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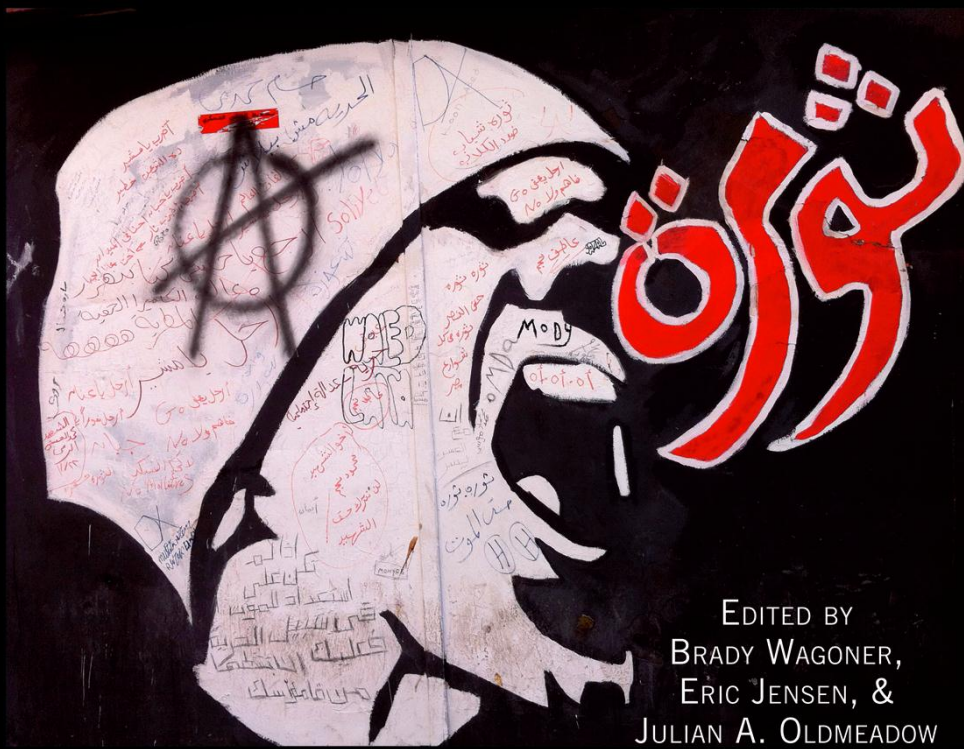
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The Cultural Psychology of Social Change

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Culture and Social Change



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Culture & Social Change

Transforming
Society
Through the
Power
of Ideas

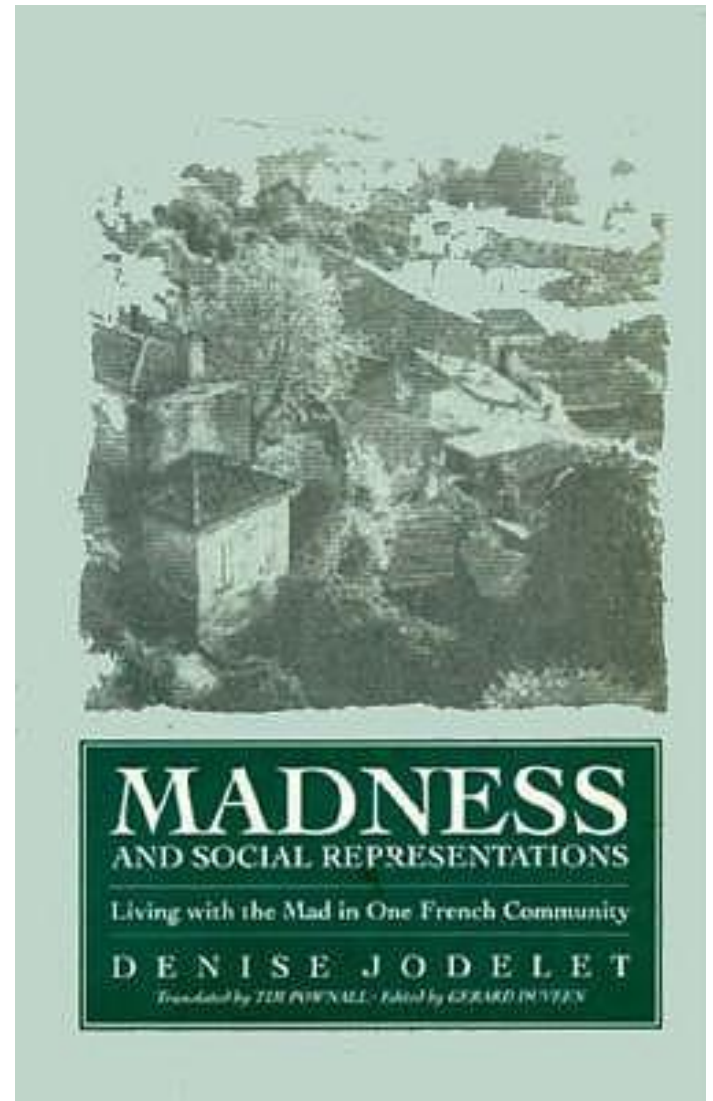
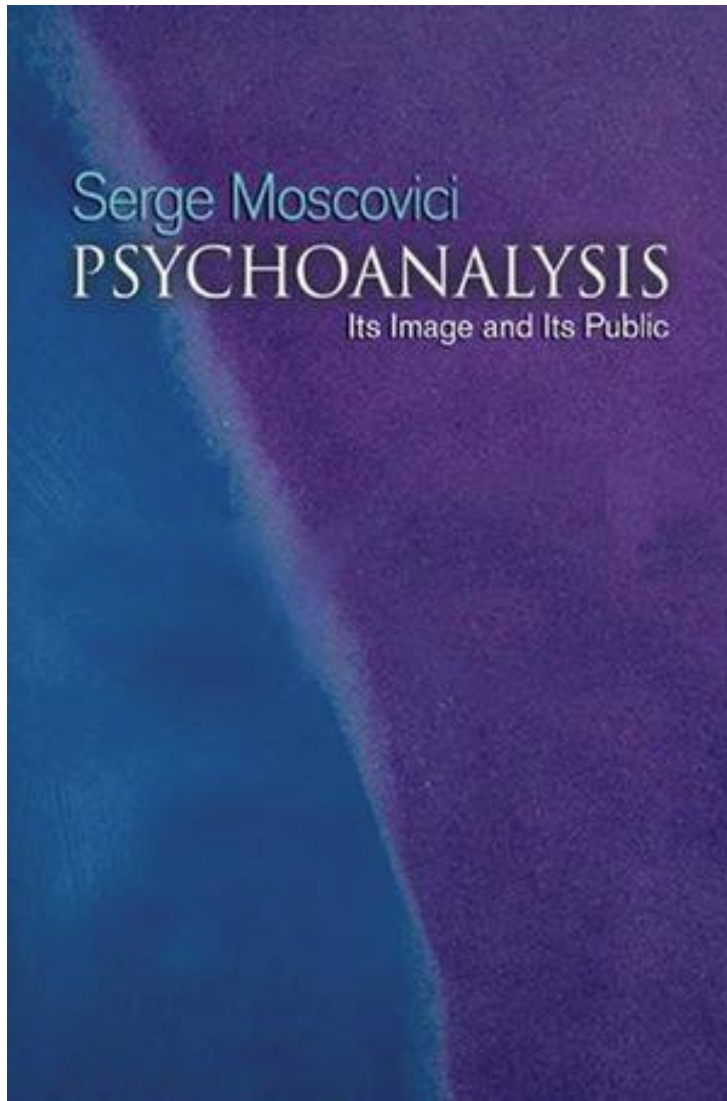
 IAP

A Volume in Advances in Culture Psychology

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

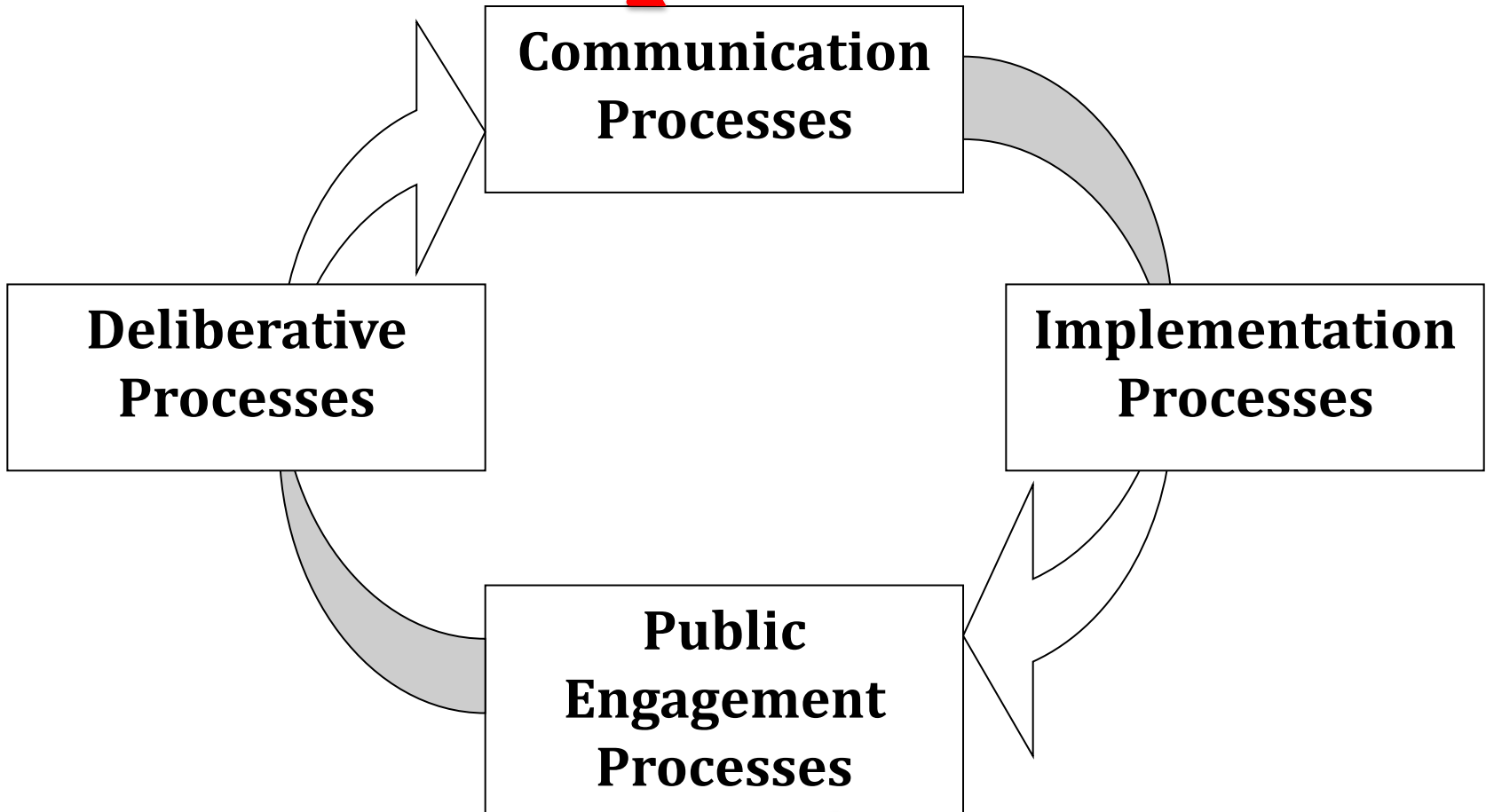
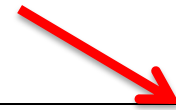


Harré's (1998) Distinction

| | Moscovici's <i>Psychoanalysis</i> | Jodelet's <i>Madness and Social Representations</i> |
|-------------------------|--|---|
| Research question | How scientific ideas become commonsense | How a community manages otherness |
| Object of investigation | Diffusion of psychoanalysis | Introduction of mentally ill into a community |
| Sharing of culture | 'Transcendent' to practice: Property of individual members of a group | 'Imminent' in practice: Property of a group's shared practices |
| Methods | Interview, questionnaire, content analysis of press | Ethnography, interviews |

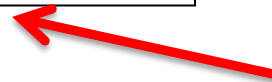
Ideals

Cultural Battle over
Psychoanalysis



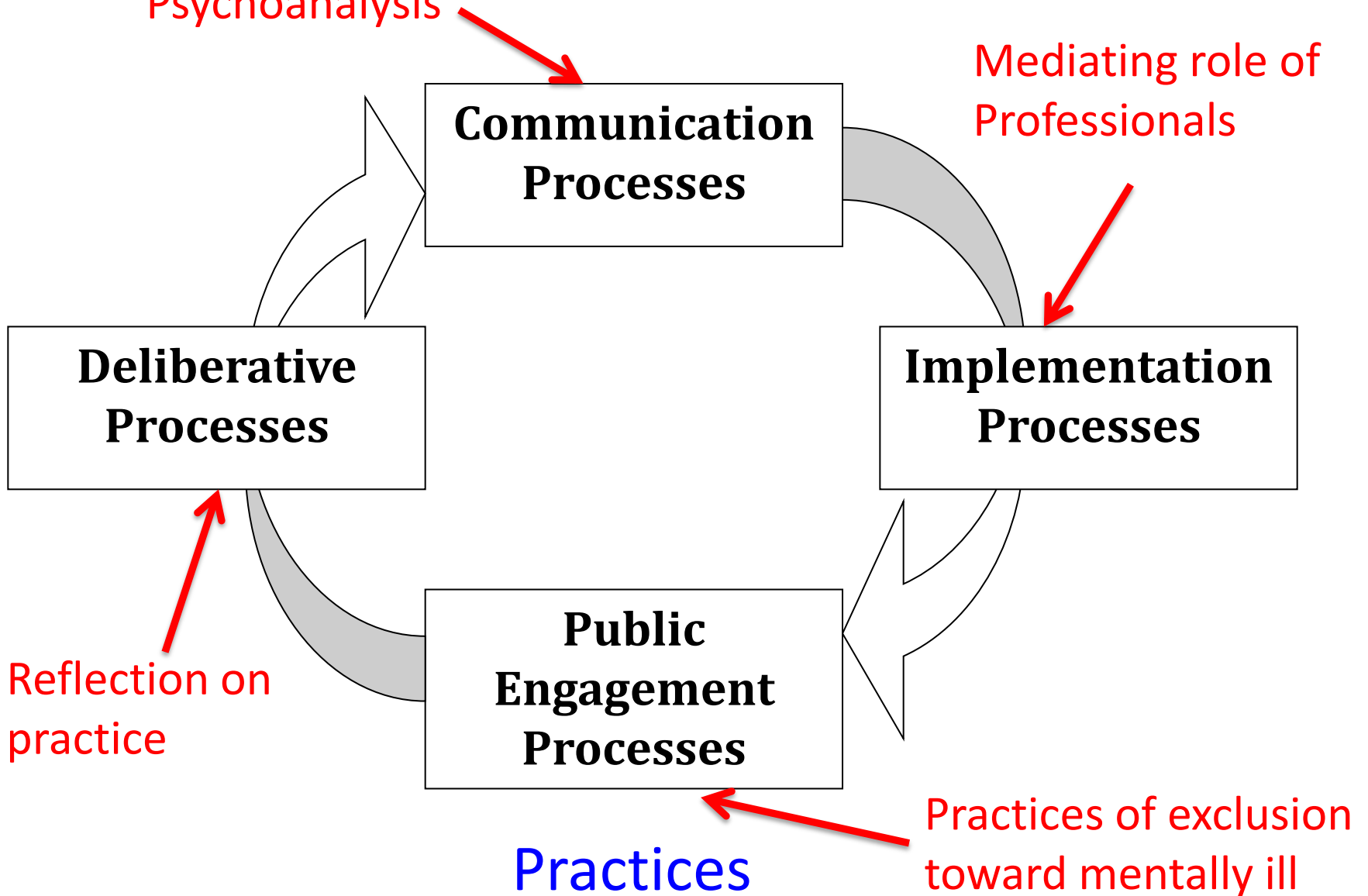
Practices

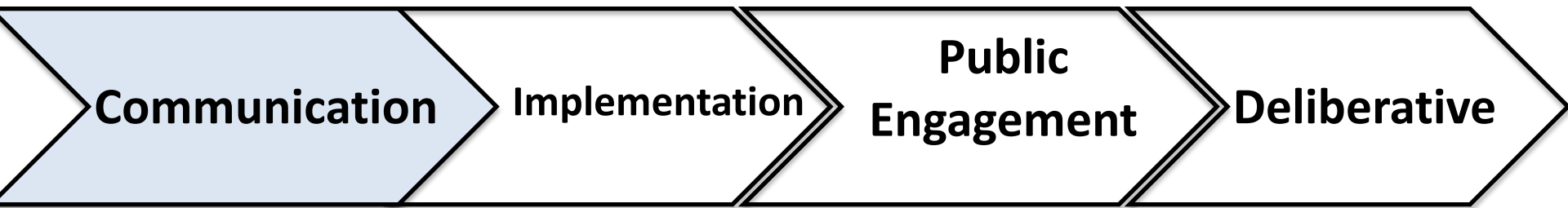
Practices of exclusion
toward mentally ill



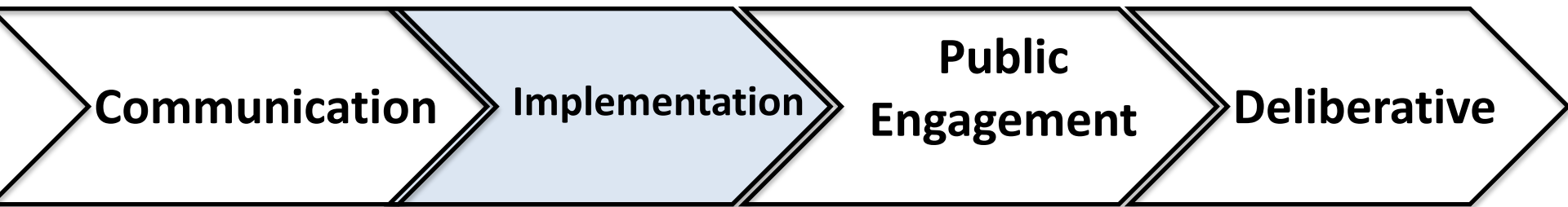
Ideals

Cultural Battle over
Psychoanalysis

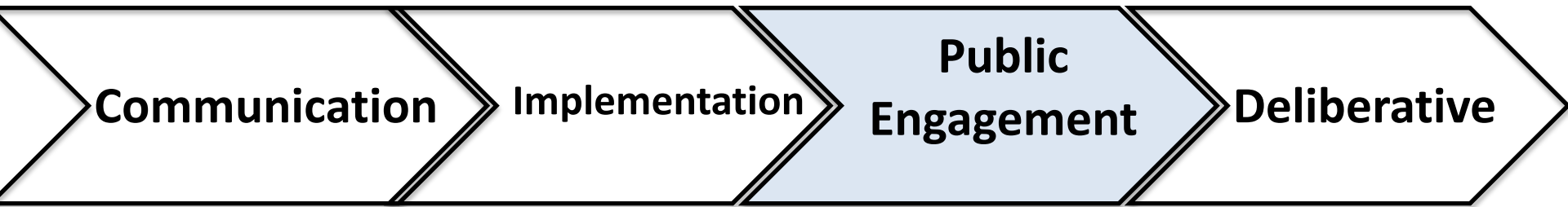




- Intellectual, rhetorical and discursive struggles over ideas.
- Outcome: some ideas becomes ascendant.
- Mass media, other communication channels (e.g. art), power dynamics and message framing play key roles in this domain.
- **Interventions:**
 - Effective framing of idea
 - Use the available communication channels to get your idea heard

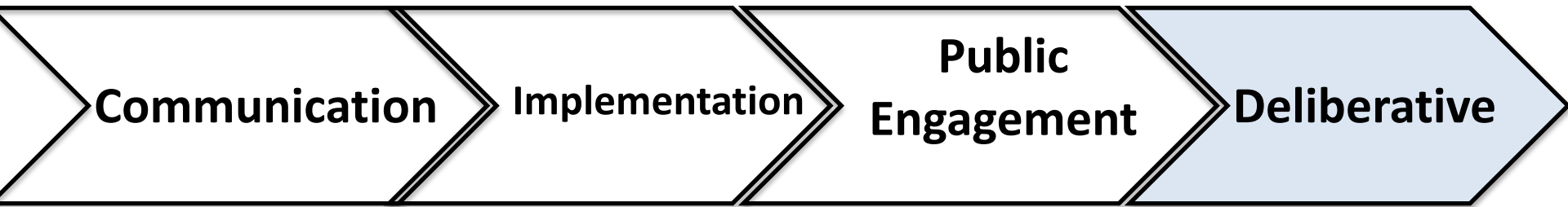


- Professionals are mobilized to create practices that align with the ascendant ideas.
- Key factors: Structure of professional field.
- If idea is successfully encoded into professional norms and practices, then the social change gains momentum and strength.
- **Interventions:** restructuring of rewards 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

