as easy as possible to participate at whatever level suits you.

Below are the key initiatives to look for in the coming months, as well as what you can do today to get involved:

- On **LinkedIn and Facebook?** Join the OSP Alumni Network and look for updates in the coming weeks.



- **Mark your calendars for an OSP Alumni Happy Hour this autumn.** Some of the strongest survey feedback was in support of in-person networking events to sustain relationships and community created during study. In response, the Task Force is in the process of organising an international happy hour day with the flagship event based in London with satellite gatherings throughout the globe.

For more information on the Network, or if you are interested in hosting an event in your community, please email [OSPAlumniTaskForce@gmail.com](mailto:OSPAlumniTaskForce@gmail.com).



*OSP Alumni Network Task Force (pictured from left to right) Frieda K. Edgette (USA), Chris Yeh (Canada), Anjolie Kalsia (England, India), Steliana Kokonova (Bulgaria), Maz Saggu (Brunei), Amelia Theiler (Germany), Gerd Inger Aarnes (Norway) Mayanka Batra (India), David Lee (USA), Jennifer Stanzl (Germany). Not pictured: Hao Cheng (Taiwan), Vidya Venkataraman (India)*

## Alumni News

### Jennifer Sheehy-Skeffington, MSc Social Psychology 2005/6

Upon graduation, Jennifer worked as an intern in UCL's Constitution Unit (political psychology), and at Women for Women International (conflict studies), while waiting to take up a post at the Defence Science & Technology Laboratory (DSTL). At

DSTL from 2007-2009, Jennifer was appointed Social Psychologist and then Senior Strategic Analyst, charged with applying behavioral science research to better understanding the human side of conflict and violence. Jennifer was seconded to operational work at the Ministry of Defence and the Home Office, and represented the UK at international meetings of government psychologists. Currently, Jennifer is in her third year of a PhD in social psychology with Prof. Jim Sidanius at Harvard University, and is the first psychology Fellow of the Interdisciplinary Program in Inequality and Social Policy, hosted by the Harvard Kennedy School.

### Johannes Froehlich, MSc Organisational and Social Psychology 2005/6 – 2006/7

Currently a consultant in a global Human Capital Consultancy, Johannes has specialised in conducting valid and reliable research that informs talent decisions to improve overall organisational performance. This includes tailoring online survey processes for strategic decision-making and workforce insight, including survey design, data analysis and reporting, as well as executive presentations, action planning and feedback sessions, coaching, and design and delivery of training programmes for HR Business Partners and senior management.

In addition, Johannes is also a part-time PhD candidate at ISP focusing on the implementation and impact of collaboration technology on working relationships and workflow effectiveness.

### Toru Jhaveri, MSc Organisational and Social Psychology 2006/7

After her degree, Toru spent three years working as a qualitative researcher with Nielsen's Mumbai Unit. Following this experience Toru has been working as a strategic planner at one of India's top 5 advertising agencies, DDB Mudra. Toru goes back periodically to her undergraduate institute, St.Xavier's College, to conduct workshops and lecture series on qualitative research, advertising and culture. All of this has been fun but also wholly unexpected. Toru thinks the MSc

has been a strong foundation - not only in terms of the research methodologies that were taught, but also in terms of opening her mind to the different ways in which she can bring psychology and critical thinking to her work.

## **Dalija Hasanbegovic, MSc Social and Public Communication 2007/8**

After completing her MSc degree, Dalija headed the Business Development Department of Viola Communications Holding in the United Arab Emirates (2008-2011), and for the past 14 months she has been News Presenter at Al Jazeera Balkans, which is a part of the Al Jazeera Media Network, and the first regional news channel since the war in the 1990s.

Currently Dalija is a PhD Candidate at the University of Sarajevo, Department of Social Psychology doing a thesis on "Comparing the influence of psycho-social aspects of persuasion on attitude change".

## **Sarah Ramadhita, MSc Social and Cultural Psychology 2010/11**

After graduation Sarah moved to South East Asia to experience a change in surroundings and live in an unfamiliar part of the world. Despite having Indonesian nationality, Sarah has always lived in Europe or the US, and moving to South East Asia was a completely new experience. Sarah is now living in Jakarta, Indonesia and is working at the Ministry of Tourism and Creative Economy in the Republic of Indonesia as a research intern/associate conducting projects on exploring and compiling knowledge about Indonesian Art and Culture. Additionally, Sarah contributes editorial work for an online journal based in Jakarta which publishes in the realms of art, design, culture, music and cinema.

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[sramadhita@hotmail.com](mailto:sramadhita@hotmail.com)

## **Yangyang Fang, MSc Social and Cultural Psychology 2009/10**

Yangyang is currently mid-way through an MA in Art Therapy at New York University, exploring the more clinical side of psychology. Over the past Yangyang has worked in a psychiatric hospital in the Bronx, and next year intends to work in a public school in Chinatown. However, before that Yangyang will be doing an internship in Bolivia and working for the Dutch Media covering the London 2012 Olympics.

## **Mahym Orazmauhamedova, MSc Health, Community and Development 2008-2009**

Mahym is currently working for International Organization for Migration in Ashgabat. Mahym is the Officer-in-Charge for the IOM mission in Turkmenistan and is in charge of a team of five people. Much of the focus of their work is involved in combating human trafficking projects in Turkmenistan.

## **Lucia Chipoco, MSc Health, Community and Development 2009/10**

After finishing HCD, Lucia stayed in London for a year as a programme assistant for the Latin American section of a woman's rights NGO called Womankind. This experience helped Lucia strengthen her project management skills and understand the current state of international NGOs and funding for development projects. At the end of 2011, Lucia returned to Peru and is now working in the National Commission for Development and a Life without Drugs (DEVIDA), dealing with policy strategies and prevention. Lucia is in charge of developing a drug prevention programme for local councils in Lima. Lucia is excited about the possible outcomes of applying a community approach to the drug prevention programmes and is currently working on publishing an article related to her dissertation project with the help of one of her professors.

[luciachipoco@gmail.com](mailto:luciachipoco@gmail.com)

## Gideon Gorit, MSc Health, Community and Development 2008/9

The combination of public health and medicine in action is a theme that encapsulates Gideon's life and continues to define his professional career. This began in the Philippines and Papua New Guinea where, in addition to providing primary care and health education seminars, the goal was to create a culture of self-reliance by guiding local community members on how to manage and administer care themselves.

Over the next several years, he worked to enrich his knowledge of public health, solidifying his belief that disease-based acute care intervention cannot sufficiently address all dimensions of health. Through courses at the London School of Hygiene and Tropical

These experiences eventually led him to Professor Campbell and the MSc in Health, Community and Development (HCD). This refreshing and innovative course demonstrated that the success of a health intervention or program is dependent upon actively engaging the community through community participation and collective action. Professor Campbell's lessons and theories provide several avenues from which to approach communities to improve well-being, combat disease, and to build what she likes to call 'health-enabling' environments. The course essentially gave Gideon an entirely new lens and framework through which to view health, and as a result, he describes now being able to see the vast amount of potential opportunities for any health program he will serve in the future.



*Gideon (front, left) and the UCLA SRHC team at the New Image Emergency Shelter*

Medicine, he developed a nuanced understanding of how social, cultural, political, environmental, and economic factors can affect health. During this time, he developed a desire to understand why certain public health interventions did or did not work, and how to improve outcomes in these interventions. He began to reflect upon his previous work with underserved communities in Los Angeles through the UCLA Mobile Clinic Project and Asian Pacific American Health CARE. These two projects demonstrated the vastly different needs, problems, and challenges of a given community, even those separated only by a short distance.

Currently, he is applying what he has learned to his work as administrative chief with the UCLA Student Run Homeless Clinics (SRHC). Working with two distinct communities – the medical students and local underserved communities of Los Angeles County – has both been a challenge and a blessing. Several exciting projects are underway, including a mental health project and smoking cessation support group. Gideon says it has truly been a pleasure to be a part of this organization

during this past year and watch it grow and expand with some of the principles of HCD intertwined.

In addition, he is looking forward to starting his residency in family medicine and welcomes the new challenges and experiences this time of his life will present. As a family physician he will continue to aspire to create a system in which disease prevention, health promotion, and community are all fully integrated through a collective approach.

## Research & Projects

Here are a few highlights of work currently being undertaken by staff and students in the Institute:

### Sandra Jovchelovitch

Underground Sociabilities: Identity, Culture and Resistance in Marginalised Communities: as this project comes to its conclusion we have been as busy as ever. Highlights of our news include:

**Jacqueline Priego-Hernandez** has been now appointed as Research Officer to this project, continuing her contribution which she began in the role of occasional research assistant back in 2009. Jacqui is helping a great deal in the completion of the final report and will be working on the dissemination of the research.

In April 2012 Underground Sociabilities was invited to contribute its expertise to the FORUM on ART AND SOCIAL CHANGE, organised by the ROUNDHOUSE in Camden, one of London's premier art hubs, with a strong outreach programme. Jacqui presented the research and spoke at the Forum.

Our research findings will be launched at two one-day conferences in Rio de Janeiro and London, in September and November 2012, respectively.

The project has made it into the cover of the summer issue of LSE CONNECT, the School's magazine for alumni. Everyone fell in love with the beautiful children from the favela of Cantagalo in Rio de Janeiro!



[http://www2.lse.ac.uk/alumni/LSEConnect/LC\\_summer\\_2012.aspx](http://www2.lse.ac.uk/alumni/LSEConnect/LC_summer_2012.aspx)

Also, I just had some good news from the European Commission; my research on the social psychological dynamics of historical representations has received a COST grant for European research collaboration and networking; we have received approximately 15 million Euros (!) that will now be negotiated between all partners. I am one of the United Kingdom Managing Committee members and will be working directly with the UK research community on this topic, supported by the Department of Business, Innovation and Skills.

### Martin Bauer

The Visual Rhetoric project team has secured an HEIF5 grant for a three year project, funded for one year in the first instance. This project will put the promising LSE-LCC initiative of the last four years onto a permanent footing. The idea is to link up LSE staff and advanced PhD research with London College of Communication (LCC) designers who know how to design and animate information and who also make documentary films. The idea is to create a permanent exchange platform and to stimulate a culture change at LSE, where visualisation of research results, both qualitative and quantitative, becomes second nature for every project. However, rather than turning researchers into visual designers, we will stick to our LSE trade of robust evidence and mobilise the great competences that are developed elsewhere for visualisation. Former ISP PhD student, **Stavroula Tsirogianni** will lead this challenge on the LSE side, while Penny Hilton is our principle partner at LCC. I will oversee the project. A venture to keep an eye on.

### Alex Gillespie and Saadi Lahlou

Alex Gillespie and Saadi Lahlou have obtained an ESRC research grant to host a series of international seminars on the use of new technologies to record data from a first person perspective. The seminars will provide a platform for this burgeoning topic by bringing together social scientists, technology creators, and end users. The seminars will run throughout 2013, and the team is pleased to have appointed **Kevin Korti** as the Research Assistant on the project.



## Cathy Campbell

Cathy Campbell visited Cape Town in March to discuss her on-going work with a range of colleagues in psychology and psychiatry. Highlights of this trip included linking up with **Shose Kessi**, who did her PhD with Caroline Howarth in ISP, and is now a lecturer at the University of Cape Town. Shose's work will be included in Cathy and Flora's forthcoming special edition on community health psychology. Cathy also spent valuable time with Cal Volks and members of the University of Cape Town's HIV/AIDS Unit, a unit which frames its activities around Cathy's conceptualisation of the 'HIV-competent community'



*Cathy (centre) and colleagues from the University of Cape Town HIV/AIDS Unit*

## Flora Cornish

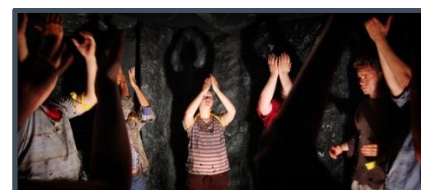
Impact of HCD Indian community mobilisation research: Flora has joined the Consortium Advisory Group for a major DfID-funded research programme, STRIVE (Structural Drivers of HIV/AIDS), based at LSHTM (2012-2018). She was invited to join in order to contribute her HCD expertise in qualitative comparative case studies and community mobilisation. Her input so far comes through an invited presentation to a capacity-building day, and participation in the first Consortium Advisory Group meeting. This research continues to be disseminated

in other settings via invited presentations (details of these in Conferences, Presentations and Workshops)

## Caroline Howarth and Eleni Andreouli

In April Caroline Howarth and Eleni Andreouli attended a BPS impact event that sought to bring together academics and practitioners working in the field of multiculturalism. Caroline and Eleni presented a paper entitled 'Has multiculturalism failed? The importance of lay knowledge' which drew on their current research on multiculturalism in English schools. Following on from that event, they set up a Multiculturalism Forum which aims to connect social researchers, academics and students working in the fields of multiculturalism, cultural equality and intercultural relations.

**Bringing some drama into the department:** Caroline Howarth has been working with the [Tin Horse Theatre company](#), who have been using social psychology to inform their work and produce some powerful pieces of theatre.



Tin Horse Theatre company, creators of innovative, interactive and site-specific theatre productions since 2007, have often devised shows around psychological ideas and theories, such as a production inspired by the Milgram Experiments and others looking at concepts of group belonging. The company have made work at venues including the V&A Museum and the Southbank Centre and over the past year have been working with vulnerable young people from [New Horizon Youth Centre](#) (NHYC).

In an Arts Council England supported project, Tin Horse Theatre will deliver a series of eight drop-in theatre workshops at NYHC in August, using resources from [Facing History and Ourselves](#) as stimulus to encourage the young people to engage with theories concerning identity and to relate them to their own lives. As part of this project Tin Horse Theatre are working with Dr Caroline Howarth over a series of consultation sessions looking at Social Categorisation Theory, Social Representation Theory and Social Identity Theory, which will help to inform the workshops.

These sessions have provided Tin Horse Theatre facilitators with a grounding and understanding of these social psychology theories, which will hopefully translate in the theatre workshops to give the young participants a greater insight into their own actions. The series of theatre workshops will culminate in the young people performing a devised piece at the [New Diorama Theatre](#) for a peer audience and invited guests. This project is also important for allowing Tin Horse Theatre to develop new processes for working with psychologists, something they hope to continue on future projects.

## Seminars

### Making sense of protest in 2011

**Flora Cornish**, with James Sevitt from Occupy London, organised an ISP staff student seminar, in the form of a film presentation and discussion, titled 'Making sense of protest in 2011' on 28 February. This was an opportunity for social psychologists to make sense of the new forms of protest emerging in 2011 in the form of the Occupy movement, the Indignados, and related protests around the world. A packed seminar room debated what was novel or familiar in the movements, the strategic value to a movement of operating without a central demand, and the significance of movements' grievances about the colonisation of politics and everyday life by capitalist economics.

Building on their fieldwork at the Occupy site at St Pauls, conducted as part of Flora's MY426 course, HCD students Kirsten van Reisen, Cristian Montenegro and Flavia Zaka, Flora Cornish and 2 representatives of Occupy are developing a research article which aims to rethink community mobilisation for health in the 21<sup>st</sup> century, stimulated by the challenging practices of the Occupy movement.

### Documentary Film Screening and Discussion with Director

In May, ISP hosted a screening of the first draft of a documentary film entitled: *Mind Zone: Therapists Behind the Front Lines*, followed by a discussion with the film's director, Dr Jan Haaken. The film follows soldiers assigned to an Army Combat Stress Control unit as they are deployed to Afghanistan to carry out two conflicting missions: preventing psychiatric casualties and maintaining the fighting forces. The documentary explores the ethical conflicts that arise as these soldier/therapists carry out their two missions on the battlefield, and probes the uses and abuses of psychology in modern soldiering.



*A psychologist works with a soldier in a scene from Mind Zone*

Dr. Haaken is professor emeritus of psychology at Portland State University, a clinical psychologist in private practice, and a documentary filmmaker. Haaken has published extensively in the areas of psychoanalysis and feminism, the psychology of storytelling, culture and memory, and group responses to violence and trauma. Her films include "Diamonds, Guns, and Rice," "Queens of Heart:

Community Therapists in Drag," "Moving to the Beat," "Guilty Except for Insanity," and "MIND ZONE: Therapists Behind the Front Lines." <http://www.mindzonemovie.com/>

Chaired by **Flora Cornish**, the screening was followed by a lively discussion of the social psychological elements of conformity, indoctrination, group dynamics and hierarchy, and debates regarding the ethical dilemmas arising for psychologists when confronted with the requirements of a military institution when these are at odds with individual patients' needs; and for filmmakers who have to tread the fine line of not abusing the trust of individuals who have allowed themselves to be filmed, while still being able to cast a critical eye on the implications of their actions. There was also some discussion of the extent to which a film should simply juxtapose competing perspectives on an issue, leaving the audience to make links and draw conclusions, or follow a more didactic approach, where a narrator spells out what the director and her team regard as the key moral and intellectual debates raised by the material.



*Jan Haaken and her son Caleb Heymann (Director of Photography), on location in Kandahar*

Dr Haaken and her work have received a great deal of attention in the US in the wake of the recent killing of several Afghan civilians by a US army soldier. For example, [http://www.democracynow.org/2012/3/16/mind\\_zone\\_new\\_film\\_tracks\\_therapists](http://www.democracynow.org/2012/3/16/mind_zone_new_film_tracks_therapists)

## The role of poverty, violence, social distancing and abjection in shaping the everyday lives of a growing urban underclass in New Zealand'

Darrin Hodgetts, former ISP lecturer, gave an inspirational talk on his Health, Community and Development work in New Zealand. An internationally acclaimed scholar-activist, Darrin conducts action research to facilitate conversations between senior government policy makers, journalists, NGOs and families living in poverty, in the interests of shifting negative and self-defeating policies and interventions. Key to his research has been his ability to develop profound human relationships with people living in the most diverse settings, from homeless men frequenting a library to newspaper editors and government officials. Chaired by **Flora Cornish**, the talk generated lively debate about the role of academics in transformative political change and the suitability of a 'grand plan' versus a 'muddle through' theory of change.

## Conferences, Workshops, and Presentations

**Saadi Lahlou** was invited to deliver a keynote speech on *Context and representations in activity: installation theory* at **The Fifth International Conference on Cognitive Science**, in Kaliningrad, Russia, June 19-23. <http://www.conf.cogsci.ru/eng/catalog.aspx?CatalogId=221>

His speech is summarised in the following abstract: Distributed cognition (Hutchins, 1995) shows how cognitive processes involve both internal (inside the body) and external (from the context) inputs, which are integrated by subjects as they perform their activities. The role of the context means that subjects do not need to embody *all* of the components of their activities, much as an actor only needs to know his own part in a play, with some cues from the other actors' utterances. This *scaffolding by the context* in



real activity explains why it is so difficult to get realistic accounts from subjects once they are outside of the context –a major limitation of classic psychological techniques.

To go beyond this limitation, we developed a new technique where we use two streams of data: a) recording of actual situated activity (obtained through a miniature videocamera –“subcam”- worn at eye-level by subjects as they perform naturally) and b) recording of contextualized explanations by the subjects as they watch their own subcam tapes (a process in which they access episodic memory (Tulving, 2002) and exhibit remarkable remembrance of cognitive states (Lahlou, 2011). This enables “peeling off” in great detail the various components of a given activity, and checking validity of interpretations with the subjects themselves.

Our analyses led us to propose a simplistic but handy model to describe the various components which influence activity: affordances of the context (Gibson, 1982); subject’s representations and other embodied skills; control by social institutions. These different components are studied by different disciplines and so the formalisms and scale of their models differ; therefore it is easier to take them into account as separate layers to study a given activity. Our crude model (“installation theory”) considers that culture creates local *installations* combining these three layers to nudge and scaffold human activity.

The three layers undergo an intertwined construction and evolution, where social representations (Moscovici, 2008) play a crucial role.

I describe the evolutionary logics of this installation as *a dual adaptive selection between representations and objects, monitored by institutions*. This clarifies the concrete mechanisms of social construction (Berger & Luckmann, 1967) but also of social representations themselves.

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#### **19th European Congress on Obesity**

**Lahlou, S.,** Urdapilleta, I., Pruzina, I., Catheline, J-M. (2012). *Changing behaviour : representation, practice and context. The case of obesity*. European Congress on Obesity (ECO 2012). Lyon, France, May 9-12, 2012.

**Lahlou, S.** *The social construction of scientific representations: a distributed process*. 11th International Conference on Social Representations, Evora, Portugal, June 25-28.

**Lahlou, S.,** Urdapilleta, I., Pruzina, I., Catheline, J-M. Obese people think and act as if they were larger than they are. British Psychological Society Social Psychology Conference. St. Andrews, August 20-23.

#### ***Engaging with practitioners and developing impact:***

**Caroline Howarth** was invited to present her current work on ‘Has Multiculturalism failed?’ at a very successful impact event organised by the British Psychological Society Social Section. This was attended by over 100 practitioners working in the areas of multiculturalism, cultural diversity and community relations. The response from delegates overwhelmingly positive as many felt there needed to be such events to make interconnections between academics, practitioners and policy-influencers. Eleni Andreouli co-presented alongside Caroline, and Teresa Whitney provided excellent conference assistance. We are planning a second practitioner-led event to take place at the LSE. For further information contact [c.s.howarth@lse.ac.uk](mailto:c.s.howarth@lse.ac.uk).

#### ***50 years of Social Representations Research: what next?***

**Caroline Howarth** organised a very successful conference to celebrate 50 years of SR research and to incite some thoughtful and constructive discussion on what our future objectives and ambitions should be as a community. The conference was structured in an unusual way with very short presentations (5 minutes) and longer spaces for discussion (1 hour), often bringing the established scholars and younger researchers side-by-side, and this allowed a very engaged, thoughtful and inclusive practice of exchange to develop. As one delegate commented: the conference “provide(s) a spur to think more deeply about how to mine the rich epistemology of social representations theory while maintaining an open approach and engaging meaningfully with contemporary social issues” (Madeleine Chapman).





Sara will be busy with conferences throughout the summer, with her next presentation being at the **11th International Conference on Social Representations** in Evora, Portugal, June 25-28, 2012. Her research focuses on improving health and HIV/AIDS service access for children in western Uganda, using a social representations theoretical approach.



Rochelle Burgess, Mi Zhao, Teresa Whitney, and Sara Belton at the 50<sup>th</sup> Anniversary of Social Representations Conference

**Cathy Campbell's** formal presentations have included:

- Campbell, C., Skovdal, M. (2012) Social mobilisation in context: factors facilitating the engagement of child carers and home-based carers in central and southern Africa. Invited talk to University of Stellenbosch, South Africa.
- Campbell, C. (2012) Towards an expanded role for communities in advancing the goals of the Movement for Global Mental Health. Department of Psychiatry, Medical School, Cape Town, 8 March.
- Campbell, C. (2012) To what extent has the global HIV/AIDS response opened up opportunities for agency in vulnerable communities? Department of Psychology, University of Cape Town Medical School, 9 March.

Recent work done by **Cathy Campbell**, **Morten Skovdal** and HCD alumnae **Kerry Scott** and **Mercy Nhamo** was featured in various meetings with international donors and policy makers in a range of settings, including the following:

- Gregson, S., Nyamakupa, C., Nhamo, M., Scott, K., Madanhire, C., Skovdal, M., Sherr, L., Campbell, C. (2012) Evaluation of the

community responses to HIV and AIDS: Building HIV competent communities: evidence from Zimbabwe. , Presented to DFID, World Bank and UK AIDS Consortium meeting: 'Investing in Communities to Achieve Results: Findings from the Evaluation of the Community Response to HIV and AIDS', 15-16 February, Standard Chartered Bank, London.

- Skovdal, M., Magutshwa-Zitha, S., Campbell, C., Nyamakupa, C., Gregson, S. (2012) *Similarities and Differences in the Community Response to HIV in Matabeleland South and Manicaland*. Presented at Zimbabwe stakeholders meeting: 'Evaluation of the Community Response to HIV/AIDS', 24 January, World Bank, Harare.

Other presentations included:

- Campbell, C., Skovdal, M. (2012) *Building HIV competent communities: comparative case studies from KZN and Western Kenya*. Invited talk to University of Bristol, Department of Social Policy. 29 February.

#### **BPS Qualitative Methods in Psychology symposium**

**Flora Cornish** organised a symposium titled 'Applied qualitative research as transformative communication', which developed the proposal that the application of research in practice succeeds to the extent that it engages communities and practitioners in transformative communication with the research, rather than seeks to disseminate knowledge to them. The symposium was very well attended and generated much interest.

Of the 4 presentations, **Cathy** and **Flora** contributed 2:

- Campbell, C. (2012) *Dissemination as intervention': using research report-backs to facilitate community responses to HIV/AIDS*. Qualitative Symposium at British Psychological Society Conference, London.
- Cornish, F. et al. (2012). *Dialogical workshops for sex workers, project funders and government officials in India: Towards knowledge-for-transformation*. BPS Qualitative Methods in Psychology Section conference, London, 18-20 April 2012.

Cornish, F. & Campbell, C. (2012). *Community mobilisation and structural interventions: Using comparative case studies to unpack processes*. STRIVE capacity-building meeting, LSHTM, London, 25 January.

Cornish, F. (2012). *From brothel to boardroom: Prospects for community leadership of Indian HIV interventions in the context of global funding practices*. Institute for International Health & Development Seminar Series, Queen Margaret University, Edinburgh, 28 March.

Cornish, F. (2012). *From brothel to boardroom: Multi-sited ethnography and leadership of community HIV interventions in India*. Seminar to London Medical Sociology Group, London, 13 June.

**Simon Evans** attended and presented at *Virtual Worlds Research Network 2012* (VRNW 2012, <http://www.vwrn.org/>), the inaugural conference for a new network for people who conduct research in virtual worlds (i.e. graphical environments, accessed via the Internet, e.g. Second Life, Worlds of Warcraft). It was held at the University of Edinburgh, May 16th-18th. Simon spoke on the topic of *Towards a Social Psychological Understanding of the Self in Contemporary Society* and discussed how his present research seeks to understand the impact of virtual experiences on our understanding of Self.

With many other ISP colleagues, **Sandra Jovchelovitch** attended the **12th International Conference on Social Representations** in Evora, Portugal, 25th-28th June. She was a key commentator on the keynote speech delivered by Professor Angela Arruda, whom Sandra greatly admires. She will also participate in a **Conference Symposium on Common Sense**, with Ivana Marková, Jaan Valsiner and José Jesuino Jorge. And last but not least, the *History and Psychology* group will have a symposium presenting the research that has been on-going at the Institute over the last five years. Sandra will be delivering a paper on *History and Social Psychology: Crafting a Conversation*.

**Sandra Jovchelovitch** will deliver a keynote speech at the **5th Ibero-American Congress on Qualitative Research on Health**, taking place in Lisbon between 11-13 October 2012. The conference focuses on *The*

*Circulation of Knowledge and Challenges to Health*. Sandra says she is looking forward to this event and to meeting colleagues working with qualitative approaches to health.

### **Public Communication of Science and Technology.**

The bi-annual meeting of the world's science communicators met in Florence, 18-20 April. Some 800 people gathered, and took part in a symposium to celebrate 20 years of the journal *Public Understanding of Science*, of which **Martin Bauer** is currently editor-in-chief. All four previous editors addressed the plenum with thoughts about the future of public understanding of science and its issues.



Left to right: Bruce Lewenstein (Cornell), John Durant (MIT), Suzanne de Cheveigne (Marseillle, Chair of session), Edna Einsiedel (Calgary), Martin W Bauer (LSE)

**Mapping the cultural authority of science.** On 24-26 April, **Martin Bauer** and 18 colleagues from China (REN Fujun et al.), Brazil (Carlos Vogt et al), Italy (Federico Neresini et al), Turkey (A Suredem et al.) and the UK met at ISP (in S306) for a kick-start meeting to a collaboration for which we all hope funding will be forthcoming later this year. British Council knowledge transfer money brought us together to establish the state of the art and to map routes of development for text capture and mining techniques, that would us allow to monitor the mass media coverage of science-related news in several languages. We were assessing progress on two prototype software systems developed in Brazil (SAPO) and in Italy (SMM). Our Chinese colleagues gave the PUS seminar on Wednesday night, 'Assessing



the culture of science in China', to a full house. Our former visiting PhD student, Liu Xuan, has proved an important link in this collaboration with China, which has resulted in exciting developments to assess and compare the social representation of science across different contexts.

### **HCD Mini-Conference**

On June 24<sup>th</sup> the HCD Group held the 7<sup>th</sup> Annual HCD Mini Conference, with presentations from 10 MSc students, drawing on their evolving MSc dissertation research. Papers reported on a mix of theoretical, empirical, methodological, historical and socio-political approaches to research in Chile, Argentina, the USA, Canada, Uganda and the UK. Foci of the day's discussions included the use of sensecam, eating behaviours, ethnicity, community health movements, various social mobilisation and microfinance programmes – with informant groups including survivors of mental illness and learning disability, drug abuse, city dwellers, Laundromat users and travellers.

### **Getting Published**

In the light of growing pressures on PhD students to leave the LSE with academic publications, **Cathy Campbell** has been piloting a *Getting Published* workshop with two senior PhD students, **Rochelle Burgess** and **Johannes Riecken**, in the past term. Rochelle has been writing up her work on community mental health in South Africa, and Johannes his work on the use of the sub-cam method to improve policing in the UK. Johannes and Cathy are hoping to develop this pilot project into a structured programme where post-upgrade students team up in pairs to support one another in producing papers – anchored to an hourly weekly seminar. Participation will involve a commitment of five hours per week to complete a single paper in a one term elective.

Good news is that **Eleanor Campbell** (HCD 2010-11) has written up her MSc dissertation research into a journal article, which has been accepted for publication in the journal *Children's Geographies*. This is a journal with an impact factor of 1.83, so this is no small achievement for an MSc student. Eleanor's research focused on Ethiopian scholars'

understandings of climate change. In the acceptance email, the editor of the journal congratulated Eleanor on the quality of the paper, saying it was unusual for a paper to be accepted by the journal with so few revisions.



*Eleanor leads a focus group for her Ethiopian climate change research*

## **Publications**

### **JOURNALS**

Lahlou, S. (2011.) L'effet du contexte dans la mise en pratique des représentations. *Educação e Cultura Contemporânea*, 7, 129-156.

Lahlou, S. (2011). How can we capture the subject's perspective? An evidence-based approach for the social scientist. *Social Science Information*. 50, 607-655

Lahlou, S. ABRIC, J-C. (2011). What are the "elements" of a representation? *Papers on Social Representations*, 2, 10. ISSN 1021-5573. <http://www.psych.lse.ac.uk/psr/>

Glăveanu, V.P., & Lahlou, S. (2012). Through the creator's eyes: Using the subjective camera to study craft creativity. *Creativity Research Journal*, 24, 152-162. doi:10.1080/10400419.2012.677293. <http://www.tandfonline.com/doi/pdf/10.1080/10400419.2012.677293>



Schonhardt-Bailey, C., Yager, E., Lahlou, S. (2012) Yes, Ronald Reagan's rhetoric was unique—but statistically, how unique? *Presidential Studies Quarterly*.

Gillespie, A. (2012). Position exchange: The social development of agency. *New Ideas in Psychology*, 30, 32–46.

Gillespie, A., Howarth, C., & Cornish, F. (2012). Four problems for researchers using social categories. *Culture and psychology*, 18(3).

Gillespie, A., Best, C., & O'Neill, B. (2012). Cognitive function and assistive technology for cognition: a systematic review. *Journal of the International Neuropsychological Society*, 18, 1–19.

Bauer M.W. & Howard, S. (2012). Public Understanding of Science – a peer-review journal for turbulent times, *Public Understanding of Science*, 21, 3, 258-267.

Campbell, C., Cornish, F. and Skovdal, M. (Guest Editors) (2012) Using scale to think about HIV/AIDS interventions: local and global dimensions. Special Edition of *Health and Place*. 18 (3), 447-694.  
<http://www.sciencedirect.com/science/journal/13538292/18/3>

Campbell, C., Cornish, F., Skovdal, M. (2012) Local pain, global prescriptions? Using scale to analyse the globalisation of the HIV/AIDS response. Guest Editors Introduction. *Health and Place* 18(3):447–452.  
<http://www.sciencedirect.com/science/article/pii/S1353829211002036>

Campbell, C., Nair, Y. et al., (2012) Dissemination as Intervention: Building Local HIV Competence through the Report Back of Research Findings to a South African Rural Community. *Antipode*. 44 (3), 702–724.  
<http://onlinelibrary.wiley.com/doi/10.1111/j.1467-8330.2011.00938.x/full>

Campbell, C., Skovdal, M. et al. (2012) Building adherence-competent communities: Factors promoting children's adherence to anti-retroviral

HIV/AIDS treatment in rural Zimbabwe. *Health and Place*, 18(2), 123-131.  
<http://www.sciencedirect.com/science/article/pii/S1353829211001249>

Campbell, C., Skovdal, M. et al. (2012) Can AIDS stigma be reduced to poverty stigma? Exploring Zimbabwean children's representations of poverty and AIDS. *Child: Care, Health and Development*.  
<http://onlinelibrary.wiley.com/doi/10.1111/j.1365-2214.2011.01311.x/full>

Flora Cornish, Catherine Campbell et al. (2012) From brothel to boardroom: Prospects for community leadership of Indian HIV interventions in the context of global funding practices. *Health and Place*.  
<http://www.sciencedirect.com/science/article/pii/S1353829211001584>

Campbell, C., Cornish, F. (2012) How Can Community Health Programmes Build Enabling Environments for Transformative Communication? Experiences from India and South Africa. *AIDS and Behaviour*. 16 (4), 847-857.

Scott, K., Campbell, C., et al. (2012) “What can companies do to support HIV-positive workers? Recommendations for medium and large sized African workplaces” *International Journal of Workplace Health Management*.

Skovdal, M. and Abebe, T. (2012) Reflexivity and dialogue: Addressing methodological and socio-ethical dilemmas in research with HIV-affected children in East Africa. *Ethics, Policy and Environment* 15(1),77-96.

Skovdal, M. (2012) Towards a Social Psychology of Aid. *Journal of Health Psychology* 17(3),469-461.

Sammut, G. (2012) The immigrants' point of view: Acculturation, social judgment, and the relative propensity to take the perspective of the other. *Culture & Psychology* 18: 184-197.

Sammut, G. & Sartawi, M. (2012) Perspective-Taking and the Attribution of Ignorance. *Journal for the Theory of Social Behaviour* 42: 181-200.

## Special edition of Health and Place

In May this year, Cathy Campbell, Flora Cornish and Morten Skovdal's special issue of Health and Place was finally published. Entitled *Using scale to analyse the globalisation of the HIV response*, the special issue is the outcome of an international workshop convened by the Health, Community and Development group at the LSE 18 months ago. The aim of the workshop was to develop synergies between social psychologists, anthropologists and geographers – in developing the concepts of 'space' and 'scale' in the service of constituting local-global relations as a problem space for health research. The special section includes papers by colleagues from the US, the UK and India, reporting on research conducted in Burundi, Cambodia, India, Nigeria, the US and London.

## Frequently cited papers

Cathy Campbell and Flora Cornish's Introduction to their special issue of AIDS Care (IR = 1.5) was one of the journal's three most frequently downloaded papers last year. Cathy and Morten Skovdal's paper on child ART adherence in Zimbabwe in Health and Place has been one of the journal's three most frequently downloaded papers since it came out in May. Skovdal et al's paper on community-based capital cash transfers in Vulnerable Children and Youth Studies, is the second most cited paper of the journal.

## BOOK CHAPTERS

Lahlou, S. (2011) Socio-cognitive Issues in Human-Centered Design for the Real World. In Guy Boy (ed.) *The Handbook of Human-Machine Interaction*. Burlington (VT) and Farnham (UK): Ashgate. 2011, pp. 165-188. SBN: 978-0-7546-7580-8 (hbk).

Lahlou, S. (2011). Difusão de representações e inteligência coletiva distribuída. In: Angela Maria de Oliveira Almeida, Maria de Fatima de Souza Santos and Zeiji Araujo Trindade (eds.) *Teoria das Representações sociais - 50 anos*. Rio de Janeiro: TechnoPolitik Editora & UERJ, pp. 59-97.

Lahlou, S. (in press) Innovation, Social representations, and Technology. In Risa Permanadeli (ed.). *Alternative Production of Knowledge and Social Representations*. Jakarta, Indonesia: University of Jakarta Press, Graduate School of European Regional Studies.

Howarth, C., Wagner, W., Kessi, S. and Sen, R. (forthcoming) The politics of moving beyond prejudice: A comment on Dixon, Levine, Reicher and Durrheim. *Behavioral and Brain Sciences*.

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

Howarth, C., Nicholson, C. & Whitney, T. (Forthcoming) Stigma. *Encyclopaedia of Race and Racism*.

Andreouli, E. and Howarth, C. (Forthcoming) National identity and immigration: putting identity in context. *Journal for the Theory of Social Behaviour*.

Gillespie, A., Howarth, C. & Cornish, F. (Forthcoming) Four Problems for Researchers Using Social Categories. *Culture and Psychology*.

Wagner, W., Sen, R., Permanadeli, R. and Howarth, C. (Forthcoming). The Veil and Muslim Women's Identity: Cultural Pressures and Resistance to Stereotyping *Culture & Psychology*.

Gillespie, A., Kadianaki, I., & O'Sullivan-Lago, R. (2012). Encountering alterity: geographic and semantic movements. In J. Valsiner (Ed.), *The Oxford handbook of culture and psychology*. Oxford: Oxford University Press.

Bauer M.W. (2012) Science culture and its indicators, in: Schiele, B., Claessens, M., & Shi, S. (eds) *Science Communication in the World – a comparative approach*, NY, Springer, [chapter 20].

Cornish, F. (2012). Collectives may protest, but how do authorities respond? In B. Wagoner, E. Jensen & J.

Oldmeadow (Eds.) *Culture and social change: Transforming society through the power of ideas*. Charlotte, NC: Information Age Publishers.

## BOOKS

**Sandra Jovchelovitch:** Many of you will remember Gerard Duveen, whose untimely death in 2008 deprived social and developmental psychology of one of its most profound and original voices. Serge Moscovici, Brady Wagoner and myself are editors of a collection of Gerard's papers that is coming out with Routledge as *Development as a Social Process: Selected writings of Gerard Duveen*. The book should be out in the autumn. I am thrilled to see a selection of Gerard's work collected in one volume. Highlights of the book include a conversation between Gerard and Carol Gilligan on psychology, gender and qualitative research, as well as selected extracts from his early work.

**Saadi Lahlou:** My new book just came out: Lahlou, Saadi, Nosulenko, Valery, Samoylenko, Elena. (2012) *La numérisation du travail. Théories, méthodes et expérimentations*. Paris : Lavoisier, coll. EDF R&D, 327p.

Work is going digital. With the constant evolution of Information and Communication Technology (ICT), contemporary organizations, public and private, commercial and non-profit, must revamp their operating processes. This book gathers the theories and methods which help the researcher and the practitioner (consultant or manager) to understand, analyse, describe, design and support the digitization of work.

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<http://www.lavoisier.fr/livre/notice.asp?id=3LKW2OAR3KOWB>

Lahlou, S. (ed.). (2011) *System Innovation for Sustainability 4: Case Studies in Sustainable Consumption and Production - Energy Use and the Built Environment*. Sheffield: Greenleaf, 2011. 288p. (Chapters by S. Lahlou, A. Tukker, M. Charter & T. Woolman; H. Szejnwald-Brown & P. J. Vergragt; R.

Wimmer & M.J. Kang; R. Wuestenhagen; J. P. Thorp; I. Kaltenecker & A. Tisch; V. Loftness, V. Hartkopf, A. Aziz, M. Snyder, J. Choi & X. Yang; C. Fischer; F. Reusswig, S. Lorek, D. & D. Fuchs). ISBN-13: 978-1906093259

## VIDEOS

**Ly Voo** from the ISP Multimedia Workshop has produced a video of the on-going use of PHOTOVOICE as a tool for action research and community mobilisation by Health, Community and Development researchers. Chaired by **Cathy Campbell**, the video showcases the use of Photovoice by **Cathy Vaughan** in Papua New Guinea, **Robin Sutherland** in rural Canada and **Morten Skovdal** in Kenya. The video is accessible via multiple outlets including YouTube, iTunes and the LSE video library.

<http://www2.lse.ac.uk/newsAndMedia/videoAndAudio/channels/socialPsychology/player.aspx?id=1503>



Cathy Vaughan and Morten Skovdal

**Lahlou, Saadi.** *The future / social sciences*. 50 years of Social Science Information Silver Jubilee "Social Sciences of the Future". Paris, 21<sup>st</sup> October 2011 (invited talk):

<http://www.youtube.com/watch?v=eR4q7d4bpto>

Note: this video is in French. Well, it was in Paris...

As a new addition to the Newsletter, we wanted to provide a space where PhD students could talk about their current research. Rather fortuitously, we have ended up with three students at different stages of the PhD journey: Daniel Phleger is at the beginning of the process, having started his PhD this academic year, and has just completed his first fieldwork trip; Simon Evans is further along, having already conducted extensive research, published, and presented at academic conferences; and Vlad Glaveanu is preparing for his Viva, having enjoyed a very successful journey indeed, as you shall see. We hope you enjoy reading about their experiences, and look forward to including more PhD research adventures in future issues of the Newsletter.

## Daniel Phleger: Cognitive polyphasia and the duality of Cuban daily experience

When I first came across Moscovici's (1976) concept of cognitive polyphasia a couple of years ago I felt both perplexed and astonished. It was an idea that seemed so very different from the things that I had been told during my initial psychological training at UCL, which had portrayed human cognition in a rather simple and clear-cut fashion. Cognitive polyphasia, on the other hand, suggested that the processes through which we make sense of our everyday reality are often much more complex, and that people may hold and use different representations that carry contradictory meanings (Wagner et al., 2000). While I still struggled to understand the full meaning and the implications of the idea, it also strongly reminded me of the seemingly contradictory modes of being that I had encountered in my mother's homeland Cuba.

During my frequent journeys to Cuba people have told me about the complexity and, sometimes, difficulty of negotiating and balancing the formal demands imposed on them by their socialist state (i.e. to become a self-less, altruistic New Man like Che Guevara; see photo), and the more informal necessity to make ends meet in their everyday reality. To give a more concrete example, although almost everyone had to engage in informal practices such as frequenting the black market or even stealing from the state to secure their day-to-day survival

(behaviours that were in apparent opposition of their state's requirements), people at the same time have continued to rather dutifully fulfil the various formal obligations expected from them by their state (e.g. voluntary work, chanting their support for the revolution during mass manifestations etc.). While this would not be very surprising in itself (i.e. when considering Cuba's authoritarian government), what struck me was that people did not seem to suffer from an inner conflict when engaging in what from the outside appeared to be contradictory, rival modes of being. Moreover, from the perspective of a social psychologist this also made me wonder whether this aspect of Cuban social life could indeed be an instance of what has been termed cognitive polyphasia.



*Vivimos con tu ejemplo (We live with your [shining] example)*

To better grasp this and other aspects of Cuban reality I have recently returned to the island as part of my PhD fieldwork. During the three weeks I spent there I had the chance to interview 29 people from different strata of Cuban society. For the purpose of the present expose, however, I will confine myself to one particularly interestingly phrased account that was given to me by one of the female interviewees. "Laura", her real name was changed for the sake of anonymity, reported that although she was still fond of the revolution and supported great parts of her state's ideology, she (as so many of her compatriots) had engaged in various informal practices, including frequenting the black market and stealing from the



state. While she recognized that this was wrong on a conceptual level (her words), she opined that this was not the case on an everyday, experiential level as it signified the only way to secure survival. Laura's rationalization for this seemingly contradictory behaviour is one that was shared by many of the other interviewees who took part in this initial study. Although many acknowledged that there was indeed a tension between their state's demands and those encountered in their everyday struggle (something that in the Cuban context is generally referred to as "double moral"), the great majority reported feeling no inner conflict. Quite recently, this tension between these two contrasting modes of being has also been subject to a rather telling installation for the 2012 Havana Biennale, which according to the author symbolizes the "duality of people's ideal and real life". It is this duality that I plan to further explore for the remainder of my PhD, placing a particular focus on its association with cognitive polyphasia and the way it may have affected Cuban people's self-construal.

## Simon Evans: Fearless Research in Other Worlds

While it is not uncommon for students based in the ISP to travel to far-flung places in the name of research, it is unusual for them to assume a completely new identity and travel to other worlds. However, this is exactly what I am currently doing. For my PhD thesis, I am exploring the impact that virtual worlds are having on how we can theorise the Self. Virtual worlds are graphical online environments such as Second Life, World of Warcraft, and Sim Social, where people use avatars to interact with each other and to participate in social events, role-playing games, even educational and commercial endeavours. One element of my research is to use my own avatar, Fearless Foulshane, to meet with people online and in Second Life, where I have built the Fearless Research Centre. Here he holds one-to-one interviews and group discussions and talks to people about the huge variety of experiences that they have online.

I am always interested in talking to people who use virtual worlds and online games. So, if you are

interested in my work or meeting up with Fearless in Second Life, then both of us would be pleased to hear from you! You can find more information on the website <http://personal.lse.ac.uk/evanss/>, email Simon at [s.evans@lse.ac.uk](mailto:s.evans@lse.ac.uk), or find Fearless in Second Life at the Fearless Research Centre (<http://maps.secondlife.com/secondlife/Melicio%20Isle/166/57/21>; you will need to have a Second Life account and avatar to visit the Research Centre).



Simon in "real life"



Fearless in Second Life



The Fearless Research Centre

## Vlad Glaveanu: Journey's end, new beginnings

Here I am, with the end of the PhD road in sight, an excellent moment to look both back and ahead and share with you a few thoughts about my experience at the LSE. I first came to the LSE in 2007 to start an MSc in Social and Cultural Psychology, where being awarded the Himmelweit Prize at the end of these studies encouraged me to take a decisive new step on the way to a career in academia by pursuing a PhD.

As I grew up in a family with several artists, I have always been fascinated by the human capacity to create. So this became my topic: creativity. After much deliberation I came to the conclusion that all

the elements I wanted to explore were present in a well-known type of folk art that has to do with the decoration of eggs, usually for Easter, nowadays a craft practiced throughout the year by artisans in Northern Romania (particularly the region of Bucovina). And this is how my PhD took shape – an investigation of creativity in craft from a cultural psychology perspective.



Romanian Easter eggs

Vlad Glaveanu

Looking back, one thing I can say for sure about the four years of the PhD is that they were anything but boring. These were in fact the most wonderful four years I could ever hope for: being able to do the research I wanted (on what I like to call my ‘romantic’ PhD project), meeting so many interesting people, learning new things every day and writing... Yes, a lot of that but I guess it goes with the territory. I was very happy to teach from the first year of my PhD and, starting as a Graduate Teaching Assistant at the ISP, to become in my last year a Teaching Fellow for LSE100. Another activity I was very passionate about was trying to publish. Perhaps I took this task a little too seriously in fact and currently, at the end of four years, I am counting 23 articles and 2 book chapters, mostly on the topic of creativity. What I can say is that once you get past the first rejections it does get easier and there are so many things one learns from going through the process of peer-review.

I also looked for collaborations both inside and outside the School, and spent one term as a visiting PhD student at Universite Paris Descartes where I worked with a team doing creativity research. Our collaboration went so well that I continue to be an associate researcher at this centre – which

incidentally includes the perk of visiting the ‘City of Lights’ once in a while.

As I was to find out, the topic of creativity is not only interesting for them but for a series of other centres and universities. And this is how I come to the ‘new beginnings’ part of my story. In the first weeks of June I visited Aalborg University in Denmark, gave a talk, and was offered an Associate Professorship starting in September. What is more, the main reason for going to Aalborg is to develop my work on creativity which will include teaching two creativity courses, co-organising a research group on the topic and a big creativity conference that will take place in 2013 (and I take the opportunity to invite you all to this event: <http://www.ihsr.aau.dk/>). In Aalborg I will be working with Jaan Valsiner and a fantastic team of young academics who are ready to invest in creativity and cultural psychology research, exactly the two fields I am specialising in. Also in the next months we are applying for a major research grant to establish a Creativity Centre at the university so fingers crossed!

Reflecting on all these changes about to take place and the path that led to them I can’t but feel extremely grateful for the wonderful people I met throughout these years and for all the support I received from the School (including scholarships that allowed me to come and study in London) and from everyone at the ISP. I want to thank my supervisor, Sandra Jovchelovitch, for offering me excellent guidance during the whole period (starting with the MSc) and for being so patient with me and my rushed way of doing things (a ‘quality’ I am still trying to temper). My gratitude extends also to all the other members of staff for their advice and support and of course to my fellow PhD students with whom I shared the ups and downs, the joys and sorrows, but most of all the excitement of doing research.

I am moving soon but I will not stay away. The LSE has been an academic home for me and, as I am preparing to leave ‘home’, I know I will come back to visit from time to time. I can only hope my future work will do justice to the excellent training I received at the School and will allow me to continue the rich intellectual legacy of our discipline that is very much alive at the ISP.

**Louise Buhl Andersen** recently joined ISP as Research Officer on Cathy Campbell and Morten Skovdal's ESRC-DFID funded project on schools in Zimbabwe. Louise has degrees in anthropology and sociology from the Universities of Durham and Copenhagen. Her research experience includes a focus on child carers and home based carers in western Kenya, as well as lifestyle interventions to support pre-diabetic patients in Copenhagen. Louise will work with a team in Zimbabwe to conduct case studies of the way in which schools support AIDS affected children, focusing on the potential for schools to substitute as families when parents are ill or deceased.



*Louise Andersen in Harare with Manicaland Project team colleagues Claudius Madanhire (left) and Paradzai Mushore (right).*

We also welcomed ERASMUS student **Liliana Naumik** to the ISP. Liliana gained her Masters Degree in the Warsaw School of Social Sciences and Humanities, Department of Social Psychology in Wroclaw where she specialized in clinical psychology, but with a strong social psychology influence. She is currently pursuing her PhD in the same department, where her thesis, on the correlation between mortality salience, temporal orientation, and health-related behaviours, is being supervised by Professor Wieslaw Lukaszewski. With a keen interest in exploring mental disorders, addictions, and psychotherapy, Liliana has worked as a psychologist at the Alcohol Dependence Clinic in Kluczbork, and has also become a member of the local anti-domestic violence council.

### LSE STAFF GATHER BOTH PROMOTIONS AND AWARDS FOR TEACHING EXCELLENCE

In the past few months, ISP staff members have received various forms of institutional recognition from the school.

**Dr Lucia Garcia** successfully passed her 'Major Review', which means she now has tenure at the LSE. Dr Garcia has been responsible for our very successful and largest MSc in Organisational Psychology for a number of years. In addition to shouldering this very significant responsibility she has not only kept her research career going, but has also been awarded a very prestigious LSE prize for Teaching Excellence. At Major Review, the LSE Promotion Committee, evaluates "the extent of the lecturer's success and promise in research and scholarship, her academic merit and professional standing generally, the extent of her commitment and success in teaching, and the extent to which she has made a contribution to the work of the School." As part of the Tenure evaluation, 'commitment and success in teaching' is carefully considered and a few of the successful candidates are put forward for a Teaching Prize. Lucia is particularly well known for her clear lectures that combine theory and case material in an accessible way without any loss of analytical complexity. She uses state-of-the-art participatory methods to ensure that her lectures engage with students' interests and experience. Commenting on this prize, Dr Garcia said: "It has made me immensely proud as it is influenced heavily by our students through their teaching evaluations. As teaching is a process that I enjoy greatly and I am very enthusiastic about, this is a very welcomed recognition."

**Dr Caroline Howarth** has been promoted to Senior Lecturer. Over the past few years Caroline has been developing an impressive profile of work on the social psychology of intercultural relations. She is becoming increasingly internationally known as a scholar within the fields of multiculturalism, social identities, social representations and creative methodologies – with more and more researchers across the social sciences citing her work and also inviting her to participate in special issues and invited talks. She is becoming



known for a collaborative approach to doing research, which highlights issues of dialogue, context and engagement from the perspectives of research participants. This approach has also fed into her teaching and supervision and she continues to receive extremely positive feedback from colleagues, postgraduate and undergraduate students. In addition we have recently seen Caroline's commitment to collaboration and dialogue in her style of conference organisation, particularly at the Social Representations conference Caroline organised in March (see pages 12-13 ).

**Chris Tennant**, who has taught undergraduate classes on the PS102 course for the last 3 years has won his second teaching prize from the school – he was also awarded one last year. Chris says 'It's really interesting teaching the first year course because the students are transitioning from one style of learning to a new one. Typical of the LSE, students come from many different cultures and almost a third of the students on the course are actually in their 2nd or 3rd year of study: as a result the classes bring together a rich mix of intellectual approaches. Couple that with the advantages of social psychology as a discipline within a social sciences school, and as a teacher you can see students gain a broader and deeper understanding of their social world over the year.' Chris is now helping the Institute to update the PS102 course for future students.

**Vlad Glaveanu** was also awarded a teaching prize for his contribution to the LSE100 course. Vlad received a Departmental Teaching Commendation for his activity on LSE100 during the 2011/2012 academic session. Currently a Teaching Fellow on the course, Vlad teaches classes for first and second year undergraduates. LSE100 is the flagship programme of the institution (and by far the largest course taught at the School) aiming to introduce students to the basic skills of 'thinking like a social scientist'. It cuts across disciplinary boundaries and focuses on big debates in the social sciences around topics such as poverty, climate change, culture, end of the Cold War, financial crisis, population growth and intellectual property law. Vlad has been part of the LSE100 team from the first year of the course (starting January 2011).



*Present and past members of the LSE100 teaching team at the LSE Teaching Day 2012*

## **DIRECTOR'S AWARD WINNER 2012: DR CAROLINE HOWARTH**

Every year at the end-of-year-party (EOYP), the Institute gives the special award of the director of the Institute. This prize is awarded to a member of staff whose contribution to the Institute has been outstanding. The nominee receives the accrued esteem of the Institute members, and her/his portrait in the Himmelweit library gallery of fame, framed in an authentic Indian shrine blessed by the highest spiritual authorities. Finally he or she must also accept gracefully some cumbersome ethnographic artefact offered by the director of the Institute, as a part of the ritual.

This year the choice was especially difficult because there were so many good candidates, but finally the prize goes to **Dr Caroline Howarth**, in recognition of her outstanding achievements this year, namely:

- the successful convenorship of the collective flagship course, which under her leadership has now reached its final form incorporating MSc programme-tailored specific classes and the former Modern Psychology course, and has become the backbone of the ISP's teaching;



- her brave acceptance of the responsibility for *Methods*, a crucial but notoriously tricky issue;
- and finally, the splendid organisation of the conference “A half century of social representations” which celebrated both 50 years of the theory, and 20 years of the peer-reviewed journal *Papers on Social Representations*, of which she is the editor in chief. A total success and a demonstration that ISP is a main intellectual powerhouse for this theory.

The prize is supposed to match the nominee’s achievements and personality, and for Caroline this was easy: we all know her deep links with Australasia and the Pacific Islands. The cumbersome ethnographic artefact this year is a ceremonial necklace of the type worn at important events in some areas of Papua New Guinea.



It has been carved specifically for Dr Howarth, by (we are told, but is this true?) the master crafter of the Irian Jaya Secret Society of Sorcery and Witchcraft (IJ3SW). Anyway, it has been procured through a complex network of intermediaries which cannot be disclosed here for obvious reasons, and came attached with the following note:

“Here is the great witch necklace for Dr Caroline. It has been entitled with all usual magical properties and also with special empowerment for attraction of REF stars (this specifically by old medicine man from Astrolabe Bay who specially came 6 days by foot to

our village for doing this). This is a good necklace for a powerful woman. Handle with care and use in moderation”.

We are told that those familiar with Papuan semiotics will know that in some of the local cultures the pink inside of shells symbolizes psychology; and we are also told that the specific spiralling cut used in Dr Howarth’s necklace symbolizes social representations. This happens to be very appropriate for Dr Howarth. Congratulations, Caroline, on a well-deserved award.

*Saadi Lahlou*

## HCD End of Year Party

On June 26<sup>th</sup> the out-going HCD masters students attended the HCD end of year party at Cathy Campbell’s house. Particular thanks were given to Ellen McLeod, for her work as class representative and to Kirsten van Reisen and Rene Chestnut for the exceptional work they have put in to running the HCD Careers Programme over the last year, building on the model developed by Kelsey Beninger (HCD 2010-11).



*HCD party-goers celebrate the end of the academic year*

## And finally...

...a big thank you to everyone who contributed to this issue of the ISP Newsletter. Have a great summer, and we look forward to seeing many of you in the Institute at the start of the next academic year, and hope that those of you now leaving LSE will keep in touch – we look forward to hearing your news!