

Dialogical self conference
2021

Paper session M-3, June 7th

Fabienne Gfeller, University
of Neuchâtel

Positioning: a
conceptual tool at
the crossroad of
different theoretical
approaches

MÉNAGER LE CLIMAT COMMENCE À MIDI.

Nous vous proposons un vaste choix de plats végétariens. En réduisant les émissions de CO₂, ils sont bons pour le climat. Et pour votre appétit!



Le mois VEGANE

NOV. 2016
Lausanne

Envie de faire une excellente action pour les animaux, la planète et votre santé ? Vous aimez les défis et les découvertes ? Le Mois végane mondial vous invite à essayer l'alimentation végétale durant tout le mois de novembre.

- Végane? Étiquetage? Un mode de vie sans produit d'origine animale. Donc sans viande, sans lait, sans œufs? Pourquoi? Comment? Lancez-vous, venez poser toutes vos questions durant les événements du mois. Il y a même des parrains et des marraines, juste pour vous.
- Lancez-vous: participez aux ateliers, cours de cuisine, conférences, shopping tours et soirées organisés à Lausanne pour vous donner un coup de pouce.
- Vous avez toujours trouvé le fond intéressant mais la pratique compliquée? Voici enfin l'opportunité de vous faire coacher pendant un mois, d'urgence, c'est parti! En plus, la participation est sans engagement et les événements sont à prix libre!

Inscription sur liens.asso-pea.ch/mois-vegane

A table! Avec ou sans viande? ?!

Une table-ronde à organiser pour s'interroger sur nos habitudes alimentaires, le tout autour d'un repas local et convivial offert.

Lundi 2 mai, 19h
Ouverte à tou.te.s!
Unimail, Emile-Argand

CONCOURS LA DIFFÉRENCE EST LA!

Spéciste!

Participez maintenant: la-difference-est-la.ch

Gagnez une maison de vacances pour un an.

Viande Suisse
La différence est là.

L214 LES VEGANS SE REBEEF

ENQUÊTE Happenings sanglants, vidéos clandestines d'abattoirs, sauvetages de poules... L'association L214 défend les animaux avec une férocité inédite. De Paris à la Sarthe, nous avons suivi des militants vegans aux idées bien tranchées.

L'ABITIA GAUDIN | CHARLOTTE GONZALEZ | PROSPER POUT NÉON

C'est promis: 30% de produits en plus pour les végétariens et véganes.

Plus d'informations sur cette promesse pour l'été 2017 sur generation-m.ch

MIG
M comme M

In their everyday life, people navigate the complex landscape of issues related to the production and consumption of food of animal origin and they position themselves regarding these issues.

But what «is» positioning? (and what is a position?)

Two main theoretical families

Positioning Theory

(Davies and Harré, 1990; Harré, 1991, 1993; Harré et al. 2009; Morgan, 2005)

- Theoretical alternative to the more static notion of role + the person as an active subject
- Focus on interactions and meanings, includes display and enaction of position
- Moral positioning, rights and duties
- Benson (2001): social positions, superposition of positions

Dialogical approaches/DST

(Gülerce et al., 2014; Hermans, 2001, 2002; Hermans et al., 1992)

- I-position; more dynamic and less homogenous understanding of the self
- Intra-psychological processes, similarity between a position in social realm and as part of self
- Relation between positions; positions can be physical or mental
- Socio-cultural psycho: articulation of social and individual, meaning-making (Amenduni & Ligorio, 2017; Valsiner, 2019)

Bridges

- Gillespie & Martin (2014) : developmental perspective
- Raggatt (2015) : complementarity between intra-psychological and inter-personal dynamics

My own proposition

“positioning designates the way the person relates to (socio-material and discursive) elements that constitute the world (notably objects, behaviours, institutions, persons – including him or herself, discourses). It implies that this element exists in the subjective landscape of the person. The relation notably takes the form of a recognition or denial of its importance and/or of its value. Each position also entails a certain perspective on the elements of the landscape, perspective designating here the relation between the person and the world or one element of it (Glăveanu, 2015a). Through this positioning, the person is also defining him or herself (“I think this is important”) and this is where the process participates to self-creation. This aspect might be more or less reflective (and in this case it becomes a positioning towards oneself). This process is socially and materially mediated, however the others might be *in presentia*, *in absentia*, generalized and might not necessarily be human individuals or clearly identified entities.” (Gfeller, 2020, pp. 39-40)

Distinction between

- ◇ Socio-material positioning
- ◇ Socio-discursive positioning (Raggatt in Gülerce et al., 2014)
- ◇ Moral positioning

To conclude

- ◆ An inclusive, broad definition of positioning, in order to address the complexity of food related activities
- ◆ But some distinctions, in order to describe the different dimensions of positioning and the tensions and difficulties that might appear

Thank you for your
attention

Fabienne.gfeller@unine.ch

References

- Davies, B., & Harré, R. (1990). Positioning : The discursive production of selves. *Journal for the Theory of Social Behaviour*, 20(1), 43-63. <https://doi.org/10.1111/j.1468-5914.1990.tb00174.x>
- Gfeller, F. (2020). *Positioning processes around vegetarianism. A psychological study of change in foodways from a socio-cultural perspective* [Unpublished doctoral dissertation]. Université de Neuchâtel.
- Gillespie, A., & Martin, J. (2014). Position Exchange Theory : A socio-material basis for discursive and psychological positioning. *New Ideas in Psychology*, 32, 73-79. <https://doi.org/10.1016/j.newideapsych.2013.05.001>
- Gülerce, A., Baerveldt, C., Gillespie, A., Martin, J., Raggatt, P., & Zittoun, T. (2014). A polylogue? Where and how to move with and in dialogue? *New Ideas in Psychology*, 32, 80-87. <https://doi.org/10.1016/j.newideapsych.2013.05.002>
- Harré, R. (1991). The discursive production of selves. *Theory & Psychology*, 1(1), 51-63. <https://doi.org/10.1177/0959354391011004>
- Harré, R. (1993). *Social being* (2nd ed). Blackwell.
- Harré, R., Moghaddam, F. M., Cairnie, T. P., Rothbart, D., & Sabat, S. R. (2009). Recent advances in Positioning Theory. *Theory & Psychology*, 19(1), 5-31. <https://doi.org/10.1177/0959354308101417>
- Hermans, H. J. M. (2001). The dialogical self : Toward a theory of personal and cultural positioning. *Culture & Psychology*, 7(3), 243-281. <https://doi.org/10.1177/1354067X0173001>
- Hermans, H. J. M. (2002). The dialogical self as a society of mind : Introduction. *Theory & Psychology*, 12(2), 147-160. <https://doi.org/10.1177/0959354302122001>
- Hermans, H. J. M., Kempen, H. J., & Van Loon, R. J. (1992). The dialogical self : Beyond individualism and rationalism. *American Psychologist*, 47(1), 23-33. <https://doi.org/10.1037/0003-066X.47.1.23>
- Morgan, M. (2005). Remembering embodied domination : Questions of critical/feminist psy-discourse on the body. *Theory & Psychology*, 15(3), 357-372. <https://doi.org/10.1177/0959354305053219>
- Raggatt, P. T. F. (2015). Positioning : Dialogical voice in mind and culture. *Theory & Psychology*, 25(6), 775-797. <https://doi.org/10.1177/0959354315590850>