International Lab for Innovative Social Research (ILIS) Department of Humanities, Philosophy and Education

University of Salerno Address Giovanni Paolo II, 132 84084 Fisciano (SA)

Conference Schedule

Institutional Greetings:

Giuseppe Masullo – Head of the International Lab for Innovative Social Research (ILIS) University of Salerno (Italy)

Maurizio Sibilio – Head of the Department of Humanities, Philosophy and Education (DISUFF) University of Salerno (Italy)

Virgilio D'Antonio – Head of the Department of Political Sciences and Communication (DISPC) University of Salerno (Italy)

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Dall'eccedenza dei mixed methods all'integrazione eclettica

Costantino Cipolla – University of Bologna (Italy)

Sociology for the Digital Age: directions for methods and practice

Susanne Halford – University of Bristol (UK)

Critical optimism: a methodological posture to shape the future of digital social research

Enrica Amaturo – University of Naples (Italy)

Methodological reflections on the concept and use of Big Data

Sonia Stefanizzi – University of Milan, Bicocca (Italy)

Raccontare online: la socialità che cambia la ricerca

Rita Bichi – University of Milan, Cattolica (Italy)

Digital Society and research methods in a changing world

Giovanni Boccia Artieri – University of Urbino (Italy)

Why are digital methods still not where journalism studies are? An epistemology of journalism as a discorsive institution

Sergio Splendore – University of Milan (Italy)

1.00 PM – 3.00 PM Lunch break

Second Session | 3.00 PM – 4.30 PM

Theoretical, epistemological, and ontological reflections about the digital research methods

Chair: Giuseppe Masullo – Head of the International Lab for Innovative Social Research (ILIS) – University of Salerno (Italy)

Discussant: Massimo Ragnedda – Northumbria University of Newcastle (UK)

Keynote speaker: *Davide Bennat*o – University of Catania (Italy)

Digital traces and social analysis. A way to put together quantitative approach, interpretive methods and computational tools

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The spatial dimension in social media analysis: theoretical and methodological characteristics

Noemi Crescentini, Ciro Clemente De Falco, Marco Farracci – University of Naples, Federico II (Italy)

Criticalities and advantages of use of Artificial Intelligence in research

Jessica Camargo Molano – International Telematic University Uninetturno (Italy), Jacopo Cavalaglio Molano – University of Modena and Reggio Emilia (Italy)

Narrative and life stories: from the machine to the person

Edmondo Grassi – University of Rome, Roma Tre (Italy)

What happens when changes the way to "Follow the medium"? A reflection about the role of the researcher and emerging perspectives in the post-API era

Suania Acampa, Giuseppe Michele Padricelli, Rosa Sorrentino, University of Naples, Federico II (Italy)

Social Identity seeking and sharing as a creative activity of art Consumers

Jitka Cirklova – University of Finance and Administration Estonskà – (CZR)

Third Session | 4.30 PM – 6.30 PM

Innovative methods and tools to collect, analyse and interpret data

Chair: Biagio Aragona – University of Naples, Federico II (Italy)

Discussant: Emiliana Mangone – University of Salerno (Italy)

Keynote speaker: *Alessandro Caliandro* – University of Pavia (Italy)

Repurposing ditigal methods in a post – API environment

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Innovative digital methodologies for the historical research of the history of Europe: The Association of European Historians as a case study.

Alessandro Laruffa – University of Rome, La Sapienza (Italy)

Dear (digital) diary…evaluating the audio-diary technique as a research method in the social sciences.

Veronica Moretti – University of Bologna (Italy)

Innovative research methods for tacking the COVID-19 online disinformation: combing research and regulation in the platform society.

Francesco Marrazzo – Authority for Communications Guarantees, AGCOM (Italy)

Fake news pandemic. Detecting bad information by supervised learning.

Miriam Di Lisio, Domenico Trezza – University of Naples, Federico II (Italy)

Learning algorithms of sentiment analysis. A comparative approach to improve data goodness.

Suania Acampa, Ciro Clemente De Falco, Domenico Trezza – University of Naples, Federico II (Italy)

The evolution of Online Survey: reflections on the cross-national probability-based online panels.

Gianmaria Bottoni – City University of London (UK), Felice Addeo – University of Salerno (Italy)

Ethnography goes online: theory, methods and research

Chair: Felice Addeo – University of Salerno (Italy)

Discussant: Alfonso Amendola – University of Salerno (Italy), **Giammaria Bottoni** – City University of London (UK)

Keynote speaker: *Brian Joseph Gilley* – Indiana University Bloomington (Usa)

Ethnography in the New Era of Pandemics and Cultural Loos

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Subject expert in the COVID era

Martina Carleo - University of Salerno (Italy)

Back to practices. Auto-ethnography as a practice of access to data and algorithms

Elisabetta Risi – IULM University of Milan (Italy), Tiziano Bonini – University of Siena (Italy), Riccardo Pronzato – IULM University of Milan (Italy)

To be #celts today: features of a neo-pagan cult in the social media

Francesco Amatruda – University of Salerno (Italy)

Digital dark tourism during COVID-19 pandemic: a digital ethnography of Italian red zones' Facebook pages

Felice Addeo – University of Salerno (Italy), Giuseppe Michele Padricelli, Gabriella Punziano –

University of Naples, Federico II (Italy)

National differences and gender stereotypes in Days of Empire

Giuseppe Maiello – University of Finance and Administration, Prague (Czech Republic)

Gender models and sexual scripts of T people on online dating Apps: a netnographic study

Giuseppe Masullo, Marianna Coppola – University of Salerno (Italy)

The perception of the community and intimacy building in the art-fan relationship. A selfnetnography on Instagram feeds, stories and direct in the Covid-19 lockdown period

Sonia Pozzi – Indipendent Researcher

Digital Ethnography. A systematic literature review.

Angela Delli Paoli, Valentina D'Auria, Felice Addeo – University of Salerno (Italy)

Fifth Session | 11.00 AM – 1.30 PM

The rebirth of Content Analysis in Digital Era

Chair: Angela Delli Paoli - University of Salerno (Italy)

Discussant: Francesca De Chiara – Bruno Kessler Foundation (Italy), **Roberto Cipriani** – University of Rome, Roma Tre (Italy)

Keynote speaker: *Maria Paola Faggiano* – University of Rome, La Sapienza (Italy)

Content Analysis and Digital Data: methodological solutions between tradition and innovation. The case of digital campaigns as meeting ground of expertises and research perspectives

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Social Research on Wattpad. An example of small data research

Claudia Cantale – University of Catania (Italy)

How startuppers capitalise financial resources through online and offline narratives

Vincenzo Luise , Patrizio Lodetti– University of Milan (Italy)

The political communication of Italia Viva on Instagram: from its formation to the COVID-19 emergency

Agostino Stravolo, Assunta Luongo – University of Naples, Federico II (Italy)

Being a pirate: how pastafarian activism is built on the social media

Jacopo Ranzato – University of Rome, La Sapienza (Italy)

Methodological directions for the study of memes

Giulia Giorgi – NASP (University of Milan / University of Turin)

Diaries from isolation

Federica Palmieri, Marco Sallusto Palmiero, Roberta Tofani, Jessica Parola – University of Naples, Federico II (Italy)

The Italian twittersphere in COVID-19 time: a topic analysis

Mara Maretti, Vanessa Russo, Lara Fontanella, Emiliano Del Gobbo – University of Chieti-Pescara, Gabriele D'Annunzio (Italy)

1.30 PM – 2.30 PM Lunch break

Sixth Session | 2.30 PM – 4.00 PM

The contribution of the Mixed Methods to the Online Social Research

Chair: Gabriella Punziano – University of Naples, Federico II (Italy)

Discussant: Lucia Velotti – The City University of New York, (Usa)

Keynote speaker: *Floriana Falcinelli* – University of Perugia (Italy)

Research culture and educational sciences: digital challenge

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Delphi mix methods for future scenarios during social distancing

Antonio Tintori - National Research Council (CNR), Giulia Ciancimino – Institute for Research on Population and Social Policies (IRPPS)

Case studies and digital platforms: methodological directions from reddit

Ilir Rama - University of Milan (Italy)

Tricked into supporting: a case study on computational propaganda persuasion strategies

Valentina Nerino – University of Trento (Italy)

Seventh Session | 4.30 PM – 6.00 PM

Unveilling network data patterns in social media

Chair: Fabio Corbisiero – University of Naples, Federico II (Italy)

Discussant: Giuseppe Giordano – University of Salerno (Italy)

Keynote speaker: *Maria Prosperina Vitale* – University of Salerno (Italy)

Unveiling network data patterns in social media

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An exploratory study on the spread of fake news on Twitter: protection vs. amplification

Alfonso Amendola, Simona Castellano, Giuseppe Giordano, Maria Prosperina Vitale – University of Salerno (Italy)

Culture and networks in online social fields. Studying the duality of culture and practice in social network sites through Bourdieu's theory and social network analysis

Marco Serino – University of Naples Federico II

@ConfesionesMachistas: social networks, participatory online research and new masculinities

 Javier Garcia-Martinez – Indipendet Researcher, Spain

Reserved session | 5.30 PM – 6.00 PM

Sessione S.F.OR.A. Sperimenta forma e orienta Università degli studi di Napoli Federico II – Regione Campania

Chair: Amalia Caputo, *presentazione piano operativo per il progetto S.F.OR.A nell'ambito del*

"Programma Scuola Viva – Azioni di accompagnamento", University of Naples, Federico II (Italy)

Discussant: Gianluca Attedemo, Luca Bifulco, Cristiano Felaco, Dario Minervini, Gabriella Punziano– University of Naples, Federico II (Italy)

The final greetings | 6.00 PM

Organizing Committee:

Giuseppe Masullo – Head of the International Lab for Innovative Social Research (ILIS) – University of Salerno (Italy); **Felice Addeo** – University of Salerno (Italy); **Angela Delli Paoli** – University of Salerno (Italy); **Gabriella Punziano** – University of Naples, Federico II (Italy)

Scientific Committee:

Enrica Amaturo (University of Naples, Federico II); Alfonso Amendola (University of Salerno); Nick Boston (NYU New York University); Davide Bennato (University of Catania); Alessandro Caliandro (University of Pavia); Costantino Cipolla (University of Bologna); Roberto Cipriani (University of Rome, Roma Tre); Fabio Corbisiero (University of Naples, Federico II); Francesca De Chiara (Bruno's Kessler Foundation); Maria Paola Faggiano (University of Rome, La Sapienza); Floriana Falcinelli (University of Perugia); Vulca Fidolini (University of Strasbourg); Mihaela Gavrila (University of Rome, La Sapienza); Brian Gilley (University of Bloomington-Indiana); Giuseppe Giordano (Univerisity of Salerno); Susanne Halford (University of Bristol); Francesca Romana Lenzi (University of Rome, Foro Italico); Giuseppe Maiello (University of Prague); Emiliana Mangone (University of Salerno); Paolo Montesperelli (University of Rome La Sapienza); Alessandro Porrovecchio (University of littoral Côte d'Opale); Massimo Ragnedda (Northumbria University of Newcastle); Cirus Rinaldi (University of Palermo); Jonah Steinberg (University of Vermont); Lucia Velotti (The City University of New York); Zuzana Virglerova (Bata University); Maria Prosperina Vitale (University of Salerno), Sergio Splendore (University of Milan)

Organizing secretary:

Marianna Coppola – University of Salerno, (Italy); Maria Antonietta Trocchia – University of Salerno, (Italy); Francesca Ianniello – University of Salerno, (Italy); Miriam Matteo – University of Salerno, (Italy); Marianna Parlato – University of Salerno, (Italy); Immacolata Senatore – University of Salerno, (Italy).

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