

Apurv Chauhan, PhD, CPsychol

I am a social psychologist interested in language, human sensemaking, and social inequalities in non-western contexts. My work examines how cultural memories and local beliefs constitute indigenous knowledge and their relationships with inequality. In my work, I explore the relationships and resistance between scientific and indigenous knowledge in context of health while examining the compatibility of universal psychological models with local phenomena.

I have examined how risk and trust are manufactured locally in a poor Indian village with regards to people's choice of healthcare providers and argued against general models of health seeking behaviour (Chauhan & Campbell, 2021). In the same village my work has also looked at the local perspectives of poverty in India (Chauhan, 2016) and how cultural memory and local interpretations underpinned the reception of social policies (Chauhan, 2015). I have also examined how traditional knowledge and systemic inequities influence perspectives on mental health in Chinese society (Lu, Chauhan & Campbell, 2015).

I currently work as a Principal Lecturer in social psychology at University of Brighton and serve as the Psychology Editor-in-Chief for *SAGE Open*. My current research (grant from Centre of Homelessness Impact) explores the role of language in homelessness stigma. Between 2020 and 2021, I was a member of British Psychological Society's National Expert Reference Group on poverty.

Work Mentioned

- Chauhan, A. (2015). Plates for slates: The impact of a school feeding programme on community representations of schools. *International Journal of Educational Development*, 41(March), 292–300. <https://doi.org/10.1016/j.ijedudev.2014.07.013>
- Chauhan, A. (2016). *Representations, Developing a Social Psychology of Poverty: Social Objects and Dialogical* [London School of Economics & Political Science]. <http://etheses.lse.ac.uk/id/eprint/3489>
- Chauhan, A., & Campbell, C. (2021). Risk, trust and patients' strategic choices of healthcare practitioners. *Sociology of Health and Illness*, 43(1), 82–98. <https://doi.org/10.1111/1467-9566.13198>
- Lu, X.-W., Chauhan, A., & Campbell, C. (2015). Representations of Mental Health Among Middle-Aged Urban Chinese Men. *Journal of Community & Applied Social Psychology*, November 2014, n/a-n/a. <https://doi.org/10.1002/casp.2220>

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