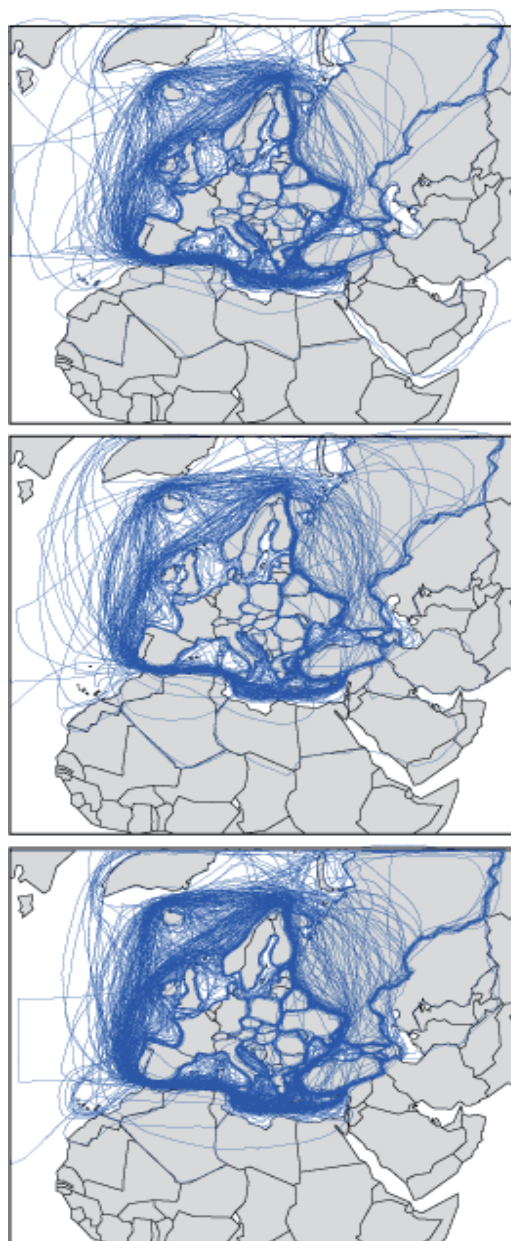


Special issue n°2: Mental maps of students

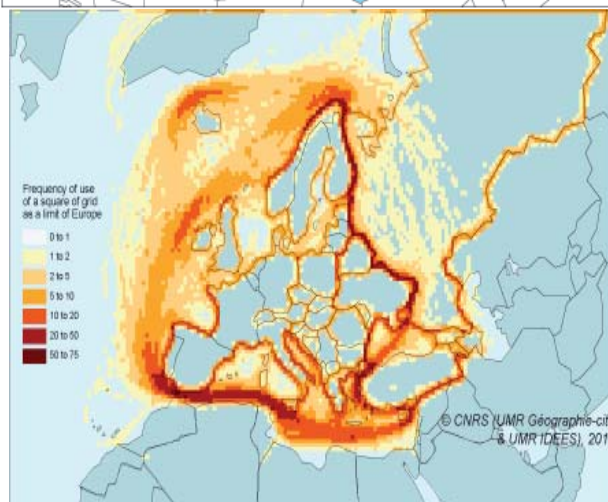
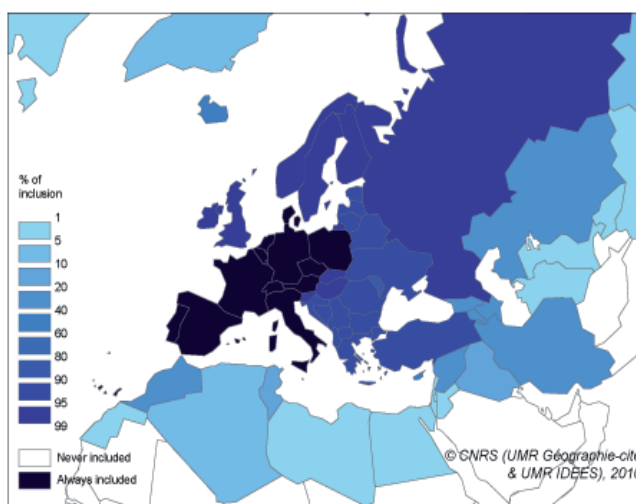
The newsletter n°4 presented the organization and some raw results of the EuroBroadMap survey, launched in July 2009 in India and ended in January 2010 in Tunisia. More than 9000 questionnaires were gathered. Our teams are now working hard on the questionnaire analysis and presentation of results. In this newsletter, we are proud to present some first results on this large survey. Of course, some of them remain preliminary, some would need further comments and we do hope to get some other ones published in peer-review journals in the near future.

The two last questions of the questionnaire were dedicated to Europe. First, a blind map of the Euromediterranean zone was provided to the students and they were asked to draw their limits of 'Europe'. The serie of maps above shows different treatments possible strating from the raw material collected.

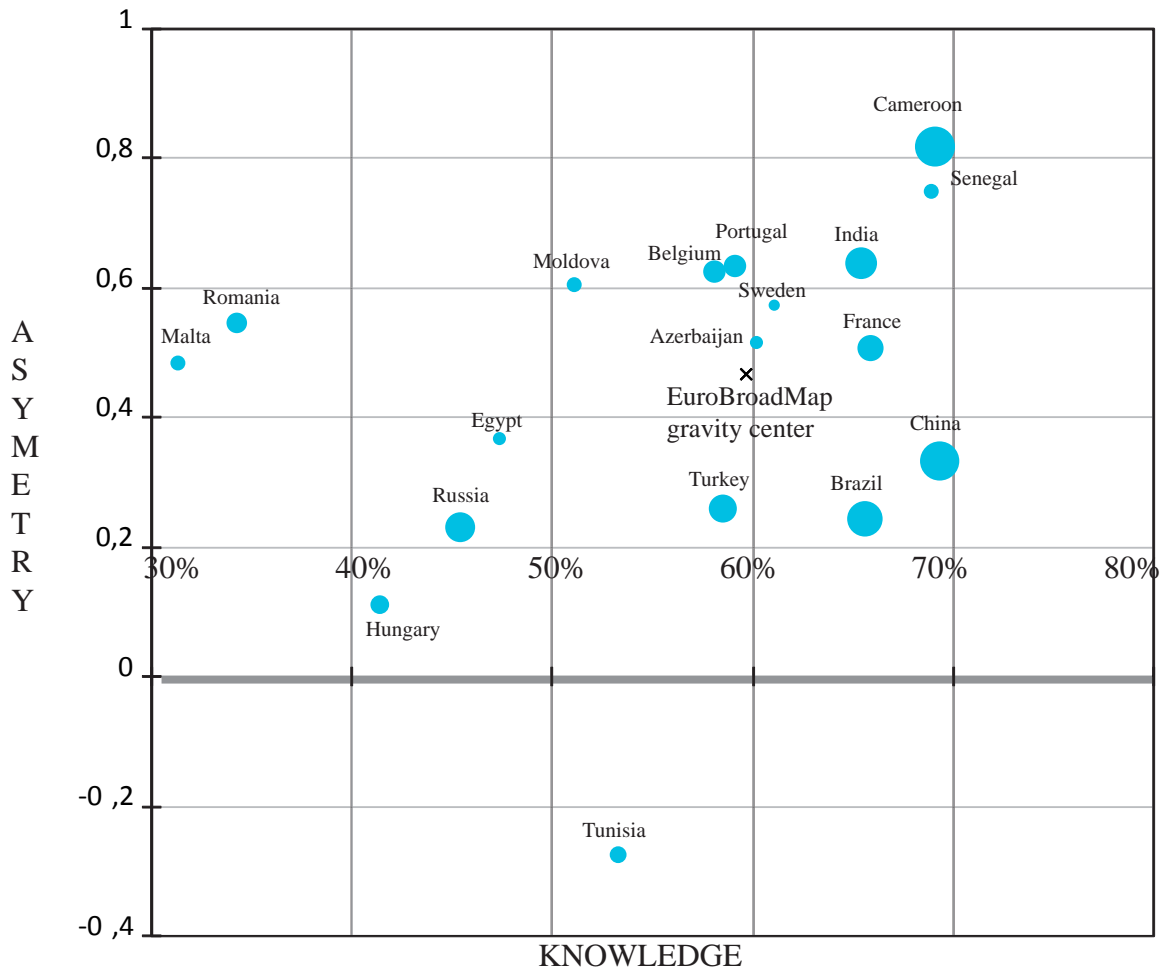


Europe drawn by French students in Paris (top), Lyon (middle) and Le Havre (below)

A possible option is to consider limits and to map their frequency (a), another one is to consider the percentage of inclusion on a national scale (b). These analysis are complementary, and a further step is to compare results from all countries surveyed.



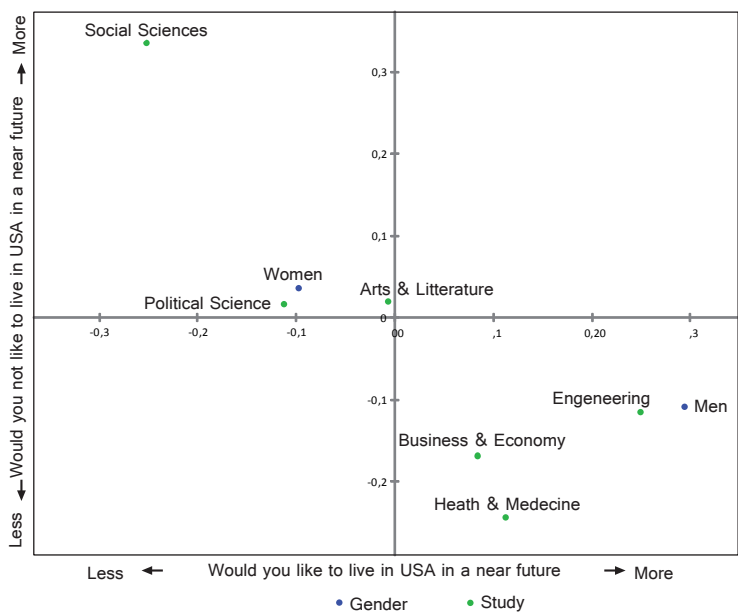
In the two last newsletters (5 and 6), we presented some global results related to the question 'In which cities and in which countries would you like not like to live in the near future?'. Here, we'll focus on the most quoted country by the sample surveyed, USA - 60% of students quoted it. First, we'll see where USA is the most quoted and the most appreciated (and the reverse). Then which individual factors play a role in the difference of appreciation.



The figure above shows that their image is quite balanced depending on the country surveyed. If nearly 70% of Cameronese and Chinese students quote USA, only 30% of Maltese and Romanian students quote them. The asymetry index (difference between positive and negative answers divided by the total amount of quotations) is always positive, except in Tunisia. The size of circles is proportionnal to the number of quotations.

If we look at individual factors, two main distinctions appear. First, students from social sciences are the least attracted by USA compared to students from others academic fields. Secondly, women are also less attracted by USA than men.

These results are part of a paper by C. Grasland and L. Beauguitte presented at the 50th ERSa Conference this summer (see page 4).



• **Articles**

The article from C. Grasland and G. Van Hamme mentioned in the previous newsletter is now available on line: http://halshs.archives-ouvertes.fr/docs/00/51/75/66/PDF/Grasland_Van_Hamme.pdf

An first analysis of the Romanian survey is provided in the following article:

O. Groza, L. Coudroy de Lille and M. Paftala-Ciubotarita, «Spatial coordinates in buiding the brand image of regional metropolises. The case of Iasi municipality», *Journal of Urban and Regional Analysis*, II(1), p.3-13 (available at <http://www.jurareview.ro/?p=168>)

A small article (in French) related on the United Nations General Assembly and the links between members states and regional groups: L. Beauguitte, «Position de recherche. L'Assemblée générale de 1985 à nos jours.», *L'Espace géographique*, 39(3), p.276-282 (available at <http://halshs.archives-ouvertes.fr/halshs-00522529/fr/>)

• **Communications**

F. Jedlicki (UPD) and P. Gonzalez Bernarldo (UPD), 'Mémoire familiale migratoire et mobilité de la classe moyenne argentine contemporaine', CEISAL International Conference, Toulouse, France (30 June - 3 July 2010).

IGU (International Geographical Union), 12-16 July, Tel-Aviv, Israel

C. Grasland, L. Beauguitte, 'World regions based on dominant trade flows'

C. Grasland, 'The small world of geographers. Results of the survey realized at IGU conference of Tunis, 2008'

C. Grasland, C. Didelon, 'Youngsters' vision of a global world'

ERSA 50th Congress, 19- 23 August, Jönköping, Sweden

C. Grasland, L. Beauguitte, 'Modelling Attractiveness of Global Places. A worldwide survey on 9000 undergraduate students'

L. Beauguitte, 'Looking for European Union in the World-System: a multi-graph approach'

XII Colóquio Ibérico de Geografia, 06-09 October, Porto, Portugal

E. Costa, N. Costa, A. Baptista, A. Louro and A. Luisa, 'A percepção geográfica da Europa através de imagens, 1933-2009' (A geographical perception of Europe from images, 1933-2009)

A. Leitão, 'Um olhar de terceiros sobre a Europa e Portugal: a visão dos Imigrantes do Leste da Europa.'

Coming next

Fall 2010: Gender Working Group meeting

4-5th of November 2010: Flows and networks meeting, Lisboa (Portugal)

November 2010: Politics and Ideology meeting, Brussels (Belgium)

January 2011: newsletter n°8

