



Department of  
Social Psychology

**Welcome to the 15<sup>th</sup> issue of the Department of Social Psychology Newsletter.**

**Professor Cathy Campbell** incoming Head of Department introduces this edition, with a report from outgoing Head, **Professor Saadi Lahlou** who announces this year's winner of the staff **annual award** to staff.

Faculty news and recent publications includes an insight into recent work by **Professor Sandra Jovchelovitch** both in London and Brazil; **Professor Martin Bauer** at events in LSE and abroad; **Dr Caroline Howarth** and PSR ; **Dr Alex Gillepsie** and **Dr Ilka Gleibs**.

The department sadly announced the death of **Emeritus Professor Rob Farr** in October. Rob had played a major role at LSE for over twenty years; his obituary scans his life and influence reflecting the affection of all those who knew him.

A special report on **Health, Community and Development** and the work of Professor Cathy Campbell and her research team highlights work in sub-Saharan Africa and India, plus research developments in the UK.

Many congratulations to our **four new Social Psychology doctors** in 2013 as **four more PhD candidates** joined the department, whilst present **research students** report from the conference season. **And finally .....**

The next issue will be published in the summer of 2014, so for all those who might be interested in contributing, please email the editor Cathy: [C.G.Nicholson@lse.ac.uk](mailto:C.G.Nicholson@lse.ac.uk)

## Welcome by Cathy Campell, incoming Head of Department.

'This is a particularly exciting time to be coordinating Social Psychology. We have a crop of world-class students from all over the world, each bringing their own sparkle to our vibrant learning community. Both our masters and doctoral students continue to inspire and challenge us with their energy, creativity and talent. We are indeed privileged to be part of their education and development.

Saadi Lahlou left the department in extremely good shape, bringing in a crop of brilliant young colleagues who continue to bombard us with new ideas – refreshing our teaching, supervision and research in productive and innovative ways. Our most recent arrival is Frederic Basso, who is warmly welcomed. He will be working with Saadi to advance and expand our long-standing interest in the social psychology of economic life.

The 2014-15 year will be the 50<sup>th</sup> anniversary of our department. Sandra Jovchelovitch and Martin Bauer are leading a series of public lectures and one-day conferences to showcase our distinctive brand of societal psychology. One event will showcase the life and career of our late colleague Rob Farr, whose career enriched our department in multiple ways, and who is sadly missed after his recent death. Rob will be remembered through various events and publications, with Caroline Howarth playing a key role in taking these forward.

We are all working together to develop a more inclusive departmental management ethos, devolving decision-making from the Professoriate to the Staff Meeting, supported by a more representative Departmental Agenda Committee and a greater role for our Teaching Committee (led by Lucia Garcia) and Research Committee (led by Alex Gillespie).

This year sees the retirement of Steve Bennett after 40 years at the LSE. Steve has been a key support to many of us throughout our careers, and we will be very sad to see him go. His departure will go hand in hand with a proposed restructuring of the workshop, possibly in two new directions – one with a new multi-media external relations focus, and another that supports our growing expertise in behavioural research. Tom Reader and Alex Gillespie will be leading on this with Steve.

Tom and Jenevieve Mannell are dragging us into the 21<sup>st</sup> century with their work on the website, and initiatives such as a Social Psychology Twitter account, with technical input from Ly Voo. Developing and upgrading our external communication is an increasingly vital dimension of our work, and it's a relief to see this vital work in such capable and energetic hands.

Ilke Gleibs is skilfully steering our implementation of the school's new research ethics procedures, in between developing her new group dynamics course. Our ASC Teaching Review is in process. With Jan Stockdale's input, it's a great learning experience for all of us.

As ever, Daniel Linehan supported by Jacqui Crane and TerriAnn Fairclough continues to support our growth with his wonderfully effective and low key management style. We all benefit daily from Steve Gaskell's practical input. And we look forward to Bradley Franks' return from sabbatical later this year.

The rest of the newsletter will showcase some of our very pleasing research progress – new grants, publications, public engagement initiatives. All the best to everyone for a happy and productive year!

## Professor Saadi Lahlou, retiring Head of Dept, reports on his four years as Head

Social Psychology at LSE was created as a department at LSE in 1964 by the late Professor Hilde Himmelweit, and developed the discipline of *Societal Psychology*. Societal Psychology focuses on pressing real world issues: it investigates how psychological variables interact with societal processes. It adopts a systemic perspective on how psycho-social mechanisms operate in the cultural context of institutions, communities, societies and physical environments. Our approach can be described as:

- we are field psychologists, the world is our lab, we work on five continents and diverse communities - from AIDS patients in rural Africa, favelas dwellers in Rio, sex workers in India, to European air traffic controllers, French nuclear plant pilots and London Police officers..
- We see psychology as a social science; the social perspective and the context (material, cultural, triangle of mediation) are central to our approach and we take the historical context seriously;
- we are interested in the meso level and the interaction between the individual and collective;
- we use and develop specific investigation techniques as well as the classic experiments and quant / qual surveys: intervention, digital ethnography, participant observation and co-design; and
- we use these techniques in the perspective of understanding but also for changing the world in cooperation with stake-holders.

This empirical turn appears in our teaching as well as in research: all our students must prepare their dissertations based on field work. They are encouraged to think 'outside the box' and be motivated to become change agents. As the historical home of Societal Psychology, our department enjoys an outstanding international reputation and provides an intellectual focus for a wide research community of psychologists of social and cultural orientation. Teaching comprises of four MSC programmes, a doctoral programme and service undergraduate teaching to other units in the School. The department is actively engaged with the wider community, professionally and academically. It has a long tradition of using advanced digital techniques supported by a skilled multimedia lab and technicians, which are a unique resource compared to other social science units worldwide and an invaluable asset for teaching and research. Other assets of the department are its collegial spirit and its capacity to mobilize collective intelligence and its openness to collaboration with other disciplines.

The department has seen considerable change in the last four years. It regained independence from Sociology in 2010. Over half of the academic staff has been replaced and a clear narrative and common vision has been made explicit. In teaching, Methods and the PhD programme have deeply changed in orientation/selection and delivery. We constructed a common teaching core for our MSCs with the successful flagship “Societal Psychology” course series. New courses were created, new assessment techniques introduced, office hours doubled, reading groups made compulsory, group supervision hours added.

In research, new topics, new research methods, new fields of applications have appeared, for example within industry and internal collaboration has increased. Collaborative grant writing has developed with all staff receiving grants. Specific resources for digital ethnography were implemented (interview and editing rooms with video analysis server) and a digital archive was created and developed. We defragmented and re-installed our office and lab space to foster collaboration with augmented meeting rooms. We created or renovated rituals, governance structures and procedures (weekly “Research Tuesdays”, teaching and research committees, monthly professoriate meetings, research seminars).

### Teaching

We have very good teaching and student support, even if things can always be improved. The students themselves are a great resource to one another. Our strategy is to involve the students in the delivery of their learning experience by encouraging collaboration and support. We use electronic resources to support teaching and socialization. We must evolve to match growing demand within our new research fields. Recent illustrations include:

- continuous improvement of induction and group support e.g. pre-arrival enrolment in social network group; organisation and support of social/learning events for students;
- use of e-resources (systematic echo capture, TED links in reading lists);
- test of on-line “flip” lectures;
- enabling modularity with strong links of programmes to flagship, improvement of methods core and dissertation process;
- introduction of a successful Consumer Psychology 1/2 unit course (50+ students);

- appointment of a lecturer in economic/ social psychology (F. Basso, will join January 2014); and
- new policy of dual convenorship for programmes/courses to make sure they are research connected and robust (sabbaticals);

### Research

We have continued to expand successful search for grants, building collegial research involving students and encourage co-publication and grant writing as well as:

- weekly "research Tuesdays": all agendas are cleared from teaching while research seminars are concentrated on Tuesdays, with the research students; faculty stay and discuss till late over a drink;
- a paper co-signed by all staff (14 co-authors) about Societal Psychology, currently under review for *Social and Political Psychology*;
- using the PhD seminar for learning how to write a grant and how to write a paper, based on actual projects of staff (appreciated by all);
- new assessments producing case studies that also feed research;
- new selection criteria of PhD (topic must contribute to staff research); and
- renewed participation in the British Psychological Society (BPS).

### Head of Department's special annual prize awarded at the end of year party 2013 by Saadi Lahlou .

This prize, funded by the Head of Department, distinguishes a member of staff whose contribution has been exceptional during the preceding year. It comes with a gift which is supposed to have some symbolic dimension, and more important, the enshrinement of the distinguished individual's portrait in an antique Indian shrine. This shrine is then be placed in the Gallery of Honour in the Himmelweit Library, to bear testimony of the great achievements and sit alongside other prestigious past awardees. The previous recipients of the award have been Bradley Franks, Steve Bennett, and Caroline Howarth. This year again it was very difficult to choose an awardee because so many members have made great contributions, and I would like to thank everyone for this.

But I had to choose only one person, and the award goes to this year to [Daniel Linehan](#), our Department Manager.

Daniel is, as you know, the person who really runs this department. The convenor is only there for strategy, political or academic matters, sometimes for totemic purposes or more simply when the group needs some official figure to say 'no'. Daniel is always there, always perfect, and always solving the problems. He has had a hard time during my headship because not only did he have to run the department, but he also had to protect the department and the school against my blunders, and to instruct me as well. Because he is so continuously exceptional, we have all come to see his outstanding achievements as normal, and so do I. Therefore it is not for his "normal" outstanding achievements that the award goes to him this year, but for the amazing way in which he solved our space issues. After a series of obscure and complex negotiations with the estates office that took over a year, Daniel managed to secure substantial space in STC367, STC368, STC383. Thanks to this the Department's territory has now expanded.

Many thanks to you all as I bid my farewell for France for my sabbatical year. I look forward to being amongst you once again in 2014.

### Welcome to all our Masters students in the department for 2013 / 2014:

Registered as the following:

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

## FACULTY NEWS:

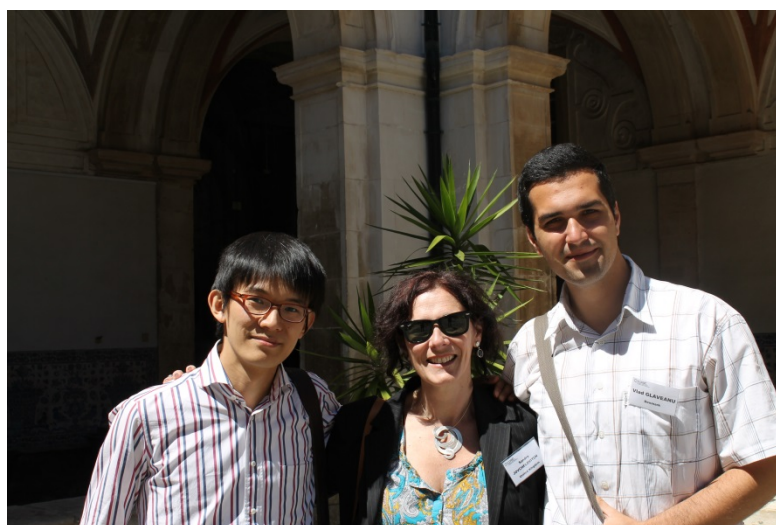
**PROFESSOR SANDRA JOVCHELOVITCH** In 2013 Sandra had an extremely busy and productive period, with the publication and international launch of a new book, a key note address in Brazil and a wide range of international engagements.

**World Economic Forum, Lima** In April, Sandra was invited to speak at the World Economic Forum on Latin America, which took place in Lima, Peru. With insights from her longstanding research *Underground Sociabilities*, she participated in the session titled **'Weaving the Social Fabric'**.



*Sandra at the round table 'Weaving the Social Fabric', WEF, Lima*

**COST Action, Coimbra, Portugal** In May, Sandra delivered the opening address to the first academic meeting of the European funded project on 'Social and psychological dynamics of historical representations in the enlarged European Union'. This is a continuing project linking social psychology and history, which she is developing with Vlad Glaveanu and Koji Yamamoto and seen with them below:



*Koji Yamamoto, Sandra and Vlad Glaveanu*



**Keynote Address and External Teaching in Brazil** In August, Sandra delivered a keynote address to the VI Brazilian Conference on Social Representations, where she spoke on *Social Representations and History in Narratives of the Brazilian Public Sphere*. Sandra was also a visiting professor at the Federal University of Rio Grande do Sul (UFRGS), under the auspices of the Brazilian National Research Council, where she taught a course on social representations in the Post-graduate Programme of Social and Institutional Psychology bringing together academics from sociology, psychology and public health.

**Communicating Bottom-up Social Development** Parallel to activities in Brazil, the new leg of Sandra's Underground Sociabilities project started also in August with the generous support of the LSE HEIF5 Fund. 'Communicating Bottom-up Social Development: A dialogue between the UK and Brazil' is a partnership with UNESCO-Brasilia Office that will disseminate findings from Underground Sociabilities, devolve knowledge to the favelas and establish a conversation between the UK and Brazil on issues of bottom-up social development. Dr Jacqueline Priego-Hernandez is Research Officer to the project.

**Underground Sociabilities, Book Launch** In October, Sandra and Jacqueline Priego-Hernández travelled to Brazil for the launch of the book on the Underground Sociabilities Project. Published by UNESCO, *Underground Sociabilities: Identity, Culture and Resistance in Rio de Janeiro's favelas* examines how favela communities, despite harsh conditions of living, poverty and segregation, have been able to mobilise local resources to resist exclusion, fight off marginalisation and rewrite relations between the favelas and the city. The book was published by UNESCO, launched simultaneously in Sao Paulo and Rio the Janeiro, and is available in [English](#) and [Portuguese](#).

**Urban Age / City Transformations, Rio de Janeiro** Sandra spoke at the Urban Age conference, organised by [LSE Cities](#) and published an article in the newspaper of the conference, which can be read [here](#).



*Sandra Jovchelovitch and Jacqueline Priego-Hernández during the book launch in Rio*

**External Teaching and Research, ISCTEE, Lisbon** In November Sandra delivered a lecture to the graduate programme in Health Psychology at ISCTE, Lisbon, where she also worked with Professor Paula Castro and her research lab on narrative and social representations.

New publications also include Jovchelovitch, S., Priego-Hernandez, J., & Glaveanu, V. P. (2013). Constructing public worlds: the impact of culture and socio-economic context on children's social representations of the public sphere. *Culture & Psychology*, 19(3), 323-347. This paper was written with two of her former students with data derived from the 'Children and the Public Sphere' project. [Click here](#) to read the full text via LSERO.

## Kids Company: A Diagnosis of the Organisation and its Interventions

Many of you will be familiar with **Kids Company**, a truly unique third sector organisation which supports some of the most vulnerable children and young people in the UK. Following from the international seminar on [\*Underground Sociabilities\*](#) in November 2012, an enriching collaboration between Sandra, her research team and Kids Company culminated in a research project to examine the effectiveness of the model of work of the charity. The final research report was launched as a one day conference at the Sheikh Zayed Theatre on the 26<sup>th</sup> September 2013. Sandra was joined by speakers and panellists including Kids Company's founder and Chief Executive Camila Batmanghelidjh, Frank Field MP, Sharon Hodgson MP, Commander Matt Bell, Professor Stephen Briggs, Charlotte Cecil, Professor Leon Feinstein, Dr Ernest Gralton, and Professor Corinne May-Chahal.

See: [http://eprints.lse.ac.uk/52856/1/Jovchelovitch\\_Kids\\_Company\\_Diagnosis\\_2013.pdf](http://eprints.lse.ac.uk/52856/1/Jovchelovitch_Kids_Company_Diagnosis_2013.pdf)  
[http://www.psych.lse.ac.uk/molecules\\_of\\_happiness/](http://www.psych.lse.ac.uk/molecules_of_happiness/)).

The lively debate highlighted the effectiveness of the work of Kids Company and opened up discussion on the role of neighbourhoods, community violence and schools in the lives of vulnerable children and the impact of trauma as well as ideas for how best to work with them and break the cycle of poverty.

Sandra's key message at the conference highlighted: "Our research found that the model of work of Kids Company achieves much for some of the most vulnerable and invisible populations of London. Its commitment and open door policy have guaranteed provision and support for thousands of children who are denied basic services and rights. But much remains to be done. Kids Company requires support from society and from the state to continue developing the excellence of its overall model of work." The conference and the LSE research were also featured on the 26<sup>th</sup> in the Evening Standard:

<http://www.standard.co.uk/news/crime/frontline-london-we-have-a-new-type-of-kid-on-the-block-they-kill-you-and-dont-even-run-away-8841238.html> and on the LSE's main website:

<http://www.lse.ac.uk/newsAndMedia/commentAndOpinion/2013/09/VulnerableChildren.aspx>



*Kids Company founder Camila Batmanghelidjh (centre) with Sandra (2<sup>nd</sup> right) and her support team*

## PROFESSOR MARTIN BAUER

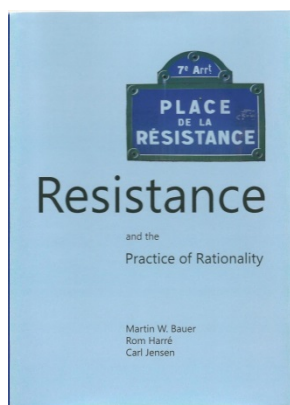
**Project MACAS** In July 2013, the international team of the MACAS project (Mapping the Cultural Authority of Science) met at the ISP for a 2-week mix of training and discussions. In various combinations, colleagues from the UK, Germany, Italy, Bulgaria, Rumania, Turkey, Switzerland, Mainland China and Taiwan discussed the construction of indicators of science culture in these various contexts. The project is supported by ICSSR-ANR-DFG-ESRC-NWO (2012-2015) to connect researchers from different disciplines and different countries who are involved in studies of public understanding and engagement of science, as evidenced in mass media discourses of science and the large-scale surveys of attitudes towards science and scientific issues. Thus the network mobilises and develops joint expertise not only in the UK, Germany and India (the main partners), but beyond to affiliated partners in Europe, China and Latin America for discourse analysis, computer-assisted text analysis, large scale survey research, and statistical techniques to track the cultural authority of science. The project will have a website up and running later this year to provide more information.



*Martin Bauer (2<sup>nd</sup> from left below) with colleagues from the MACAS project at LSE in July*







Bauer MW, R Harré & C Jensen (2013) (eds) **Rationality and the Practice of Resistance**, Newcastle, Cambridge Scholars Publishers (298pp) [ISBN 10: 1-4438-4626-0; June 2013].

This volume asks: to what extent are social scientific conceptions of 'resistance' sui generis, or borrowed from natural sciences by metaphor and analogy? To What extent do the social sciences continue to be a 'social tribology' lubricating a process of strategic change. Fifteen authors explore these questions from the point of view of different disciplines including physics, biology, social psychology, history of science and medicine,

legal theory, political science, policy studies, psychotherapy research and art theory. The books offers a unique panorama of concepts of resistance and examines the potential of a general 'resistology' across diverse practices of rationality.

Bauer MW and S Howard (2013) *The Culture of Science in Modern Spain: An Analysis across Time, Age Cohorts and Regions*. Bilbao: Fundación BBVA [ISBN-978-84-92937-44-8]

Franks B, Bangerter A & Bauer MW (2013) Conspiracy theories as quasi-religious mentality: an integrated account from cognitive science, social representations theory, and frame theory. *Frontiers of Psychology*, 4:424; doi: 10.3389/fpsyg.2013.00424

Bauer MW (2013a) The knowledge society favours science communication, but puts science journalism into a clinch, in: Baranger P and B Schiele (eds) *Science Communication Today – international perspectives, issues and strategies*, Journees Hubert-Curien, CNRS Edition, pp145-165.

Bauer MW (2013b) Social influence by artefacts: norms and objects as conflict zones, in: Sammut G, P Daanen and FM Moghaddam (eds) *Understanding the self and others. Explorations in inter-subjectivity and inter-objectivity*, London, Routledge, pp189-

Bauer MW (2013c) New technology: a social psychology of dis-inhibition and constraint, in: Bauer MW, R Harré and C Jensen (eds) *Rationality and the Practice of Resistance*, Cambridge Scholars Publishers, pp79-100.

**Lectures** Over the summer Martin gave three invited lectures in Brazil on topics related to his research and publication. At Federal University of Rio Grande do Sul (UFRGS) in Porto Alegre on '**Resistance and the Practice of Rationality**' (16<sup>th</sup> August 2013), at the Federal University of Minas Gerais, Belo Horizonte (UFMG) on '**The culture of science – disenchantment or re-enchantment**' (21<sup>st</sup> August 2013), and at the Jornada Social Representations in Recife (27 August) on '**Representing Science in public – the re-enchantment of an activity**'.

## DR CAROLINE HOWARTH



### Dr Caroline Howarth

gave a keynote for this interdisciplinary conference in Melbourne, Australia

8-10 December, 2013:

*The role of identity in the everyday politics of anti-racism.*

### 2013 publications

Howarth, C. and Ahmed, B. (2013) Race. In *Encyclopaedia of Critical Psychology*. Edited by Thomas Teo. New York: Springer.

Howarth, C., Campbell, C., Cornish, F., Franks, B., Garcia-Lorenzo, L., Gillespie, A., Gleibs, I., Goncalves-Portelinha, I., Jovchelovitch, S., Lahlou, S., Mannell, J., Reader, T., and Tennant, C. (2013) Insights from Societal Psychology: a contextual politics of societal change. *Journal of Social and Political Psychology*, 1: 364-384..

Andreouli, E., Howarth, C. and Sonn, C. (2013) Promoting inclusive communities in contexts of diversity. *Journal of Health Psychology*.

Howarth, C., Wagner, W., Magnusson, N. and Sammut, G. (2013) 'It's only other people who make me feel black': Acculturation, identity and agency in a multicultural community. *Political Psychology*.

Howarth, C. and Sammut, G. (2013) Social Representations. In *Encyclopaedia of Critical Psychology*. Edited by Thomas Teo. New York: Springer.

### New book soon to be published:

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

Many congratulations to Caroline and Clive on their happy wedding day in Sept with their children and friends



## Papers on Social Representations

The online journal Papers on Social Representations is doing extremely well and continues to attract high quality papers and a number of good proposals for special issues. As editor Caroline Howarth is delighted to announce some changes to the Editorial Board. Cathy Nicholson and Jane Roberts are now the editorial assistants, doing the vital job of managing the day-to-day business of the journal. Eleni Andreouli, Claudine Provencher, Susana Batel and Gail Moloney join Gordon Sammut and Juliet Foster as Associate Editors. The full editorial team also includes Isabelle Goncalves-Portelinha (as translations editor) and Wolfgang Wagner (as the founding editor). We need this bigger team as we are getting extremely busy. In fact we have concrete plans for special issues up to 2018! These will be on these topics:

- Semiotics, edited by Ruggero Ruggeri and Sergio Salvatore;
- Social imaginaries, edited by Angela Arruda, María A. Banchs, Martha de Alba and Risa Permanadeli;
- Identity in conflict zones, edited by Dina Frilling and Smadar Tuval;
- Themata, edited by Nicholas Smith, Babette Gekeler and Helen Joffe;
- Social change, edited by Ama de-Graft Aikins and Shose Kessi;
- Commentaries on the Handbook on Social Representations, edited by Gordon Sammut and Eleni Andreouli;
- Translated papers from Jean-Claude Abric, edited by Thémis Apostolidis and Lionel Dany; and
- Developments from Rob Farr's work, edited by Caroline Howarth.

For more information please see: <http://www.psych.lse.ac.uk/psr/>. If you would like to be involved in PSR in anyway, please contact Caroline.

## DR ALEX GILLESPIE

### 2013 Publications

Wagoner, B. & Gillespie, A. (In press). Sociocultural Mediators of Remembering: An Extension of Bartlett's Method of Repeated Reproduction. *British Journal of Social Psychology*.

Gillespie, A. & Zittoun, T. (2013). Meaning making in motion: Bodies and minds moving through institutional and semiotic structures. *Culture & Psychology*, 19, 518-532.

Whittaker, L. and Gillespie, A. (2013). Social Networking Sites: Mediating the Self and its Communities. *Journal of Community and Applied Social Psychology*, 23, 492-504.

Reader, T. & Gillespie, A. (In press). Patient neglect in 21st century healthcare institutions: a community health psychology perspective. *Journal of Health Psychology*.

Gillespie, A., Reader, T., Cornish, F. & Campbell, C. (In press). Beyond ideal speech situations: constrained communication can be adaptive in healthcare contexts. *Journal of Health Psychology*.

Gillespie, A. (2013). Nuclear brinkmanship: A study in non-linguistic communication. *Integrative Psychological and Behavioural Science*, 47, 492-508.

Reader, T. W., & Gillespie, A. (2013). Patient neglect in healthcare institutions: A systematic review and conceptual model. *BMC health services research*, 13(1), 156.

## DR. ILKA GLEIBS

The workshop, which is also organised by Dr Gerhard Reese, Université du Luxembourg; Jutta Proch, Friedrich-Schiller-University Jena, Germany; and Professor Dr Christopher Cohrs, Jacobs University Bremen, Germany, brings together researchers from a wider range of social sciences (sociology, political science, psychology) in order to analyse the dynamics of identification in a globalised world.

Specifically, the workshop aims to investigate how people perceive globalisation, and how they respond psychologically. The workshop will bring together researchers from nine countries and four continents to instigate and develop a theoretically sound perspective on the social and political psychology of globalisation.

## 2013 Publications

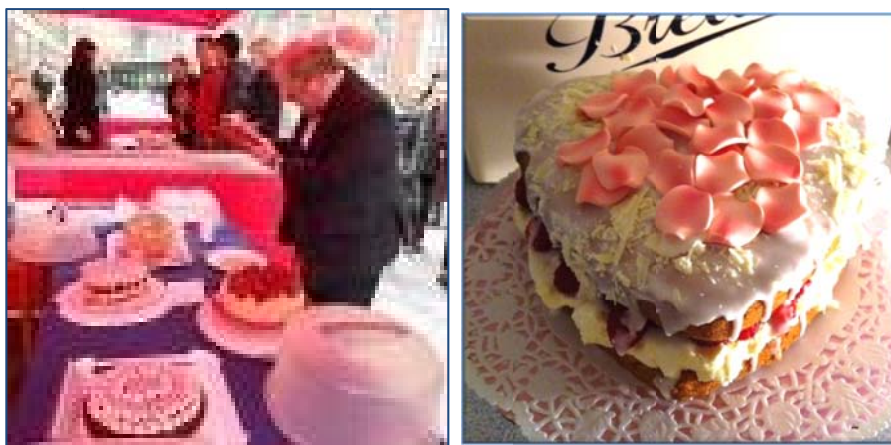
Haslam, C., Haslam, S.A., Knight, C., Gleibs, I.H., Ysseldyk, R., McCloskey, L.-G. (in press). Collective cognition in care: Using group decision-making to build social identity and enhance the cognitive performance of elderly care resident. *British Journal of Psychology*.

Gleibs, I. H., Taeuber, S., Viki, G.T., & Giessner, S. (2013). When what we get is not what we want: The role of announced versus desired integration patterns in support for mergers. *Social Psychology*, 44, 177-190.

Gleibs, I.H., Morton, T., Rabinovic, A., Haslam, S. A. & Helliwell, J. (2013). Unpacking the hedonic paradox: Whether happiness is predicted by economic or social capital depends on the context of identity-defining values. *British Journal of Social Psychology*, 52, 25-43.

For further faculty news and publications see: <http://www.lse.ac.uk/socialPsychology/faculty/Home.aspx>

JACQUELINE CRANE, MSc Programmes Administrator entered a cake as the 'Social Psychology Department Cake' at the Comic Relief bake-off at LSE and it won! Below is the evidence with Simon Underwood, the academic registrar, judging the cakes. Jacqueline writes: "I started a group on FACEBOOK called "Adventures in baking" back in 2010 which has grown to almost 40 members who share recipes and photos of their baking creations. I am currently saving up my spare pennies to pay to attend a Pâtisserie Workshop at the Le Cordon Bleu Institute later in the summer. Fingers crossed...



*Jacqueline Crane's winning cake at the LSE Comic Relief bake-off*



## OBITUARY

### Emeritus Professor Rob Farr, 1935-2013: A truly reflexive Social Psychologist



Professor Farr's influence over twenty years in the spheres of teaching and research in social psychology at LSE was instrumental in developing and shaping a tangible societal psychology that explores how human endeavour can be studied that reflects a capacity for a shared reflexivity within our contextual social worlds.

Rob was very much an international academic, one of the leading social psychologists in Europe whose quiet, steady and innovative influence encouraged a new generation of academics who have not only engaged with his work, but taken his approach and developed it further in exciting ways that even Rob may not have envisaged. The 2013 LSE Social Psychology faculty that have all been influenced by Rob's legacy, either as MSc students, doctoral students, or post doc researchers and notably Dept of Psychology faculty of Bauer, Campbell, Cornish, Franks, Garcia-Lorenzo, Gaskell, Gillespie, Gleibs, Goncalves-Portelinha, Howarth, Jovchelovitch, Lahlou, Mannell,

Provencher, Reader and Tennant. And this list becomes much longer when we take into account national and international social psychologists who regularly cite Rob's work that reflects his influence on societal themes that mingle with his theoretical and empirical approach.

Rob's career was as distinguished as any scholar of high international standing would suggest: from his undergraduate days reading Psychology in his home town of Belfast (Queen's) to Trinity College, Dublin, to Michigan University, through a Fulbright scholarship, followed by a career at The Ministry of Defence during the cold war years before returning to academia as Professor of Psychology at Glasgow University. A year at the École des Hautes Études en Sciences Sociales in Paris led to ongoing discussions and collaborative work that helped influence his career as Professor of Social Psychology at LSE from 1983 until his retirement. Rob wrote more than 100 articles, chapters, reports and reviews, as well as speaking at conferences around the world. In the capacity of teacher and mentor, he supervised 21 doctorates and acted as an external examiner for more than 25 universities in the UK, Ireland and India.

Rob was internationally known as a specialist on the history of social psychology and particularly well-known for bridging psychological and sociological forms of social psychology - a separation he recognised as deeply destructive to the discipline as a whole. For instance, the title of his Doctor of Science thesis, *'Psychology as an experimental and social science: theory, history and methods'* (1992), reflects the nature of his comprehensive and deeply scholarly contribution to international social psychology over several decades. His work bridged these traditions, a challenging task, producing novel conceptual perspectives at the heart of the discipline: the social self, social attitudes, attribution theory, ideology, social representations as well as on the role of laboratory experiments in the development of psychological theory (Jovchelovitch, 2011). Much of his work was enabled by his scholarly reading and insightful interpretations of Wundt (Farr, 1983a), Darwin (1980), Mead (1981), Goffman (1993), Heider (Farr, 1977, 1983, 1991a) and Ichheiser (1987a) with an insight into their roles in the development of the discipline of social psychology, (Farr 1991b). From this work Rob Farr developed an original theoretical approach in social psychology that has become known as 'the reflexive model of man'. This theoretical approach is based on the study of inter-relationships between such dyadic

phenomena as the individual and their environment; the self and others; the individual as an agent and observer of his or her actions; the self as speaker and listener. Rob Farr showed that it is the switch of roles from one to the other, for example, from speaker to listener or from agent to observer, within a given social context, that forms the basis of reflexivity (see Farr, 1987b, 1997).

Rob Farr also made major contributions to the study of collective and social representations. This work played a very significant role in advancing the reception and elaboration of the concept of social representations for the English-speaking world (Farr, 1987c, 1990a, 1993a,b,c, 1998a). This particular approach to the study of social phenomena and in particular, social change, fits extremely well with Farr's reflexive model of man. Reflexivity in this case can be understood in terms of the boundaries that lie between the self and the social and cultural context in which he or she lives. He made particular contributions to the theoretical analysis of individualism, of ideology and of beliefs and opinions. These analyses were highly relevant to the socio-political studies of changes in the countries of central and Eastern Europe. Rob Farr's intellectual outlook was thus both interdisciplinary and truly international. He was acutely aware of how the many schools of psychology held the capacity to clash, or become obscured from open dialogue and so dedicated himself to building bridges and generating awareness of psychological work, for example, research conducted by colleagues from the former Eastern European countries (Marková, Moodie, Farr, Drozda-Senkowska, Erös, Plichtová, Gervais, Hoffmannová, and Mullerová, 1998), India (Farr & Shanker, 1976), China and Latin America. He was an inspiration for psychologists around the globe who found his sharp critique for the de-socialisation of the social sciences valid and useful (Farr, 1990b). One of his central theoretical contributions was to demonstrate that individualism had become *the* collective representation of the Western world (Farr, 1991c; Moodie, Marková, Farr and Plichtová, 1997) as well as *the* collective representation of much of Western Social Psychology (Farr, 1998b); this is outlined in one of his now-classic texts: *The Roots of Modern Social Psychology* (Farr, 1996):

*"My principle hope is that social psychologists will become more historically conscious of the development of their discipline. It is argued that those who are ignorant of history are doomed to repeat its mistakes .. when I first set out several years ago to discover why Wundt chose to separate his experimental psychology from his social psychology, I thought I had before me a summer 's reading. Tackling such an apparent discrete task , I thought, would be simple. It turned out, however to be rather like opening Pandora's box." (p. xv)*

Other important works in this field include: *Representations of Health, Illness and Handicap* (Marková and Farr, 1995) and *On Social Representations* (with Serge Moscovici, 1984).

Rob Farr was also a keen empiricist, concerned with the relationship between psychological theory and method (Wagner, Duveen, Farr, Jovchelovitch, Lorenzi-Coldi, Marková and Rose, 1999). His studies of social representations in the laboratory form a classic and original contribution to methodology within psychology, (see Farr, 1976, 1984, 1990c). He argued that experimenters interact with, rather than observe, their 'subjects' (Farr, 1978; Jovchelovitch, 2011). The relationship is that of an inter-view between them rather than a one-sided observation on the part of the experimenter (Farr, 1982). Farr's research was characterised by his attempts to comprehend a particular field of inquiry in its socio-cultural and historical contexts and across academic disciplines (Farr, 1993c). His analysis of theoretical, historical and methodological issues in psychology as an experimental and social science forms a highly coherent whole, providing present and future scholars a plethora of avenues to consider.

His dedication to social psychology was also very evident in his tremendous support and work for the British Psychological Society – serving as President, Vice-President, President-Elect, Honorary General Secretary and Chair of various sections (Social Psychology, History and Philosophy, Welfare Fund) from 1970 into the 1990s. He also served an array of national and international research and advisory committees, such as the International Union of Psychological Science.

While Rob was ill in recent years, the Department of Social Psychology commissioned a portrait by the artist Patrick Bremer who developed a remarkable collage from Rob's books and papers. In 2011 Rob was able to come to the LSE with his children Fiona and Angus Farr for a private unveiling and the opening of the Rob Farr room, a very moving event for all those present.

Rob Farr was a wonderful teacher and supervisor, a kind, warm and generous man, who always had time to give to the many generations of students who came to the LSE in search of a psychology that is relevant to society. As a colleague and a dear friend he will be remembered by his collegiality, support of young colleagues and his uncompromising scholarship. And our condolences go to his children, Fiona and Angus and grandchildren, Adam and Zoe.

Written by [Caroline Howarth](#), [Ivana Markova](#), [Sandra Jovchelovitch](#), [Cathy Nicholson](#) and [Martin Bauer](#) from the Department of Social Psychology, London School of Economics. Portrait by Patrick Bremer.

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"He was a great mentor to me and to many, many others. His intellect, generosity and warmth have shaped many careers at the LSE and across Social Psychology internationally. I know this loss will be keenly felt and I hope that we can all find ways to keep his influence on Social Psychology and related social debates alive." Caroline Howarth.

"With great sorrow I mourn the death of Rob Farr, a beloved teacher, colleague and friend, a kind, generous, gentle man, who worked and taught in the great tradition of listening, giving and helping out. His long illness and death have deprived our field of a lucid and inspiring voice but his inspiration and influence on us will continue." Sandra Jovchelovitch.

"Professor Rob Farr was a larger-than-life presence in so many of our lives over many years. He combined a razor sharp mind and a quiet and humble demeanour in a way that commanded the respect and affection of generations of students and colleagues. I feel privileged and enriched to have been associated with him, he will be sorely missed." Cathy Campbell.

For the many more tributes please refer to:

<http://www.lse.ac.uk/socialPsychology/faculty/Professor-Rob-Farr.aspx>

## HEALTH, COMMUNITY AND DEVELOPMENT SPECIAL REPORT

This edition reports on news within the Health and Community Dept. Professor Cathy Campbell who heads the department (as well as being the current Head of Dept of Social Psychology at LSE), is a global leader in health psychology. Her interests are embedded within the areas of HIV/AIDS, partnerships, social development, public health and health promotion with a particular focus on the relationships between health inequalities and social identities relating to gender, ethnicity, age and socio-economic backgrounds.

### Funding in Zimbabwe

The Social Psychology Department's £475k ESRC-DFID research programme exploring the role of schools in supporting HIV-affected children in Zimbabwe is in its final phases. In addition to academic outputs, Social Psychology Researcher Louise Andersen is planning project dissemination events in Zimbabwe at national and community level, involving stakeholders linked to education and child welfare. Furthermore, over the next months Catherine Campbell and Morten Skovdal will be presenting findings at Save the Children UK, the Institute of Education as well as several settings in South Africa. Louise Anderson is shown here:



*Louise Anderson and her colleagues in Zimbabwe*

**More funding:** Jenevieve Mannell, Cathy Campbell and Rochelle Burgess have two LSE Seed Corn funds to develop their focus on the role of policy in framing women's responses to domestic violence in extreme settings. Jenevieve is conducting a pilot study in Rwanda, exploring women's understandings of policy. Working with Harriet Azibabuyo in Uganda, Rochelle and Cathy are conducting a case study of women's unexpectedly negative responses to a policy seeking to increase legal protection of women within marriage. These two small studies are the first steps of a proposed larger multi-national study of these issues.

**Special awards:** The first prize award for '2013 Scholarly Activity' on HIV/AIDS went to HCD MSc student Anne Sanicki for her project on factors enabling the engagement of African American women in AIDS advocacy in Washington D.C. This award was made by the American Sociological Association's Sociologists AIDS Network. Anne is currently writing an article for publication based on this project.

Ines-Lena Mahr has been invited by the American Psychological Association (APA) to present her work on peace psychology, based on the teaching method of problem-based learning (PBL). She will be attending the 2014 APA convention in Washington D.C.

Laura Chilintan was awarded the Romanian Ambassador's Diploma as recognition for her involvement in promoting a positive image of Romania and the values of the society she comes from. Laura is a current HCD student and is volunteering for a community charity in North London, doing research on the Romanian cash-in-hand workers.

### Journals and Special Issues

Catherine Campbell and Morten Skovdal are also currently coediting a special issue of the **International Journal of Educational Development**, looking at the role of schools in extreme settings. This will showcase their Zimbabwe work, alongside Caroline Howarth and Eleni Andreouli's work in the UK, Apurv Chauhan's work in India and work by other colleagues in a range of other settings in Africa, New Zealand and North America. They hope to establish 'schools in extreme settings' as a problem space for international educational and social development researchers, highlighting the need for child social protection officers to work more closely with schools.

Jenevieve Mannell and Cathy Campbell are leading on a special issue of **Global Public Health**, which will focus on the social psychology of gender and agency in conditions of Intimate Partner Violence (IPV).

The aim of the special issue is to breakdown well-established neoliberal assumptions about agency and IPV, and associated behavioural strategies that empower women to leave violent relationships and men to recognise the errors of abuse. As a source of inspiration for new ideas about agency, the special issue looks to marginalised settings defined by extreme poverty, armed conflict, issues of migration and housing. It pays attention to community-based approaches to addressing IPV, to the tactics of global activism on violence against women, and to public responses to government policy on gender. These alternative perspectives highlight the limitations of individualistic behavioural approaches to IPV, and open up new ways of seeing and being in the face of violence.

Jenevieve and Cathy will be holding an international workshop at the LSE in March, and the special issue will come out in summer 2015. It will include contributions from several SP staff members and post-graduate students as well as a group of international collaborators, showcasing research conducted in Rwanda, Uganda, South Africa, Australia, Italy, the U.K. and the U.S.

January 2014 will see the final publication of a special edition of the **Journal of Health Psychology**, guest edited by Cathy Campbell and Flora Cornish. Entitled: "**New directions in Community Health Psychology for the 21st century**", this represents a mammoth joint effort by 14 SP members and a team of international collaborators growing out of a workshop hosted in SP in 2012.

This special issue celebrates and maps out the 'coming of age' of community health psychology, demonstrating its confident and productive expansion beyond its roots in the theory and practice of small-scale collective action in local settings. Articles demonstrate the field's engagement with the growing complexity of local and global inequalities, contemporary forms of collective social protest and developments in critical social science. These open up novel problem spaces for the application and extension of its theories and methods, deepening our understandings of power, identity, community, knowledge and social change – in the context of evolving understandings of the spatial, embodied, relational, collaborative and historical dimensions of health.

Contributors included social Psychology staff members (Campbell, Cornish, Gillespie, Howarth, Jovchelovitch, Mannell and Reader), Social Psychology PhD graduates (Andreouli, Nolas, Rose and Vaughan) and Social Psychology MSc students (Zaka, Montenegro, Hadjez-Berrios and Von Reisen).

## HCD Master's Students

Although very busy with courses this autumn, the 2013-2014 HCD Masters cohort has also been active in LSE societies, London organizations and beyond. Zoe Samudzi is this year's president of the LSE Palestine society, working to raise awareness of human rights violations in Palestine. Ayla Lefkowitz has taken her interest in HCD, gender and sexuality out of the classroom and into her volunteer work with the Brook Sexual Health Centre in London. She currently contributes to decision-making processes about internal policy and practice at the Centre, and will also be working with them for her dissertation research. Maddie Guerlain is a garden volunteer with Hackney City Farm and has begun collaborating with a local public health authority to research the health benefits of participating in community gardens. Aruna Dahal is interning with Pepal, an NGO that creates partnerships between businesses and NGOs to achieve scalable and sustainable social change in developing and emerging markets. InSeok Lee has continued his involvement with the Korea International Cooperation Agency (KOICA), and is currently in Ethiopia for a new project about women's empowerment and maternal health. Our international interest as a group is reflected in our upcoming dissertation research as people begin to plan for projects in Zambia, Laos, Rwanda, Nepal, India, and many more. We also find time to socialise with each other as shown below:



*HCD Masters students 2013 / 14*

## HCD BLOGGERS

Members of the HCD group are increasingly disseminating their work on various blog outlets.

Emily le Roux Rutledge has been blogging on the world-leading Johns Hopkins blog site, reporting on her observations at the UN Global Forum on Media and Gender. Her piece, entitled, "The Trouble With Making Women's Programs All About Health" relates to her ongoing work on the impact of community radio on women in South Sudan.

<http://www.healthcommcapacity.org/blog/trouble-making-womens-programs-all-about-health-report-un-global-forum-media-and-gender#sthash.aXgVvVaw.dpuf>



Rochelle Burgess has been blogging on Mandela's legacy in South Africa, highlighting factors that continue to perpetuate racism, despite his inspirational leadership. Her piece can be seen on the Africa at LSE blog.

<http://blogs.lse.ac.uk/africaatlse/2013/10/14/enduring-questions-of-race-and-mandelas-legacy-in-south-africa/>

Apurv Chauhan reports on some observations arising out of a conversation with his father about his fieldwork in Bihar, in a piece entitled: "Can affirmative action improve gender parity in India?"

<http://blogs.lse.ac.uk/indiaatlse/2014/01/13/affirmative-action/>

Apurv's piece was the lead story in the most recent "India at LSE blog". Apurv conducted most of his Bihar fieldwork on his motorcycle and has made a range of methodological observations about the role of his motorbike in community engagement in research, which he will develop in his PhD methods chapter.



*Apurv Chauhan and his bike*

### HCD Website

The HCD website is a unique source of up-to-date news about the HCD programme and the recent activities of past and current HCD students. The website also includes profiles of our current students for organisations or future employers who want to get in touch with the current cohort. Jenevieve Mannell is working hard to keep the HCD website up to date.

For ongoing updates about the activities of our students, please take a look at the website on a regular basis:

<http://psych4.lse.ac.uk/hcd/>

2013 Publications - **Professor Catherine Campbell** <http://www.psych.lse.ac.uk/people/campbell>

Scott, K, Campbell, C, Madanhire, C, Skovdal, M Nyamukapa, C and Gregson, S (2013) In what ways do communities support optimal antiretroviral treatment in Zimbabwe? *Health Promotion International*.

Skovdal, M, Magutshwa-Zitha, S, Campbell, C, Nyamukapa, C, and Gregson, S (2013) Children's role in the community response to HIV in Zimbabwe. *Journal of the International AIDS Society*. 16:18468.

Campbell, E, Skovdal, M and Campbell, C (in press, 2013) Ethiopian students' relationship with their environment: Implications for environmental and climate adaptation programmes. *Children's Geographies*. 4(11): 436-160.

<http://www.tandfonline.com/doi/full/10.1080/14733285.2013.812302#.UixWRRbz2II>

Papp, S, Gogoi, A, and Campbell, C (2013) Improving maternal health through social accountability: a case study from Orissa, India. *Global Public Health*. 8(4): 449-464.

<http://www.tandfonline.com/doi/abs/10.1080/17441692.2012.748085#.Uf5DA4xwaM8>

Skovdal, M, Magutshwa-Zitha, S, Campbell, C, Nyamukapa, C and Gregson, S (2013, online) "If I do not have children I will not live": the social value of children in the context of HIV in Zimbabwe. *Journal of the International AIDS Society*.

<http://www.jiasociety.org/index.php/jias>

Campbell, C, Scott, K, Nhamo, M, Nyamukapa, C, Madanhire, C, Skovdal, M, Sherr, L and Gregson, S (2013) Promoting HIV Competent Communities: the role of community groups in managing HIV/AIDS in rural Zimbabwe. *AIDS Care*. 25 (Suppl 1): S114-S122.

<http://dx.doi.org/10.1080/09540121.2012.748170>

Gregson, S, Nyamukapa, C, Schumacher, C, Magutshwa-Zitha, S, Skovdal, M, Yeyeke, R, Sherr, L and Campbell, C (2013) Evidence for a contribution of the Community Response to HIV decline in eastern Zimbabwe? (*World Bank Special Issue: Evaluation of the Community Response*.) *AIDS Care*.

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Andreouli, E, Skovdal, M and Campbell, C (2013) "It made me realise that I am lucky for what I got": British young carers encountering the realities of their African peers. *Journal of Youth Studies*. 16(8): 1038-1053.

Skovdal, M, Campbell, C and Onyango, V (2013) Supporting caregiving children in Kenya: from policy paralysis to action. *Childcare in practice*. 19(4): 318-339.

Baatiema, L, Skovdal, M, Rifkin, S and Campbell, C (2013) Assessing Participation in a Community-based Health Planning and Services Programme in Ghana. *BMC Health Services Research*. 13:233.  
<http://www.biomedcentral.com/1472-6963/13/233> *Services Research*. 13:233.

Scott, K, Campbell, C, Skovdal, M, Madanhire, C, Nyamukapa, C and Gregson, S (2013) What can companies do to support HIV-positive workers? Recommendations for medium and large sized African workplaces. *International Journal of Workplace Health Management*. 6(3): 174-188.

Gregson, S, Nyamukapa, c, Sherr, L, Mugurungi, O and Campbell, C (2013) Grassroots Community Organizations' Contribution to the Scale-Up of HIV Testing and Counselling Services in Zimbabwe. *AIDS*. 27(10): 1657-1666.

Campbell, C, Nhamo, M, Scott, K, Madanhire, C, Nyamukapa, C, Skovdal, M and Gregson, S (2013) The role of community conversations in facilitating local HIV competence: Case study from rural Zimbabwe. *BMC Public Health*. 13:354.

<http://www.biomedcentral.com/content/pdf/1471-2458-13-354.pdf>

Skovdal, M, Magutshwa-Zitha, S, Campbell, C, Nyamukapa C, and Gregson, S (2013) Community groups as 'critical enablers' of the HIV response in Zimbabwe *BMC Health Services Research*. 13:195.

<http://www.biomedcentral.com/1472-6963/13/19>

## Book chapters

Skovdal, M and Campbell, C (2013) Public engagement and policymaking for caregiving children of the HIV epidemic in Sub-Saharan Africa. In Smith, R. A. (Ed.). *Global HIV/AIDS politics, policy, and activism: Persistent challenges and emerging issues: Vol. 2. Policy and policymaking*. Santa Barbara, CA: Praeger

Campbell, C and Skovdal, M (2013) Building “AIDS Competent Communities” in Resource-poor Settings: Creating contexts that enable effective community mobilization. In Smith, R. A. (Ed.). *Global HIV/AIDS politics, policy, and activism: Persistent challenges and emerging issues: Vol. 3. Activism and community mobilization*. Santa Barbara, CA: Praeger.

## NEW SOCIAL PSYCHOLOGY DOCTORS



*Dr Rochelle Burgess (3<sup>rd</sup> right) and Professor Cathy Campbell (1<sup>st</sup> left) celebrate her success with examiners Dr Derek Summerfield and Professor Leslie Swartz.*

Rochelle Burgess has successfully completed her PhD degree after several years in SP as a Master's student, research officer, graduate teaching assistant and finally PhD student. Her thesis, entitled '**Supporting community in an era of global mental health: a case study of an aids affected South African community**' exploring the social psychological components of promoting mental health enabling environments for poverty stricken HIV-affected women. It will lead to several publications, the first of which has already been accepted by Transcultural Psychiatry. Rochelle's examiners were Dr Derek Summerfield, Institute of Psychiatry, Kings College, and Professor Leslie Swartz, University of Stellenbosh.

Rochelle's recent publications include:

Burgess, Rochelle A. (2013) '*It depends on them*' – exploring order and disjuncture in responding to the local needs of AIDS affected communities in the Kingdom of Swaziland. *Journal of development studies*, online . pp. 1-14. ISSN 0022-0388

Campbell, Catherine and Burgess, Rochelle (2012) *The role of communities in advancing the goals of the Movement for Global Mental Health*. *Transcultural psychiatry*, 49 (3-4). pp. 379-395. ISSN 1363-4615

Burgess, Rochelle (2012) *Supporting Global Mental Health: Critical Community Psychology as a Potential Panacea?* In *Community Psychology & The Socio-economics of Mental Distress* . Palgrave Macmillan.

### And congratulations to four more social psychology doctors

Dr Isidora Kourti, Dr Claudia Mollidor, Dr Thorsten Roser and Dr Johannes Rieken.

See <http://www.theguardian.com/profile/johannes-rieken> for Dr Rieken's article on his work with Police Officers working in the community.



## PhD STUDENTS CORNER

The Department welcomes four new PhD candidates to join our existing twenty research students: Clare Coultis (supervised by Cathy Campbell), Sharon Jackson (Cathy Campbell), Liora Moskovitz (Lucia Garcia) and Geetha Reddy (Ilka Gleibs).

## CONFERENCE PRESENTATIONS BY RESEARCH STUDENTS 2013

**Sara Belton** (PhD student in the Health, Community & Development stream) co-convened the conference "Growing up with HIV in Africa" with HCD alumnus Dr. Morten Skovdal, in March 2013, here at the LSE. The 2-day conference had over 50 attendees from 11 countries, who came together to present and discuss current research and practice findings related to children affected by HIV/AIDS in Africa. Sara and Morten are also co-editing a forthcoming journal special issue resulting from the conference, which will be published in "Children and Youth Services Review" in early 2014.

**Rochelle Burgess** presented at the International Society of Critical Health Psychology Conference, 22 July Bradford UK: Burgess R.A. & Campbell C. (2013). Re-thinking what counts as health promotion for mental health: Community mental health competencies for HIV-affected women in South Africa. And the following month at the International Union of Anthropological and ethnographic sciences. 5-10th August, Manchester: Burgess R. (2013) Uncovering the realities of global mental health in South Africa: a motivated ethnography approach.

**Kevin Corti** presented at the "[Obedience to Authority: Milgram's Experiments 50 Years On](#)" in August 2013 at Nipissing University, Bracebridge, Canada, entitled '*Milgram's "Cyranic Illusion" – a phenomenon and a tool.*

Kevin was seminar co-ordinator for the five workshop series "First Person Perspective Digital Ethnography" held at LSE finishing in August 2013. The series featured researchers from academia, the media, and industry, and highlighted the growing use of digital technology to record and analyse the subject experiences of individuals. The series covered a range of topics related to digital ethnography, including current & future applications of the technology, software and hardware development, ethical issues, and analytical methods. For those interested refer to [http://psych.lse.ac.uk/digital\\_ethnography/](http://psych.lse.ac.uk/digital_ethnography/)

**Simon Evans** writes "I presented at the Social Networking in Cyberspace Conference at the University of Wolverhampton on July 15th. I spoke on "**Virtual Selves, real research: the implications for adopting the insider perspective in virtual worlds research**". I gave a 15 minute talk on my research in the virtual world "Second Life", including: an outline of my anthropocentric approach which emphasises the person and their environment, rather than the technology they use; the fact that despite my approach being qualitative, it is research in quantity because since February 2009, I have conducted 98 interviews (inworld/physical world, individual/groups) involving 150 hours of transcript and 68000 lines of text; a summary of some of my techniques including physical world observation of virtual world usage using subcams; and an overview of the taxonomy I have developed describing the motives for using Second Life. Judging by the range of questions and feedback from the conference organiser later, the presentation was well received!"

**Philippe Fauquet-Alekhine** presented three papers at the 'Proc. of the International Conference on Agricultural, Biotechnology, Biological and Biosystems Engineering', Venezia, Italy, 15-16 Aug. 2013. First, reporting on a pilot study that tested the application of Intersubjectivity Theory in the context of consumption to assess consumers' feeling towards foreign brands and producers. Second, presenting **Information & Communication Technologies vs Education and Training: Contribution to understand the Millennials' Generational Effect** regarding the way students at LSE use their electronic devices during the lessons. And third, reported on a study based on working situation observations for different professions, suggesting simple tools to assess implications of simulation training regarding social interactions entitled **Virtual Training, Human-Computer & Software Interactions, and Social-Based Embodiness**. Philippe travelled to

Russia in October to present at the 'Proceedings of the 1<sup>st</sup> International Science and Applied Research Conference Social Psychology in Education Space', Moscow, Russia, 16-17 Oct. 2013 presenting results regarding the way students at LSE use their electronic devices during the lessons (**Learners' behavior in teaching context: characterizing the use of Information & Communication Technologies**) and set up a possible collaboration with the Department of Education of the Moscow State University of Psychology and Education to replicate these experiments with Russian students.

**Emily LeRoux-Rutledge**, with support from the Department of Social Psychology, was able to travel to the International Association of Media and Communication Research (IAMCR) conference in Dublin to present preliminary findings from her PhD fieldwork on 28 June, 2013. Her research explored: **'The impact of media on women's narratives in South Sudan, focusing specifically on four community radio stations supported by Internews'**. She spoke on a panel called 'Public service roles and orientation of the media.' In December Emily travelled to Bangkok to attend the UN Global Forum on Media and Gender, (with funding from Internews, the NGO that supported her PhD research). It was a high-level international meeting focusing on the media elements from the Beijing Platform for Action, which came out of the UN's 4th World Conference on Women). See : <http://www.unesco.org/new/en/communication-and-information/crosscutting-priorities/gender-and-media/global-forum-on-media-and-gender/homepage/>

**Cathy Nicholson, Teresa Whitney, Mi Zhao and Chris Tennant** all presented at the British Psychological Society's (Social Psychology section) annual conference at Exeter University in August. Cathy and Teresa were part of an invited symposium led by Dr Kesi Mahendran (Open University) and chaired by John Drury (Sussex University) that also included Irini Kadianaki (University of Cyprus) (<http://www.bps.org.uk/events/conferences/social-psychology-section-annual-conference/programme-keynotes>) entitled 'Negotiating the boundaries of belonging: Managing commonality and differences in shared territory.' The symposium aimed to contextualise contact through an examination of how prosaic categorisation of both self and other is embedded in often intractable deep-rooted cultural and international relations contexts. It suggested insights into 'authoring' and 'othering' and how such processes become of critical relevance to social change, when analytical approaches interplay the micro and the macro, embedded in real international relations contexts.

**Cathy Nicholson** presented **'Jewish Israeli's representations of group boundaries and belonging'** exploring how Jewish Israelis might negotiate commonality and difference with their Palestinian fellow citizens in a context of sharing land they each claim historically their own. It was suggested that an examination of differing representations of belonging through conflict or commonality can provide a useful way of assessing why some members of a community can accept alternative representations that allow the softening of seemingly entrenched group boundaries.

**Teresa Whitney** presented **'Constructing commonality and difference in interfaith dialogue: a socio-spatial exploration'** reporting on a study that examined relations between student faith societies that have been historically physically separated, yet required to occupy one shared space. It was found that group boundaries were maintained by the modification of space and physical movement within it, yet a common identity promoted positive intergroup relations indicating that aspects of the physical environment could be utilised to promote intergroup dialogue, blur interfaith boundaries and so reconstruct self-other relations.

**Mi Zhao** presented a paper entitled **'Citizenship as Social Representations: An Investigation of Citizenship Awareness in Rural China'** exploring how Chinese nationals adapt to the changing notions of citizenship within Chinese society. And many congratulations to Mi for receiving the **2013 Promising Research Award at the International Conference for Chinese Psychologists** held in Beijing, China in August where she also presented her findings.

**Chris Tennant** (New doctor in 2012) along with Susana Batel (University of Exeter) presented a symposium entitled: *'Are we asking the right questions? Discussing the relation between individual and social change in*

*response to climate change and associated environmental issues'*. Central was how little progress has been made in this area and how time was ripe for a reassessment at all levels - local, national, media, citizens, policy makers – in making sense of and framing climate change. Chris's presentation **How different value positions underpin the debate over climate change** discussed Alan Fiske's Relational Models Theory to offer a new explanation of the values underpinning discussion about, and action over, climate change to explore insight into the barriers between concern and engagement. The key challenge is operationalising such an approach, as it implies a contradiction in trying to capture empirically individuals' values at a point in time, when these are theorised to be contextually dependent and dynamic.

**Teresa Whitney** also travelled to Israel in July for the ISPP annual conference to present '**Transforming interfaith relations: a socio-spatial analysis of a university faith centre**'. And closer to home at the LSE Social Science Research Conference, London in June on '**Representations of contact: socio-spatial intergroup relations**.'

And finally ..... **MASTER'S PUB QUIZ EVENING** where the forum for brainy students really comes into its own ....

