A cyclical model of social change (keynote)
Wagoner, Brady

Published in:
Conference for Social and Community Psychology

Publication date:
2013

Document Version
Early version, also known as pre-print

Link to publication from Aalborg University

Citation for published version (APA):
Wagoner, B. (2013). A cyclical model of social change (keynote). In Conference for Social and Community Psychology (pp. 13)
The Cultural Psychology of Social Change

Brady Wagoner
Aalborg University
Aims and Premises

• Integration of perspectives from Cultural Psychology and Sociology

• Not all social change develops around ideas / representations (e.g. can happen through coercion), but ideas do matter.

• The focus of present model is social change through the transformation of ideas and their implementation in practice.
Harré’s (1998) Distinction
## Harré’s (1998) Distinction

<table>
<thead>
<tr>
<th></th>
<th>Moscovici’s <em>Psychoanalysis</em></th>
<th>Jodelet’s <em>Madness and Social Representations</em></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Research question</strong></td>
<td>How scientific ideas become commonsense</td>
<td>How a community manages otherness</td>
</tr>
<tr>
<td><strong>Object of investigation</strong></td>
<td>Diffusion of psychoanalysis</td>
<td>Introduction of mentally ill into a community</td>
</tr>
<tr>
<td><strong>Sharing of culture</strong></td>
<td>‘Transcendent’ to practice: Property of individual members of a group</td>
<td>‘Imminent’ in practice: Property of a group’s shared practices</td>
</tr>
<tr>
<td><strong>Methods</strong></td>
<td>Interview, questionnaire, content analysis of press</td>
<td>Ethnography, interviews</td>
</tr>
</tbody>
</table>
Ideals

Cultural Battle over Psychoanalysis

Communication Processes

Deliberative Processes

Implementation Processes

Public Engagement Processes

Practices of exclusion toward mentally ill

Practices
Communication Processes

Cultural Battle over Psychoanalysis

Deliberative Processes

Reflection on practice

Public Engagement Processes

Professionals

Implementation Processes

Practices of exclusion toward mentally ill

Ideals

Mediating role of Professionals
• Intellectual, rhetorical and discursive struggles over ideas.
• Outcome: some ideas becomes ascendant.
• Mass media, other communication channels (e.g. art), power dynamics and message framing play key roles in this domain.

• **Interventions:**
  – Effective framing of idea
  – Use the available communication channels to get your idea heard
• Professionals are mobilized to create practices that align with the ascendant ideas.

• Key factors: Structure of professional field.

• If idea is successfully encoded into professional norms and practices, then the social change gains momentum and strength.

• **Interventions**: restructuring of rewards and punishments in the professional field
Here idea(l)s come into contact with the pre-existing practices of affected publics.

Conflict can arise in situations where:

- affected publics have different interests and habits, OR
- appeal of the idea is insufficient to garner support amongst these publics.

Interventions directly into concrete social practices. Understand your publics interests and habits.
This can act as the initial phase of renewed reform, where contradictions inherent in an idea or practice are recognized.

– They begin to articulate both how it is problematic and alternative ideas that overcome its difficulties.

The cycle then returns to the communication processes for renewed debate, new ideas, or termination of a previous Idea.

**Interventions:** highlight challenges and contradictions in practices.
Thank you!
French Revolution
Liberty, equality and fraternity
Importance of Social Memory
Importance of Social Memory
2011 Egyptian Revolution