
THE POSSIBILITY OF TESTING THE BEHAVIOURAL ASPECT OF THE SOCIAL REPRESENTATIONS OF HEALTH AND ILLNESS WITH THE HELP OF THE EDIA PLATFORM

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Keywords: behavioural aspect of the social representations of health and illness; eDia; health, illness

Moscovici's theory (1981) about social representations is an interdisciplinary theory that explores the principles guiding naive thinking. Social representations may vary according to the ways different communities are created. The representation always refers to a social object, for example, in the case of *Moscovici*, to psychoanalysis. In our case, it is health and illness. Other studies have focused on, e.g., the social representation of telecommunications (Fortunati and Manganelli, 2008), school disciplines (Audigier, 1999), aggression (Muncer, Campbell, Jervis and Lewis, 2001), success (Tóth, 2006) and competition (Orosz, 2008). The behavioural aspect of social representations of health and illness provides guidance regarding the decision situations related to our health. We should understand children's knowledge and decisions about health and illness in order to be able to shape these through education.

The aim of this research is to develop a method and a measuring tool for examining the behavioural aspect of the social representations of health and illness. The Electronic Diagnostic Assessment System (eDia) will be used as application interface. Tasks will be created for investigating the behavioural aspect of the social representations of health and illness. Eye tracking analysis has become nowadays a popular tool in research on methodology, partly because of the global effects of the internet. In our planned research eye movement data will be collected by an eye tracking system. Our planned eye-tracking investigation aims to gain insight into how students browse the presented tasks and how they select activities for further exploration. Such understanding is valuable for improved interface design, as well as for more accurate interpretations of implicit feedback.

In Hungary there has not been any research among primary school students about the behavioural aspect of social representations of health and illness with eDia.

This research was supported by the European Union and the State of Hungary, co-financed by the European Social Fund in the framework of TÁMOP 3.1.9-11/1-2012-0001 'Developing Diagnostic Assessments' project.