Influence of normative models on social representations: The case of 30kph zones

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Résumé en anglais Our research fit into social representations' framework (Moscovici, 1961), defined by Jodelet (1997) as “modalities of practical thought orientated towards the communication, comprehension and control of the social, material and conceptual environment”. We are especially interested in the influence of normative models in the field of social representations (Flament, 1999; Gaymard, 2009). To the demand of Angers' city (France) which is financing this study and wishing to promote the emergence of a culture of public space sharing, we focus on one of measures they are using in this initiative: 30kph zones. We seek to determinate the part of different models (especially friends' and parents' models) in the speech of young drivers. We submitted a questionnaire on the 30kph zones representation to 32 young drivers. They had to answer in their name, but also as they think their parents, their friends and drivers in general, would do. An analysis of multiple linear regression shows the influence of parental model on the answers of young people. So, with regards to the 30kph zones, representations and practices of young drivers fall more within parental model than peer's model. These results are discussed in comparison with anterior studies realized with an identical population.

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