

# XV

## PhD Meeting in

# PSYCHOLOGY

Psychology and Well-being

# BOOK OF ABSTRACTS

16 - 17 May 2019

ISCTE-IUL

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Luís Simões (ISCTE-IUL)

16th of May, 3:45 pm

Poster Communication

## *The Social Representation of Corporate Social Responsibility: The role of Social Values*

This study is part of a broader research project that aims to update the knowledge about the social representation of CSR in relation to a previous research (Duarte, et al., 2010, data collected in 2006) in terms of themes and its semantic mapping. Moreover, given that in the previous study no significant differences were found in the existing CSR images across socio-professional characteristics, the present study aims to examine other psychosocial variables that may clarify the concept's homogeneous or heterogeneous nature. Social values - as trans-situational goals, varying in importance, that serve as guiding principles in the life of a person or group - can contribute to identify segments of the public that are most engaged with the different CSR principles and practices. Thus, with regard to the specific objectives, this study intends to better understand the relationship between the image of CSR and the individual's social values, particularly universalism and individualism, in the Portuguese context. The data collection is currently ongoing, trying to reach a diverse public and to obtain a wide sample. The questionnaire includes a free word association task with the term "Socially responsible company" and the Portrait Values Questionnaire (Schwartz, 2001). The qualitative material will be analyzed through content analysis and a multiple correspondence analysis will map the co-occurrence of semantic contents and examine its association with social values. The results will be discussed in light of its implications for a better understanding of the relationship the public in general establishes with CSR principles and practices.

**Keywords:** corporate social responsibility; social values; social representation