



# Social Practices and Social Representations for Water Management

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# What is a Social Practice ? (Abric, 1994).

- A set of behaviors.
- With a same final purpose.
- Shared on a social group.  
(people do not necessarily have the same behaviors, but they share a common final purpose of their behaviors).
- Repeated in time.  
(a social practice is part, or could become part of the history of the group).

Abric, J.C. (1994). Pratiques sociales et représentations. (Ed.). Paris : Presses Universitaires de France.

# What is a Social Representation ?

(Moscovici, 1961).

- A set of information, opinions and beliefs.
- Shared by a social group.
- About a social object

Social representations are some kind of social knowledge (naïve) about the social environment.

Moscovici, S. (1961). *La psychanalyse, son image et son public*. Paris: Presses Universitaires de France.

# What is a Social Object ? (Moliner, 1996).

- An object with a value for the group.
- An object which causes social interactions and intergroup interactions.
- An object linked to group identity or group cohesion.

Moliner, P. (1996). Images et représentations sociales. Grenoble: Presses Universitaires de Grenoble.

# When SR determines SP.

- SR are the way by which people give sense to their social environment.
- SR allow people to evaluate their environment.
- SR justify social practices.

Therefore, practices about a SO are determined by the SR of this object (also by the kind of intergroup relations about the SO).

# When SP determines SR ?

- When people are confronted with environmental change (social change or physical change).
- When they think the change is irreversible.
- When they do change their practices in an adaptative way.
- On these conditions we can observe some change in the social representations.

# Design of applied research about Water Management

