

Index

AIDS/HIV	choice, 66–7
AIDS/HIV anchoring of concept, 94–5 conspiracy theories of, 27, 47–50 defensive projections related to, 81–2 distancing identity from, 44 fear of contagion from 'other', 23 gay men's responses to representations of, 45–6 material basis of, 34 optimistic bias regarding risk of, 40, 58, 61–3 responses to, 37–8, 39–42, 43, 44, 50–3, 131, 143–4	choice, 66–7 cognitive approach attribution theory, 64–8, 70 critiques of, 70–1, 101–2, 138–9 nature in psychology of, 12 optimistic bias theory, 60–2, 63–4 to emotion, 61, 108–12 to risk, 7–8 compassion for 'other', 129–30 conspiracy theories, 27, 47–50 contagion, fear of 'other', 23 control in attribution theory, 65–7
spoiled identity of marginalised groups,	impact on risk perception, 30, 31, 32
44–7	link with emotion, 116–17
theories of origin and spread, 39–44, 47–53	link with optimistic bias, 58–9 lost by 'other', 24–5
anchoring, 94–5	of representation, 29
anthropology	of risk, 3–5
approach to 'the other', 76–7 on changing representations, 126–7 study of emotion, 117	scapegoating as form of, 26–7 shared meanings as form of, 31 Western concept of, 24–5, 59, 65–6,
anxiety	116–17
LeDoux' theory of, 123	see also intentionality
splitting response to see splitting	Crawford, R., 15, 24-5
attribution theory (AT), 64-8, 70	Crossley, N., 113
attributions, and social representations, 91 Averill, J.R., 112–13	culture <i>see</i> sociocultural approaches to emotion; Western culture
Baker, G.W., 31	danger, meaning of term, 4
Beck, U., 5	defensive projections, and AIDS, 81–2
biological approach to emotion, 108–12, 116	defensiveness, and optimistic bias, 61–2, 63
critiques of, 112–13	denial, and optimistic bias, 60
blame for epidemics, 25	deviant practices, and representations of AIDS, 40–1, 43–4, 49
see also conspiracy theories; 'not me- other' response to risk; responsibility;	disasters link with sin and sexuality, 23–4
scapegoating	manmade and natural, 142
Bowlby, J., 114	in modern world, 16
Chapman, D.W., 31	discourse analysis, 10 discursive theory, 86

161



162 Index	
disgust, 82–3	shared meanings in, 31
Douglas, M., 76-7, 126-7	and splitting, 79–81
Drown, D., 67	
	hazards, compared with risks, 142
economic crisis, 22	health
emotion	and concepts of control, 24–5, 66
biological approach to, 108–12, 116	effects of optimism on, 68–9
critiques of, 112–13	optimistic bias regarding risk to, 56–7
cognitive approach to, 61, 108–12	role of genetic testing, 3–4
existential approach to, 113, 114–15	see also illness
link with control, 116–17	health campaigns, related to AIDS, 51–3
manipulation of, 118–19	Heider, F., 12
neglected in psychology, 12, 100 postemotionalism, 118–20	Henriques, J., 9 HIV see AIDS/HIV
psycho–dynamic approach to, 114–15,	Hollway, W., 84–5
123	homosexuality
research approaches to, 110–12, 115	and medical responses to AIDS, 42–3
in response to risk, 6–7, 100, 109–10	see also gay men
social constructionist approach to,	see also gay men
113–14	Ichheiser, G., 65
sociocultural approaches to, 116-22	identification, with media messages,
views of, 107–8	121–2
epidemics	identity
link with 'other', 23, 25-6	distancing from AIDS, 44
material basis of, 32-3, 34	link with response to risk, 6, 104
see also AIDS/HIV	of marginalised groups spoiled, 44–7
exhibitionism, 120	representations to protect, 34, 97, 100
existential approach to emotion, 113,	role of comparison in, 18–20
114–15	social and personal, 80–1
experts	illness
assessment of risk by, 3	'other' and sources of, 28
mistrust of, 3, 5	and self-control, 66
role of, 5–6	see also AIDS/HIV; epidemics; health
transformation of ideas of, 92–6 see also scientists	illness representations model, 106
see aiso scientists	industrial accidents, 30
form tolas 31	intentionality and attribution theory, 64–5
fairy tales, 31 Feldman, D.A., 57–8	see also control
Flin, R., 30	introjection, 75
foreign nations, origin of AIDS in, 39	introjection, 15
Freud, S., 84, 87, 127	Jefferson, T., 84–5
	Jodelet, D., 105
gay men	judgement and decision-making model,
responses to representations of AIDS,	7–8
45-6	'just world hypothesis', 67
spoiled identity of, 44-7	,
see also homosexuality	Klein, Melanie, 73-6, 77, 78, 87-8, 114,
Geertz, C., 101	128, 132
genetic testing, 3–4	knowledge
Gilman, S., 14–15	impact on perception of risk, 30
globalisation of media messages, 121	material basis of crises, 33-4
Gobineau, J.A. de, 20	scientific production of, 93
Greenwood, G.D., 113–14	transformation of scientific, 92-6
groups	1 1 1 1
identification with, 80–1	lay knowledge, transformed from scientific,
representations and identity of, 97, 100	92–6



Index

lay people impact of media on, 51, 92 mistrust of experts, 3, 5 perceptions of risk, 3 responses to AIDS, 39-42, 43 role of, 5-6 understandings of science, 9-10 LeDoux, J., 108, 111, 123 Lerner, M.J., 67 McCulloch, J., 19 Manstead, A.S.R., 109 Mearns, K., 30 media experience of emotion via, 120-2 manipulation of emotions, 119 portrayal of risk by, 2 role in linking individuals, 80 role in shaping thoughts on AIDS, 50-3 role in transforming knowledge, 92-3 medical scientific responses to AIDS, 42-4 mental health, effects of optimism on, 68-9 Mestrovic, S.G., 118, 120 moderation, ethics of, 26 modernism, 136 morals, and risk reduction, 4 Moscovici, S., 80, 90-1, 92, 93 natural science model, 139-40 Nazi texts, 'other' in, 22 neuro-psychology, 123-4 Ngubane, H., 28 'not me-other' response to risk attribution theory, 64-8, 70 early research on, 29-32 material basis of, 32-5 mechanisms of, 132-5 optimistic bias, 56-64, 70 splitting as origin of, 73-9, 88 see also 'other' nuclear war, 31-2 Oatley, K., 115 object relations approach, 11, 15, 73-9, 87 objectification, 95-6 optimism, effects on health, 68-9 optimistic bias (OB), 7, 56-64, 70, 91, 135 regarding AIDS, 40, 58, 61-3 Orient, Said's theory of, 18, 27-8 'other' anchoring of AIDS and, 94-5 at times of crisis, 22-9 changing representations of, 128-32, 134-5

how regarded by non-powerful groups, 27 - 9in responses to AIDS deviant behaviours, 40-1, 43-4, 49 foreign nations, 39 out-groups, 39-40, 42-3 role of representations of, 34, 97-8 see also 'not me-other' response to risk; out-groups out-groups blamed for epidemics, 25–6 and conspiracy theories of AIDS, 47-50 and protection of self identity, 34 and spread of AIDS, 39–40, 42–3 see also 'other' paranoid-schizoid position, 74 Phillips, A., 77 physical health, effects of optimism on, 68 - 9postemotionalism, 118-20 postmodernism approach to subjectivity, 8-9, 12 features of, 136 preventability, 58-9 projection, 75, 78, 81-2 projective identification, 75-6, 133 psycho-dynamic approach to emotion, 114-15, 123 to risk, 11, 83-8, 127 social representations - psycho-dynamic approach, 99-105 and sociohistorical processes, 79-83 psychoanalysis on changing representations, 127-8, 129-30, 132 critiques of, 136-7, 139 subjective approach, 85-6 and theories of emotion, 123 theory of development, 128-9 public see lay people Public Understanding of Science (PUS), race, and concept of 'other', 18, 20-1 Radley, A., 129 reflexivity, 130-1 religion, and concepts of disaster, 23-4 representation control of, 29 see also social representations research, approaches to emotion, 110-12, 115 responsibility and attribution theory, 64, 67-8 and spoiled identity, 46

163

ongoing concept of, 18-22

and projective identification, 75-6



164 Index

responsibility (cont.)	social constructionist approach to emotion
see also blame; conspiracy theories; 'not	113–14
me-other' response to risk;	Social Identity Theory (SIT), 80
scapegoating	social psychology, good theory in, 139–41
risk	social representations
changing representations of, 126–32,	changing, 105–6, 126–32, 134–5, 143–4
134–5, 143–4	environmental influences on, 133
control of, 3–5	motivation for formation of, 34, 96–8
experienced via media, 120–1, 122	nature of, 91
internalised by marginalised groups, 46	processes in formation of, 92–6
responses to: affective dimension of, 6–7,	role in risk response, 133–4
109–10; approaches to, 7–13, 14–16;	social nature of, 98–9
cognitive approach, 7–8; features of	social representations theory
good theory, 139–41; overarching	critiques of, 137–9
theory, 141–3; psycho–dynamic	nature of, 9–11, 90–1, 127–8
theory, 11, 79–88, 99–105, 127; social	social representations-psycho-dynamic
representations theory, 9–11, 99–105;	approach, 99–105
subjectivity in, 8–9; see also AIDS/HIV;	social science
'not me-other' response to risk;	application of psychodynamic theory to,
optimistic bias	83–8
scientific assessments of, 60–1	assumptions of, 140–1
risk society, nature of, 2–7	sociocultural approaches to emotion,
risks, compared with hazards, 142	116–22
	sociohistorical processes, and psycho-
Said, E.W., 18–19, 27–8	dynamic theory, 79–83
scapegoating, 26–7, 32–3	sociology, study of emotion, 117–18
science	'spinning', 119
lay people's understanding of, 9–10, 51	spirit possession, 28
natural science model, 139–40	splitting
representations of crises, 33	nature of, 11, 73–9, 88, 99, 132–3
values in, 93	role of social forces in, 79–81
scientific knowledge, transformation of,	stage following, 128–9, 134
92–6	Stimson, G.V., 63
scientists	subjectivity
assessment of risk by, 60–1	study of, 86, 110
as focus of AIDS conspiracy theories,	in study of emotion, 108–9, 110
47–9	in study of risk, 8–9
responses to AIDS, 42–4	symbolisation, 95–6
see also experts	responses to risk, 6–7
self–report data, 110–12, 115	syphilis, 25, 33
sexual practices, and representations of	Tuskegee Study, 49, 50
AIDS, 40–1, 43	
sexuality	Taylor, S.E., 61–2
and blame for epidemics, 25	Tester, K., 120
and concept of 'other', 20–1, 35	theory, features of good theory, 139–41
link with disaster, 23–4	Theory of Planned Behaviour (TPB), 109
and social representations, 91	threat, experienced via media, 120–1
and women as cause of illness, 28	Tuskegee Study, 49, 50
women's optimistic bias and, 62-3	
see also gay men; homosexuality	Ursano, R.J., 31
Shaver, K.G., 67	
sin	war
link with disaster, 24	and AIDS conspiracy theories, 49
and representations of AIDS, 40–1, 43,	perceived risk of, 31–2
49, 76	symbolisation of, 96
Sobo, E.I., 62–3	Weinstein, N.D., 60, 61



Index 165

Zimolong, B., 30

Western culture and AIDS conspiracy theories, 47–50 concept of control in, 24–5, 59, 65–6, 116–17 concept of 'other' in, 19–21, 27–8, 29 representations of good and bad, 77–8 women optimistic bias and sexuality of, 62–3 as 'other', 20, 25, 28 Wynne, B., 5–6