

Abstract (English)

Einstein once said that “The researcher behaves as a type of unscrupulous opportunist; he appears as *realist* in so far as he seeks to describe a world independent of the acts of perception; as *idealist* in so far as he looks upon the concepts and theories as the free inventions of the human spirit (not logically derivable from what is empirically given); as *positivist* in so far as he considers his concepts and theories justified only to the extent to which they furnish a logical representation of relations among sensory experiences. He may even appear as *Platonist* or *Pythagorean* insofar as he considers the viewpoint of logical simplicity as an indispensable and effective tool of his research. (Einstein 1949, 683–684)”

When I started my research, the objective was to analyze through the existent literature the different social organizations as that religious, economic and political to show the importance of social representations as described from the Geneva School. However, it ended with defining some implications of the Social Representations Theory (SRT) of Moscovici for the Organization Theory (OT), an unpublished work until now. The SRT has been putted in relation with fields as education, communication, media, and politics, the theoretical manipulation and so far so forth, but it has not been considered at a theoretical level the implications for the organization theory as I did here. My research look at the RS theory in the connection with the OT.

The authors that stand out as essential to this research are Benjamin Le Whorf, Lev Semyonovich Vygotsky and J. Piaget. Serge Moscovici has elaborated the theory of Social Representations in the field of European Social Psychology, a field that corresponds to the Positivist Sociology as it conceived by its founder August Comte, a Social Physics. The scientific aspect of the conclusions reached by Serge Moscovici become explicit through the methodology of social psychology as it happens in the natural sciences, by means of observation and experiments he brings the concept of representations in a more scientific way than what has been done before him from Durkheim with the Collective Representations. Many years before A. Comte has given to Sociology the most complex but also the most important moral, intellectual and political-economical objective of our time, the reorganization of society on the basis of positive knowledge. Serge Moscovici and the European Social Psychology (ESP) aiming to realize this objective they bring to light and make explicit the Social Representations (SR). These psycho-social entities give shape and structure, that is, meaning, to all real phenomena and at the same time they give an objective form to each subjectivity. By doing this they achieve the diversity and the heterogeneity of the human world, this way the RS organize the social life. The RS are elements of dual nature, both static and dynamic as far as they build structures and make society evolve. The RS are the socio-cultural reorganization instruments that embody the historical aspect (by anchoring) which also gives them their epistemological validity. Determinism and dynamism are interwoven to make familiar what is not is familiar, that results in what is commonly called "knowledge".

Going back to Einstein, describing the world outside the perceptions to realize a representation of the relationships between the sensory experiences is one of the topics of this thesis. Answering furthermore to the question: Which is the first law, perception or representations? To answer this question I have reconsidered concepts as *Cognitive Blindness*, *Change Blindness* and the most recent researches on the *cultural inference on perception* under the SRT point of view. My research

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implicitly reply to important questions such as those of recognition or distribution, culture and identity, social and political institutions, social construction; social development and democratic revolution; perception and reality; social engineering. The old metaphysics is today the scientific knowledge. Without the recent publications in USA and Europe (2015) my theoretical proposal risked to be just a philosophical hypothesis. Those scientist have shown through the natural science (biology, MIR) my theoretical proposal on the connection between SR and social organizations and further more they furnish evidences regarding the social-biological relation (suggested from M. Mauss) between the development of the brain gray matter and the social communication of the group of which people belong.

My thesis is important because just as Comte once said that, “if it is true that every theory must be based upon observed facts, it is equally true that facts cannot be observed without the guidance of some theory.” For future research, the theory constructed in here will be useful to the scientific observations in a way that our facts would not be fruitless, out of our perception or ignored without producing practical knowledge.

Further research becomes clear; we need just to follow “Love as a principle, the Order as a foundation, and Progress as a goal.”