

Visiting scholar: Maciej Sekerdej

Institute of Psychology, Jagiellonian University, Karkow

Host: Raluca Nagy

Centre de Recherches en Ethnologie Européenne, Université Libre de Bruxelles

Visiting lecture – report

The presentation took place at the Centre de Recherches en Ethnologie Européenne, Université Libre de Bruxelles on the 4th of June. The main topic of the lecture was *Social Representation Theory as a bridge between psychology and anthropology*. I have tried to present Serge Moscovici's conception in the historical perspective with the emphasis on its interdisciplinary character.

According to Moscovici SR has its roots particularly in anthropology (Lévy-Bruhl), sociology (Durkheim) and social psychology (Barlett). By and large, SR is a system of values, ideas and daily practices, which fulfils two main functions. First, it assists in establishing some sort of order in social world, what enables individual to adapt and enhances his/her feeling of competence. Secondly, it facilitates communication among the members of a certain group or society through delivering the code (system of term and notions), which allows identifying and classifying the phenomena concerning their individual and collective history. Two main processes that generate social representations: *objectification* and *anchoring*. *Objectification*, to use Moscovici's own words, "serves to make the unfamiliar familiar" and "saturates the idea of unfamiliarity with reality, turns it into the very essence of reality". *Anchoring*, in turn, consists in integration novel information into pre-existing system of knowledge.

The presentation was illustrated with a couple of examples of the certain studies conducted in the Social Representation Theory paradigm. A special accent was put on methodology (e.g. *Hierarchical Cluster Analysis*, *Multidimensional Scaling* or *Correspondence Factor Analysis*) and particular manners of the data interpretation.