Experiencing Culture
Personal experience with Cultural Perspective

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1. Psyche in cultural environments
   • During the second half of 20th century, Socio-cultural approaches deeply changed the landscape of psychology
   • Social Representation Theory (Moscovici, 1961; Jovchelovitch, 2007)
   • Activity Theory (Leontiev, 1981; Rubinstein, 1973)
   • Social Constructivism (Maturana & Varela, 1979; Vygotsky, 1978)

2. Persons by culture
   • In order to avoid solipsism and rationalism, social communalities have been underscored
   • But does cultural tools only mediate experience? Is there room for personal expressions?
   • How could we recover personal, unique experiences as expressions of live, unfolding culture?

3. Personal Culture & Life-world
   Personal Culture (Valsiner, 2007)
   • Culture as semiotic tools allowing a meaningful organization of past, present and future experience
   • Persons do not belong to culture; nor culture belong to person
   • Rather, Culture belongs to the relating of particular persons and their environments [Umwelt]
   Life-world [Lebenswelt] (Schütz, 1967)
   • Not one, but many multi-layered social worlds
   • Shared culture articulated through personal and communitarian stories and activities
   • Culture as my/our own culture, based in the continuous flow of everyday life

4. Discussion
   • Has personal experiencing been absent of the main socio-cultural discussion?
   • How could methodological thinking be complemented by a ‘personal culture’ approach?
   • Does the notion of Life-world properly address power relations and social unrest periods?