

# The Formation Processes re-visited – the Importance of Naturalized Representations

Sakki, Inari <sup>1</sup> Menard, Rusten <sup>0</sup> Hakoköngäs, Eemeli <sup>0</sup>

<sup>1</sup> University of Helsinki, Finland

## TO CITE

Sakki, I., Menard, R., & Hakoköngäs, E. (2016). The Formation Processes re-visited – the Importance of Naturalized Representations. In *Proceedings of the Paris Institute for Advanced Study* (Vol. 18). [https://paris.pias.science/article/MOSCO\\_2016\\_18\\_the-formation-processes-re-visited-the-importance-of-naturalized-representations](https://paris.pias.science/article/MOSCO_2016_18_the-formation-processes-re-visited-the-importance-of-naturalized-representations)

## PUBLICATION DATE

18/11/2016

## ABSTRACT

*Tribute to Serge Moscovici. Paris IAS, 17-18 November 2016 - Session 5*

In this paper, we would like to revisit and problematize the formation processes of social representations – and underline the importance of analysing naturalized social representations. In SRT, representation formation has been treated as something that happens primarily in the beginning, and researchers have been encouraged to study processes of social representations as they are emerging for the first time. Treating representation in this manner gives the impression that representations are conceptualised as having a clear and definite beginning, marked by their anchoring into old and familiar structures. We argue that representations are still important in their naturalised state although the formative processes take different forms. The process of naturalisation describes representation as a tool to categorise on a more general level. They continue to process and to be processed, continue to categorise and be categorised; and they also continue to negotiate, be negotiated, transform, and be transformed. As they become less what is talked about and more what is used to enable everyday discourse, they are still transforming. The re-conceptualisation of formation processes is necessary for the SRT to be better equipped to provide a dynamic approach for such phenomena as ‘social representations of history’ and ‘collective memory’ – the field that has become one of the most vibrant areas of research in SRT in the recent years.



[The formation processes re-visited the importance of naturalized representations](#)

Hakoköngäs, E., & Sakki, I. (2016). Visualized Collective Memories: Social Representations of History in Images Found in Finnish History Textbooks. *Journal of Community and Applied Social Psychology*, doi: 10.1002/casp.2276.

Hakoköngäs, E. & Sakki, I. (submitted). The Naturalized Nation: Anchoring, Objectification and Naturalized Social Representations of History. *Journal of Social & Political Psychology*.

Jodelet, D. (2008). Social representations: The beautiful invention. *Journal of the Theory of Social Behaviour*, 38, 411–430.

Liu, J.H & Sibley (2015). Representations of World History. In G. Sammut, E. Andreouli, G. Gaskell & J. Valsiner (Eds.) *The Cambridge Handbook of Social Representations* (pp. 269– 279). Cambridge: Cambridge University Press.

Lloyd, B., & Duveen, G. (1990). A semiotic analysis of the development of social representations of gender. *Social representations and the development of knowledge*, 27–46.

Sakki, I., Menard, R., & Hakoköngäs, E. (2016). The Formation Processes re-visited – the Importance of Naturalized Representations. In *Proceedings of the Paris Institute for Advanced Study* (Vol. 18). [https://paris.pias.science/article/MOSCO\\_2016\\_18\\_the-formation-processes-re-visited-the-importance-of-naturalized-representations](https://paris.pias.science/article/MOSCO_2016_18_the-formation-processes-re-visited-the-importance-of-naturalized-representations) 2016/18 - hommage-serge-moscovici - Article No.10. Freely available at [https://paris.pias.science/article/MOSCO\\_2016\\_18\\_the-formation-processes-re-visited-the-importance-of-naturalized-representations](https://paris.pias.science/article/MOSCO_2016_18_the-formation-processes-re-visited-the-importance-of-naturalized-representations) - ISSN 2826-2832/© 2024 Sakki I., Menard R., Hakoköngäs E.

This is an open access article published under the [Creative Commons Attribution-NonCommercial 4.0 International Public License \(CC BY-NC 4.0\)](#)

Marková, I. (2000). Amédée or how to get rid of it: Social representations from a dialogical perspective. *Culture & Psychology*, 6, 419–460.

Moscovici, S. (1961). *La psychanalyse, son image et son public: étude sur la représentation sociale de la psychanalyse*. Paris: Presses universitaires de France.

Moscovici, S. (1984). The Phenomenon of Social Representations. In S. Moscovici & R. Farr (Eds.), *Social Representations* (pp.3-55). Cambridge: Cambridge University Press.

Philogène, G. (1999). *From Black to African American: A new social representation*. Westport: Praeger Publishers.

Sakki, I. & Menard, R. (2014). Ankkurointi, naturalisointi ja muutos sosiaalisten representaatioiden tutkimuksessa [Anchoring, naturalization and change in the study of social representations]. In L. Myyry, S. Ahola, M. Ahokas & I. Sakki (Eds.) *Arkiajattelu, tieto ja oikeudenmukaisuus [Everyday thinking, knowledge and justice]* (pp.68–91). Helsinki: Sosiaalitieteiden laitos.

Selge, S., & Fischer, A. (2011). How people familiarize themselves with complex ecological concepts - anchoring of social representations of invasive non-native species. *Journal of Community & Applied Social Psychology*, 21, 297–311.

Torsti, P. (2012). *Suomalaiset ja historia [Finns and history]*. Helsinki: Gaudeamus.

Wagner, W., Duveen, G., Farr, R., Jovchelovitch, S., Lorenzi-Cioldi, F., Marková, I. & Rose, D. (1999). Theory and Methods of Social Representations. *Asian Journal of Social Psychology*, 2, 95–125.

Wagner, W., & Kronberger, N. (2001). Killer tomatoes! Collective symbolic coping with biotechnology. *Representations of the social*, 147–164.

Wagoner, B. (2015). Collective remembering as a process of social representation. In G. Sammut, E. Andreouli, G. Gaskell & J. Valsiner (Eds.) *The Cambridge Handbook of Social Representations* (pp. 143–162). Cambridge: Cambridge University Press. Hakoköngäs, E., & Sakki, I. (2016). Visualized Collective Memories: Social Representations of History in Images Found in Finnish History Textbooks. *Journal of Community and Applied Social Psychology*, doi: 10.1002/casp.2276.