



**E2KW
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SOCIAL REPRESENTATION OF WATER PROBLEM AMONG COLLEGE STUDENTS OF CASTILLA LA MANCHA

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INTRODUCTION: Theoretical framework

- Theory of Social Representations

- **SOCIAL REPRESENTATION:**

“Ideas or knowledges that a social group have about an specific object” (Moscovici, 1979)



INTRODUCTION: Objectives

WATER PROBLEM



**SOCIAL REPRESENTATION
OF WATER PROBLEM**



Objective 1:

To know the content of
Social Representation
of Water Problem

Objective 2:

To Identify differences
between the SR of WP
among different groups

Objective 3:

To know some
evaluation aspects of
Water Problem



Socio-educational implications of the results on environmental education

METHOD: Participants

Table 1. *Participants characteristics (N = 100)*

Age	Studies	
18-25 years old	Social Science	82%
Sex	Health Science	18%
Women 52%	University degrees studies	
Men 48%	Social education	52,8%
Population	Business	19,1%
Urban 63%	Social Work	10,1%
Rural 37%	Occupational therapy	7,9%
	Nursing	6,7%
	Speech therapy	3,4%

METHOD: Instrument



Questionnaire :

- Which five words would come to your mind at the word "Water"?
- Which three words come to your mind at the expression "The Water Problem"?

CUESTIONARIO SOBRE LA REPRESENTACIÓN SOCIAL DEL AGUA Nº: _____ [1-2]

La Universidad de Castilla-La Mancha está realizando un estudio sobre el agua, por lo que le rogamos responda este cuestionario. Sus respuestas son anónimas y sólo serán usadas con fines científicos y educativos. Es muy importante que conteste a todas las preguntas para que su cuestionario sea válido. MUCHAS GRACIAS.

1. ¿Qué cinco palabras (o expresiones) le vienen a la mente ante la palabra "AGUA"?

1. [4-6]
 2. [7-9]
 3. [10-12]
 4. [13-15]
 5. [16-18]

2. ¿Por qué ha asociado "AGUA" con cada una de esas palabras?

He asociado "AGUA" con 1. porque [19-21]
 He asociado "AGUA" con 2. porque [22-24]
 He asociado "AGUA" con 3. porque [25-27]
 He asociado "AGUA" con 4. porque [28-30]
 He asociado "AGUA" con 5. porque [31-33]

3. ¿Qué tres palabras (o expresiones) le vienen a la mente ante la expresión "EL PROBLEMA DEL AGUA"?

1. [34-36]
 2. [37-39]
 3. [40-42]

4. ¿Por qué ha asociado "EL PROBLEMA DEL AGUA" con cada una de esas palabras?

He asociado "EL PROBLEMA DEL AGUA" con 1. porque [43-45]
 He asociado "EL PROBLEMA DEL AGUA" con 2. porque [46-48]
 He asociado "EL PROBLEMA DEL AGUA" con 3. porque [49-51]

5. Según usted el problema del agua, en general, es: (todas con un círculo el número de su respuesta)

Nada grave	Algo grave	Grave	Bastante grave	Muy grave	[52]
1	2	3	4	5	

6. En su opinión ¿qué responsabilidad tienen estos grupos a la hora de solucionar el problema del agua?
 [siendo 1 = Ninguna responsabilidad y 5 = La máxima responsabilidad]

- Los políticos	1	2	3	4	5	[53]
- Los científicos y técnicos	1	2	3	4	5	[54]
- Los empresarios	1	2	3	4	5	[55]
- Los medios de comunicación	1	2	3	4	5	[56]
- La educación	1	2	3	4	5	[57]
- Los ciudadanos	1	2	3	4	5	[58]
- Otro	1	2	3	4	5	[59]

Para finalizar, responda a las siguientes cuestiones sociodemográficas:

7. Sexo: Mujer 1 Hombrre 2 [60]

8. Edad: años [61-62]

9. Lugar de nacimiento (si no sabe el número de habitantes indique el nombre de la población): [63]

- Menor o igual a 2.000 hab. 1
 - Entre 2.001 y 10.000 hab. 2
 - Entre 10.001 y 50.000 hab. 3
 - Entre 50.001 y 100.000 hab. 4
 - Entre 100.001 y 400.000 hab. 5
 - Entre 400.001 y 1.000.000 hab. 6
 - Más de 1.000.000 hab. 7

10. Indique cuál de las siguientes ideologías políticas está más próxima a la suya: [64]

Extrema Izquierda	Izquierda	Centro-Izquierda	Centro-Derecha	Derecha	Extrema-Derecha
1	2	3	4	5	6

11. Indique los estudios que actualmente está realizando: [65]

- Administración y Dirección de Empresas	1
- Educación Social	2
- Enfermería	3
- Logopedia	4
- Terapia Ocupacional	5
- Trabajo Social	6

RESULTS: Water Social Representation

Table 2. *Words more frequently associated at “Water” for the total sample of participants.*

Participants ($N = 100$)

500 words

WATER	<i>f</i>	% ^a	% ^b
<i>Sea</i>	31	6,2	31
<i>River</i>	29	5,8	29
<i>Life</i>	28	5,6	28
<i>Rain</i>	22	4,4	22
<i>Thirst</i>	17	3,4	17
<i>Drink</i>	17	3,4	17
Total	144	28,8	

RESULTS: Water Social Representation

Table 3. *Frequency distribution of more associated words at “Water” for the women participants and men participants.*

WOMEN ($n_1 = 52$) 260 words				MEN ($n_2 = 48$) 240 words			
WATER	<i>f</i>	% ^a	% ^b	WATER	<i>f</i>	%	%
<i>River</i>	16	6,2	31	Sea	20	8,3	42
<i>Rain</i>	13	5,0	25	<i>Life</i>	16	6,7	33
<i>Life</i>	12	4,6	23	<i>River</i>	13	5,4	27
Thirst	12	4,6	23	<i>Rain</i>	9	3,7	19
<i>Sea</i>	11	4,2	21	<i>Drink</i>	8	3,3	17
<i>Drink</i>	9	3,5	17	<i>Sea</i>	8	3,3	17
<i>S. Pool</i>	9	3,5	17				
Total	82	31,6			74	30,7	

Note. ^aPercentage of word appearance. ^bPercentage of participants that mentioned the word.

RESULTS: Water Social Representation

Table 4. *Frequency distribution of more associated words at “Water” for the urban participants and rural participants.*

URBAN ($n_3 = 63$) 315 words				RURAL ($n_4 = 37$) 185 words			
WATER	<i>f</i>	%	%	WATER	<i>f</i>	%	%
Life	20	6,3	32	<i>Sea</i>	12	6,5	32
<i>Sea</i>	19	6,0	30	<i>River</i>	11	5,9	30
<i>River</i>	18	5,7	29	<i>Rain</i>	10	5,4	27
<i>Rain</i>	12	3,8	19	<i>Life</i>	8	4,3	22
<i>Thirst</i>	10	3,2	16	Drink	8	4,3	22
<i>S. Pool</i>	10	3,2	16	<i>Thirst</i>	7	3,8	19
Total	89	28,2			56	30,2	

Note. ^aPercentage of word appearance. ^bPercentage of participants that mentioned the word.

RESULTS: Water Social Representation

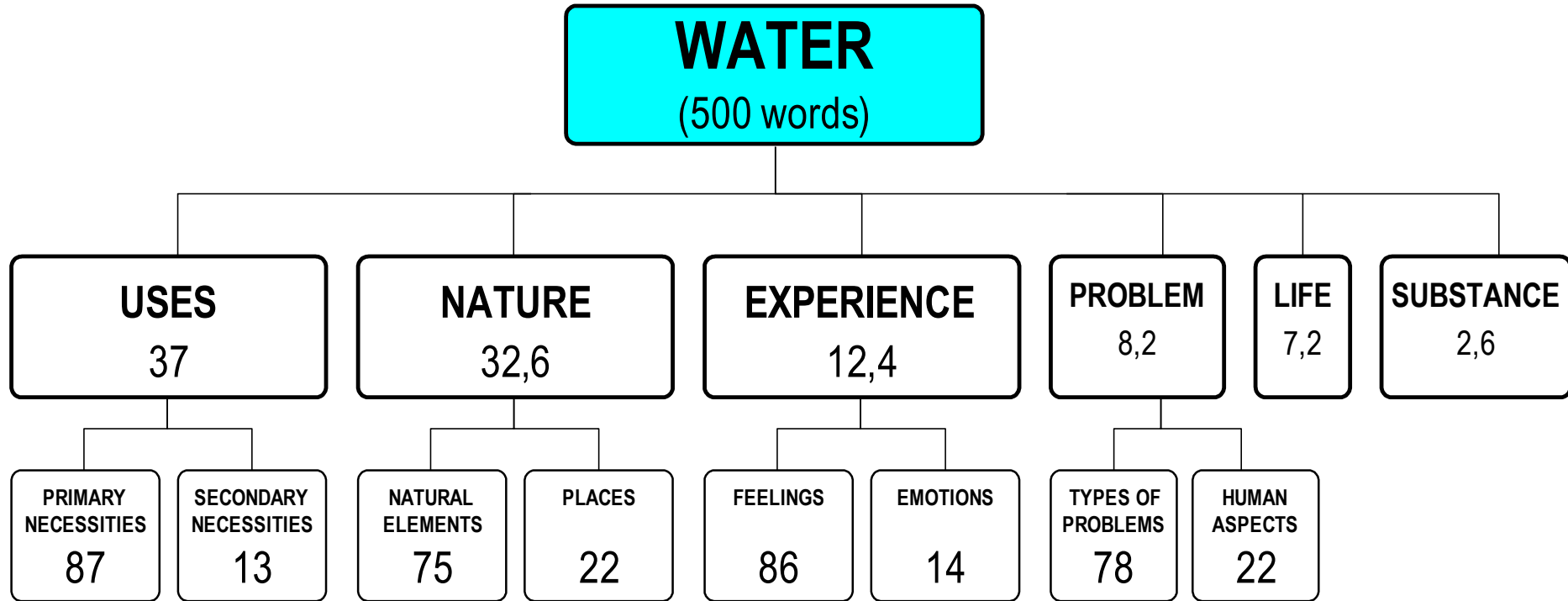


Figure 2. Thematic categories in which the 500 words, mentioned by participants ($N = 100$) at the word “Water”, are classified, and its percentages in the upper category.

RESULTS: Water Social Representation

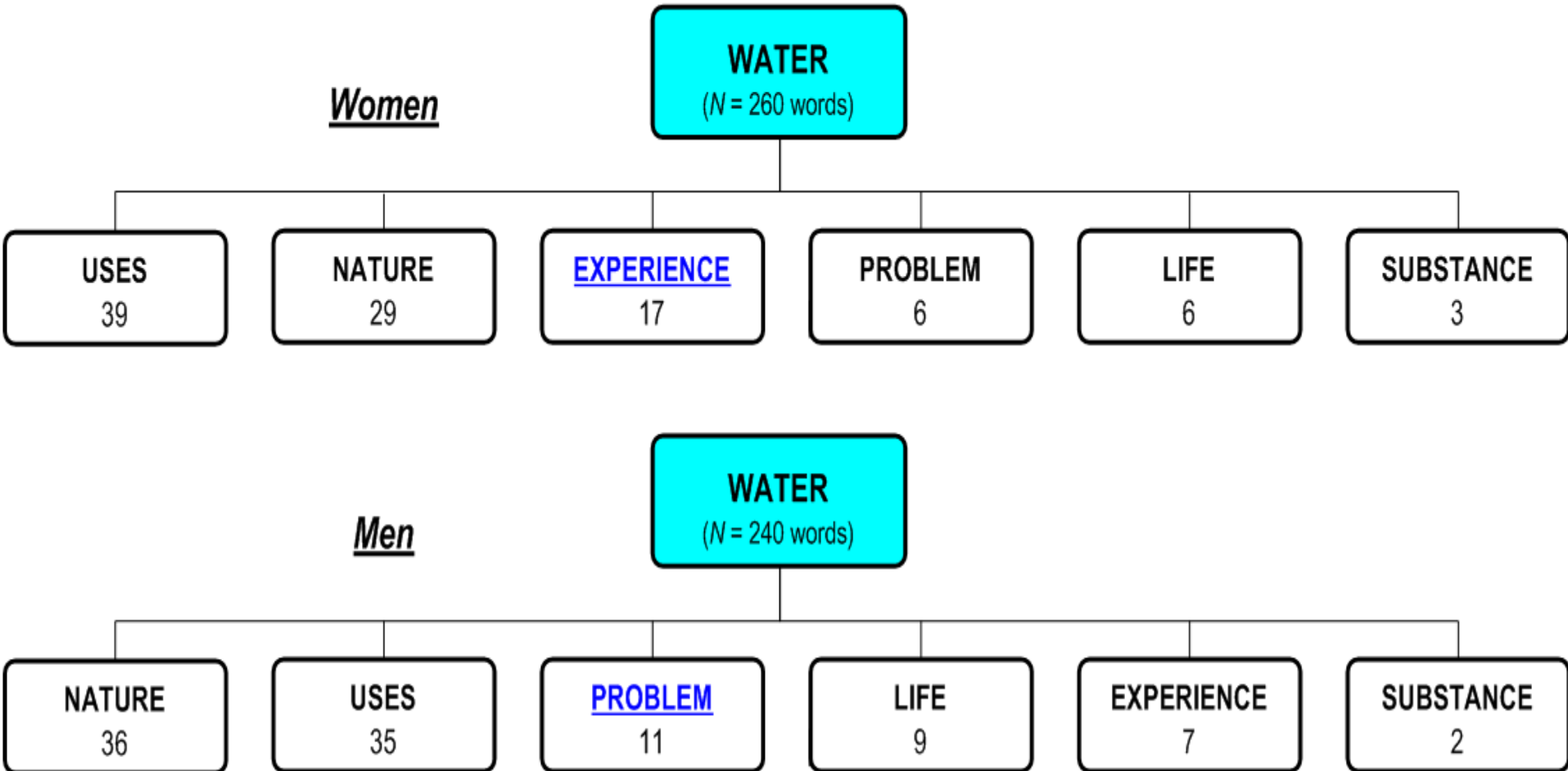


Figure 3. Thematic categories in which 260 words mentioned by women ($n_1 = 52$) and 240 words mentioned by men ($n_2 = 48$) at the word “Water” are classified and their percentages in the upper category.

RESULTS: Water Social Representation

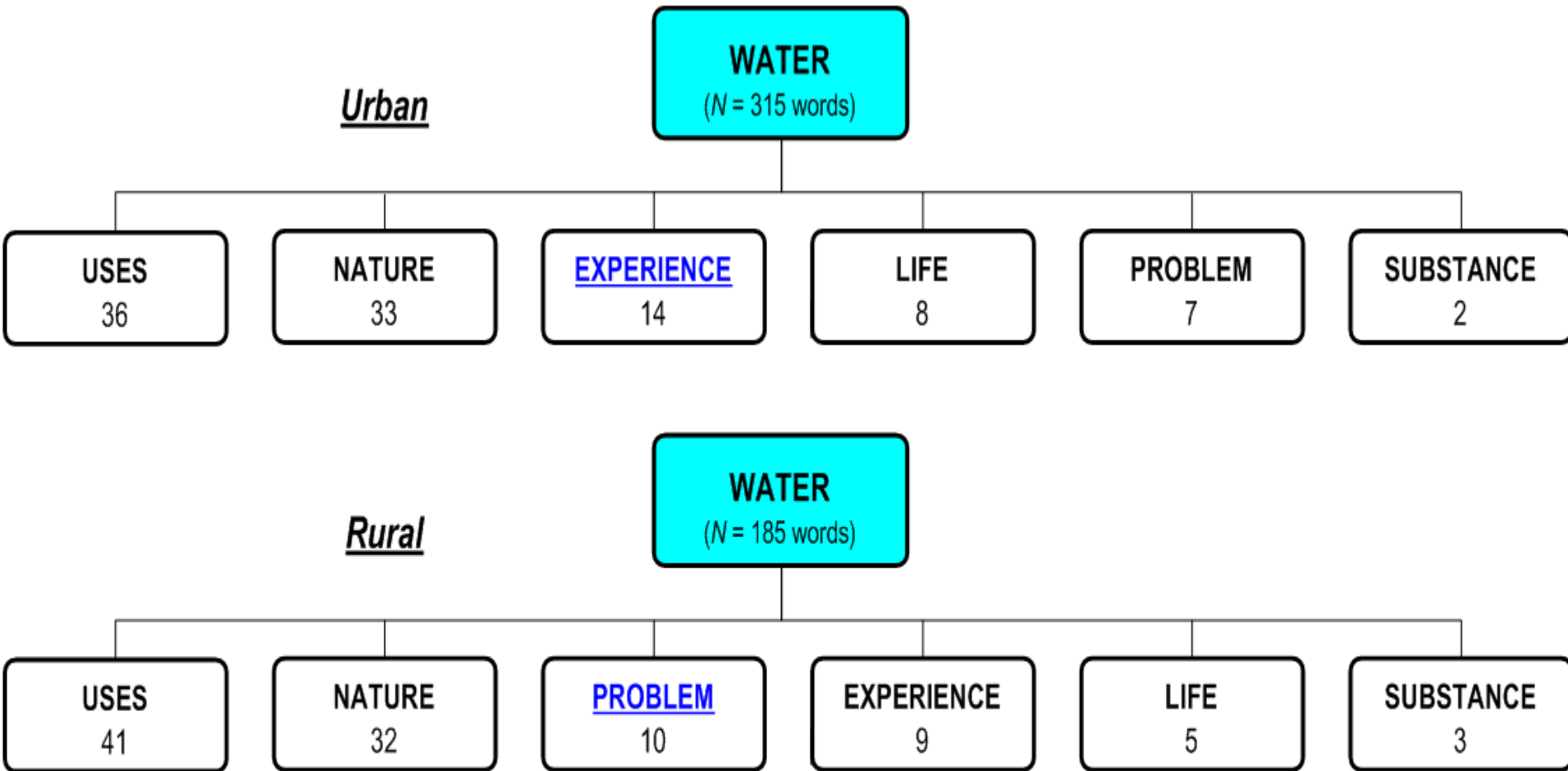


Figure 4. Thematic categories in which 315 words mentioned by urban participants ($n_3 = 63$) and 185 words mentioned by rural participant ($n_4 = 37$) at the word “Water” are classified and their percentages in the upper category.

RESULTS: Water Problem Social Representation

Table 5. Frequency distribution of words more associated at “Water Problem” for the total participants.

Participants ($N = 100$)

300 words

WATER PROBLEM

	<i>f</i>	% ^a	% ^b
<i>Drought</i>	42	14,0	42
<i>Pollution</i>	40	13,3	40
<i>Shortage</i>	22	7,3	22
<i>Waste</i>	12	4,0	12
Total	136	38,6	

RESULTS: Water Problem Social Representation

Table 6. *Frequency distribution of more associated words at “WaterProblem” for the women participants and men participants.*

WOMEN ($n_1 = 52$) 156 words			MEN ($n_2 = 48$) 144 words				
WATER PROBLEM	<i>f</i>	% ^a	% ^b	WATER PROBLEM	<i>f</i>	%	%
<i>Pollution</i>	22	14,1	40	<i>Drought</i>	21	14,6	44
<i>Drought</i>	21	13,5	42	<i>Pollution</i>	18	12,5	37
<i>Shortage</i>	14	9,0	27	<i>Shortage</i>	8	5,5	17
<i>Waste</i>	6	3,8	12	<i>Waste</i>	6	4,2	12
				<i>Gast</i>	5	3,5	10
Total	65	40,4			58	40,3	

Note. ^aPercentage of word appearance. ^bPercentage of participants that mentioned the word.

RESULTS: Water Problem Social Representation

Table 7. Frequency distribution of more associated words at “Water” for the urban participants and rural participants.

<u>URBAN</u> ($n_3 = 63$) 189 words			<u>RURAL</u> ($n_4 = 37$) 111 words				
<u>WATER</u> <u>PROBL</u>	<i>f</i>	%	%	<u>WATER</u> <u>PROBL</u>	<i>f</i>	%	%
<i>Pollution</i>	27	14,3	43	<i>Drought</i>	17	15,3	46
<i>Drought</i>	25	13,2	40	<i>Pollution</i>	13	11,7	35
<i>Shortage</i>	14	7,4	22	<i>Shortage</i>	8	7,2	22
<i>Waste</i>	6	3,2	10	<i>Waste</i>	6	5,4	16
<i>Expenses</i>	5	2,6	8				
Total	77	40,7			44	39,6	

Note. ^aPercentage of word appearance. ^bPercentage of participants that mentioned the word.

RESULTS: Water Problem Social Representation

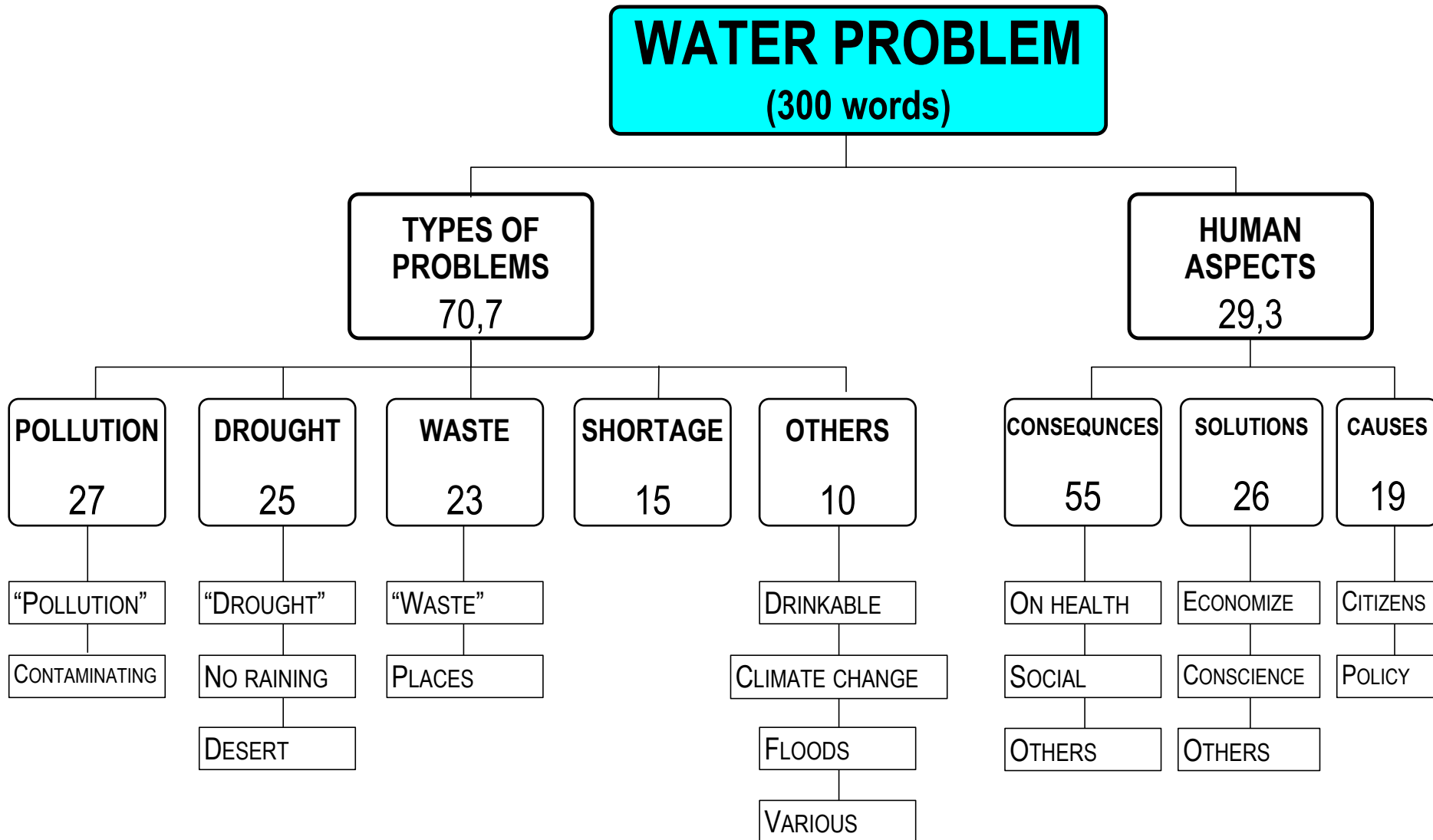


Figure 5. Thematic categories in which the 300 words that participants ($N = 100$) mentioned at "Water Problem", and their percentages on the superior category.

RESULTS: Water Problem Social Representation

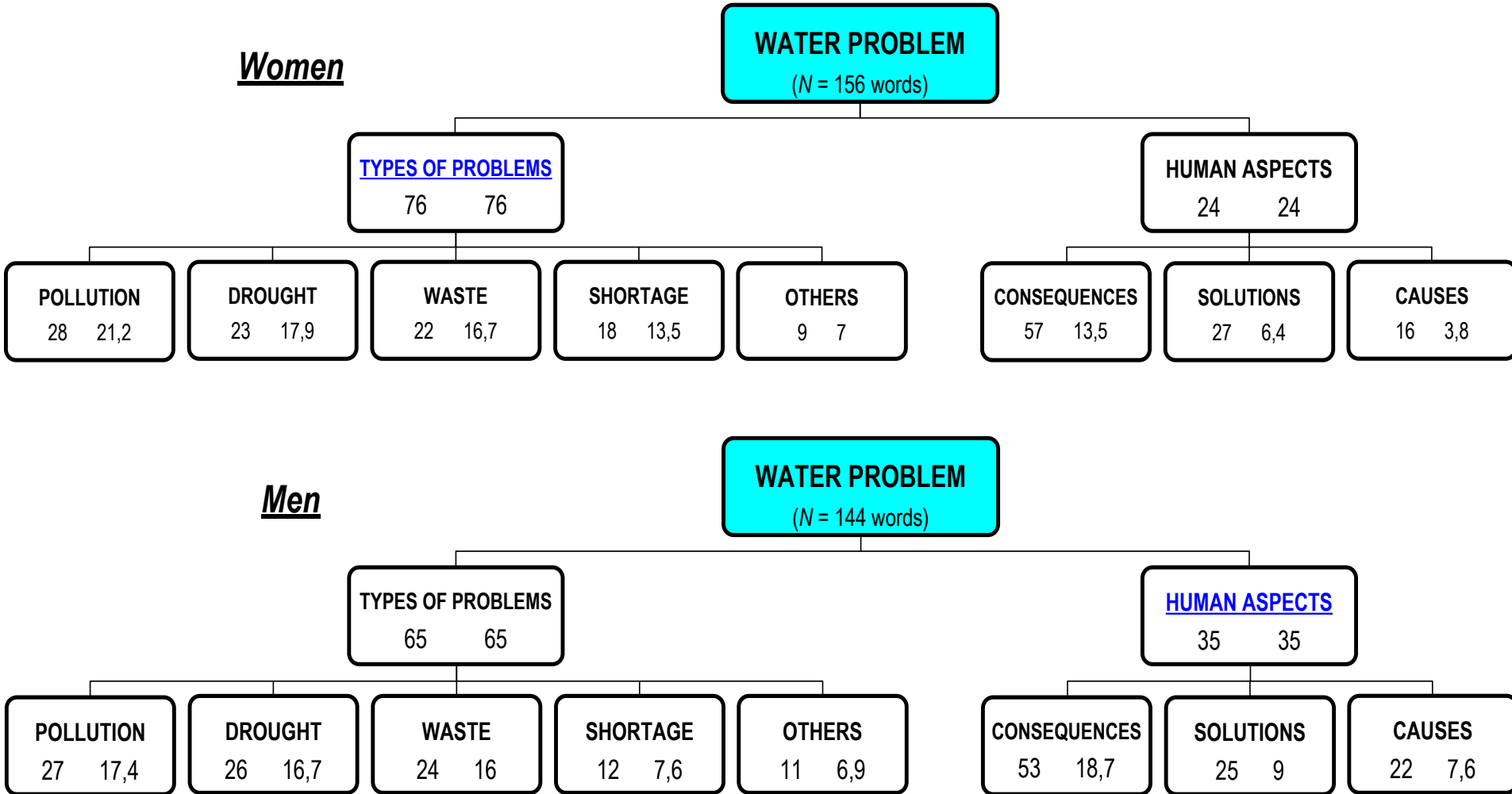


Figure 6. Thematic categories in which 156 words mentioned by women ($n_1 = 52$) and 144 mentioned by men ($n_2 = 48$) at the phrase “Water Problem” are classified and their percentages in the upper (left) category and in the whole category (right).

RESULTS: Water Problem Social Representation

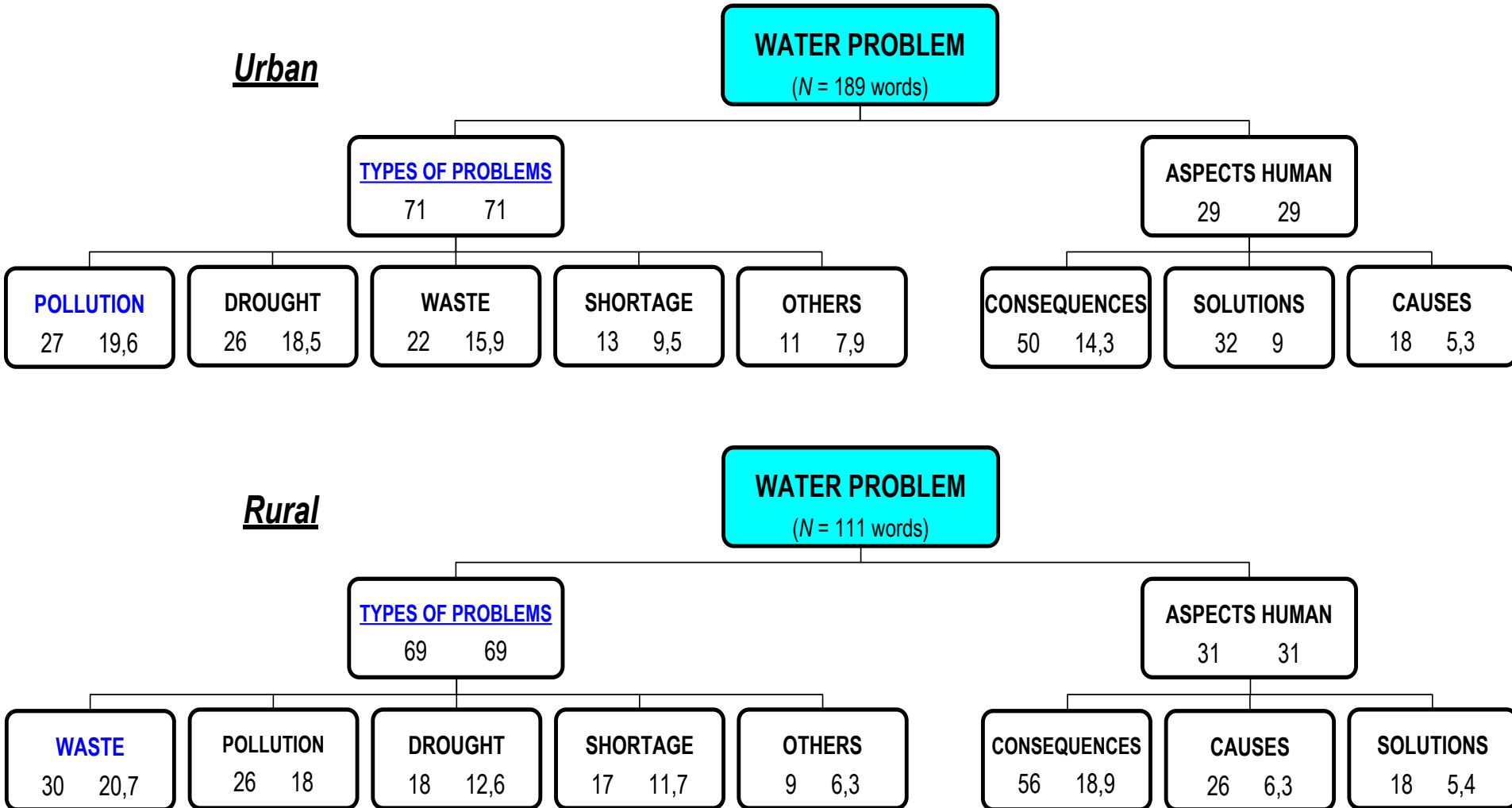


Figure 7. Thematic categories in which 189 word mentioned by urban participants ($n_3 = 63$) and 111 words mentioned by rural participants ($n_4 = 37$) at the phrase “Water Problem” are classified and their percentages in the upper (left) and in the whole category (right).

DISCUSSION: Socio-educational implications

- Environmental education programme relating to the students Social Representations
- Descriptive and critical thinking
- Differences between groups
 - Urban-Rural participants
 - Women-Men participants





THANK YOU VERY MUCH