

**Call for Papers of the Psychology and Public Opinion Section
for the Sessions at the IAMCR Conference in Cairo, Egypt, 23rd – 28th of
July, 2006.**

The Psychology and Public Opinion Section plans three types of sessions at the Cairo Conference of IAMCR. The following text describes them shortly:

- First, we plan a series of thematically open sessions devoted to papers which refer in general to the research area of the section, “psychology and public opinion”, and relate to the central conference theme “Knowledge Societies for All: Media and Communication Strategies”. Here, a lot of topics will have a place, and we hope to get a variety of interesting papers. We in general are interested to get papers which are concerned with all types of media and communication and human interaction and consumption, including the media of standardized content like TV and newspaper, about the mediated interpersonal communication e.g. by mobile phone or chat and the upcoming interactive communication as it takes place in computer games or with robots of different type.

- Second, the section will organize some sessions about “Alfred Schutz, the phenomenological approach and the Media”.

Alfred Schuetz today is seen as one of the modern classics of an action theoretical approach in Sociology and thus is of high relevance for communication theory. Based on the work of the German philosopher Husserl, he created a constructivist view on interaction and communication, which is far from “transport of information”. Starting point are concepts which are familiar to a lot of communication researchers like “everyday life” and “lifeworld”. Schuetz developed thus an own detailed concept about the different worlds a person is living in and the ways of life there. The famous sociological book of Berger and Luckman on the social construction of reality (Berger, P. L., & Luckman, T. (1967). *The social construction of reality: A treatise in the sociology of knowledge*. Harmondsworth, Middlesex: Penguin.) in everyday life, in which interaction and communication appears as the base of our reality, and the so called ethnomethodology by Garfinkel root in Schuetz’ work. Finally, Conversation analysis is an own method of that approach to study human conversation and thus find some sort of “grammar”, which structures our action, our communication and our thinking.

Of course, even if Schuetz did not refer to mediated communication, it will be fruitful to discuss his approach in a world which more and more is mediated like it is the case today.

- Third, the Section intends to make a session about the role of communication and media in families and households. Families and more general, households are under pressure in a lot of societies by meta-processes like Globalisation, Individualisation, neoliberal developments. But still, they are the main place of media domestication and media use, and they are the place where children learn to operate with media and start their lifelong media career. Thus, the question comes up how this takes place today in the different cultures, different classes and with reference to the

different possibilities to deal with media.

Answers to this call should consist in an English abstract of 500 words about the intended presentation, the title of it, the name, address and details of affiliation of the sender. Deadline will be the 31st of January, 2006.

Proposals will be reviewed by the two heads of section and by further specialists, named by the heads. All authors will get an answer no later than the 30th of March, 2006.

If a proposal is accepted, the sender must fulfil two things. First, she or he must send a full paper until July, 1st. Second, she or he must register her- or himself for participation in the Conference. This is possible by visiting www.iamcr.net. Of course, also non members of the IAMCR are welcome.

All abstracts (and later all full papers) as well as further questions and necessary information should be sent by e-mail to the section heads:
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