



UNIVERSITY OF FINANCE
AND ADMINISTRATION
PRAGUE



UNIVERSITÀ DEGLI
STUDI DI SALERNO



UNIVERSITÉ
DE LORRAINE

3rd INTERNATIONAL CONFERENCE ILIS

Research Methods in the Digital Society: Areas and Practices

24-25
November 2021



DISUFF

AIS
METODOLOGIA

AIS
STUDI DI GENERE

AIS
SOCILOGIA
DELLA SALUTE E
DELLA MEDICINA

AIS
ASSOCIAZIONE ITALIANA DI
SOCILOGIA

Παιδεία
Paidela
alta formazione nelle scienze umane



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

University of Salerno

Giovanni Paolo II, 132 84084 Fisciano (SA)

Research Methods in the Digital Society: areas and practices

24-25 November 2021

(online)

Conference Schedule

24/11/2021

9:30 AM – 12:00 AM - [Plenary session](#)

Institutional Greetings:

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

Vincenzo Loia – Rector of *University of Salerno (Italy)*

Maurizio Sibilio – Pro-Rector of the *University of Salerno (Italy)*

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

Sonia Stefanizzi – Coordinator of AIS Methodology - *University of Milan, Bicocca (Italy)*

Fabio Corbisiero – Coordinator of AIS Gender Study - *University of Naples Federico II (Italy)*

Guido Giarelli – Coordinator of AIS Medicine - *University Magna Grecia of Catanzaro (Italy)*

Hosting partners

Bohuslava Šenkýřová - Rector of the *University of Finance and Administration in Prague*

Vulca Fidolini – Maître de conference - *Université de Lorraine (France)*

From the Scientific Board

Maria Carmela Agodi – *University of Naples Federico II (Italy)* - Head of AIS

Enrica Amatore – *University of Naples Federico II (Italy)*

Massimo Ragnedda – *Northumbria University of Newcastle (UK)*

Costantino Cipolla – *University of Bologna (Italy)*

Introduction to Guest Lecture **Angela Delli Paoli** – *University of Salerno*

12:30 AM – 1:30 PM

Guest Lecture Richard Rogers

University of Amsterdam (Netherlands)

The Meme as Technical Object

Lectio Magistralis

This contribution seeks to demonstrate how studying memes as collections of artefacts depends on the software that makes them. To do so, I compare how memes are conceived in the well-known meme repository, Know Your Meme, with those from meme generators and popular platforms (as TikTok and 4chan) that output and spread them, analytics-driven influence campaigners (as the Internet Research Agency) that deploy them, analytical and vision software (PicArrange and Google Vision) that detects them as well as a marketing and research data platform (CrowdTangle) where one may search for them. Building on insights from software studies, digital ethnography and content analysis, I demonstrate how each software environment groups and differentiates memes in a distinctive manner. The talk concludes with the implications for their conceptual and empirical study, depending on which technical collection-making technique the researcher employs.

Richard Rogers is Professor of New Media & Digital Culture, Media Studies, University of Amsterdam. He is director of the Digital Methods Initiative, known for the development of software tools for the study of online data. His most recent books are Doing Digital Methods (Sage, 2019) and the edited volume (with Sabine Niederer), The Politics of Social Media Manipulation (Amsterdam University Press, 2020). He is currently working on Mainstreaming the Fringe: How Misinformation Propagates on Social Media (Amsterdam University Press, 2022) as well as projects on visual media studies, a technical definition of memes, the art of critical analytics and issue influencers.

1:30 PM – 3:00 PM Lunch Break

3:00 PM – 5:00 PM Room 1

Methodological Challenges in a Multi-Changing Society

Coordinator: Giuseppe Maiello, *University of Finance and Administration (Prague)*

Keynote Speaker: Roberto Cipriani, *University of Rome 3 (Italy)*

Blurring boundaries: negotiating researchers' positionality and identities in digital qualitative research	Anita Lavorgna <i>University of Southampton</i> Lisa Sugiura <i>University of Portsmouth</i>
Robots in Social Research. Can Robots conduct an Interview?	Eleonora Sparano <i>University of Rome Niccolò Cusano</i>
Do Italians communicate it better? An explorative skill mapping of Public Organizations professionals' skills	Nicola Capolupo <i>University of Salerno</i>
Gender differences in Computer and Information Literacy and ICT use at eight grade	Francesco Annunziata Laura Palmerio Elisa Caponera <i>INVALSI</i>
How does the error from sampling to big data change?	Cleto Corposanto Beba Molinari <i>Magna Græcia University of Catanzaro</i>

3:00 PM – 5:00 PM [Room 2](#)

Science, technology, communication, and health

Coordinator: **Alessandro Caliandro**, *University of Pavia (Italy)*

Keynote Speaker: **Biagio Aragona**, *University of Naples Federico II (Italy)*

Digital Technography: A Methodological Framework for Interrogating Emerging Technologies	Martin Berg <i>Malmö University</i>
Reconsidering focus group as a methodological tool in controversial science-related issues	Ilenia Picardi Marco Serino Maria Carmela Agodi <i>University of Naples Federico II</i>
Alice through the methodological looking glass: a web-ethnography of refused knowledge communities during the Covid-19 pandemic	Ilenia Picardi Marco Serino Maria Carmela Agodi <i>University of Naples Federico II</i>
Public communication of Italian scientific experts in the Anti-Covid 19 vaccination campaign	Rosanna Cataldo Gabriella Punziano Ferdinando Iazzetta Gabriele Luciano Carmine Borriello <i>University of Naples Federico II</i> Barbara Saracino <i>University of Bologna</i>
Exploring New Digital Addiction: Developing a WhatsApp Addiction Scale	Valentina D’Auria Vincenzo Esposito Rocco Perrone <i>University of Salerno</i>

5:00 PM – 7:00 PM [Room 1](#)

Politics, policy, movements and Big Data

Coordinator: **Giammaria Bottoni**, *University of Pavia (Italy)*

Keynote Speaker: **Davide Beraldo**, *University of Amsterdam (The Netherland)*

The digital role in building public profiles of political actors	Gabriella Punziano Federico Esposito Giuseppe Michele Padricelli <i>University of Naples Federico II</i>
Digital State and Defence Sector in Italy: the National Cybersecurity Agency	Giuseppe Borriello <i>University of Naples Federico II</i>
A network analysis approach to map trending topics in information propagation on social media	Ilaria Primerano Giuseppe Giordano Maria Prosperina Vitale <i>University of Salerno</i>
Rethinking the resource mobilization theory in social movements digital expressions: the role of celebrities for the “Dana libera tutti” initiative	Giuseppe Michele Padricelli <i>University of Naples Federico II</i>
The Facebook communication of the Mayor’ candidate at the 2021 administrative elections of the Municipality of Naples	Mariateresa Principe Irene Rossi Giuseppe Rizza <i>University of Naples Federico II</i> Coordinator – Gabriella Punziano

5:00 PM – 7:00 PM [Room 2](#)

Gender and the digital

Coordinator: **Giuseppe Masullo**, *Head of the International Lab for Innovative Social Research (ILIS), University of Salerno (Italy)*

Keynote Speaker: **Cirus Rinaldi**, *University of Palermo (Italy)*

Researching LGBT parenting: tips and traps from an Italian perspective	Salvatore Monaco <i>Free University of Bozen</i>
Bodiless Sexuality and Relationality. Asexuality and Aromanticity as new forms of relationships in the web society: a netnographic study	Giuseppe Masullo Marianna Coppola Angela Delli Paoli Miriam Matteo <i>University of Salerno</i>
The evolution of the male sexworking towards new digital scenarios	Cirus Rinaldi <i>University of Palermo</i> Marco Scarcelli <i>University of Padova</i> Mirco Costacurta <i>University of Padova</i>
Gender Study in the Digital Age and Pandemic Era: sensitive Theme with and without face-to-face interaction	Tatiana Smirnova <i>Russian State University for the Humanities</i> Roman Smirnov <i>Research Centre NAFI</i>
The online experience of gender and sexual minorities. An exploratory study on intersectionality and digitization	Carmela Ferrara <i>University of Naples Federico II</i>

25/11/2021

9:30 AM – 12:30 AM [Room 1](#)

Communication, social media and digital society

Coordinator: Angela Delli Paoli, *University of Salerno (Italy)*

Keynote Speaker: Davide Bennato, *University of Catania (Italy)*

Is it still disintermediated? The role of influencer news-maker in the social platform era	Suania Acampa Noemi Crescentini Giuseppe Michele Padricelli <i>University of Naples Federico II</i>
The “Astrazeneca affair”: a litmus test of public arena formation in a hybrid media ecosystem setting?	Federico Pilati <i>IULM University of Milan</i> Guido Anselmi <i>University of Milan</i>
The vaccine is now here. The State-Region governance between converging plans and diverging digital communication.	Ciro Clemente De Falco Gabriella Punziano Domenico Trezza <i>University of Naples Federico II</i>
Hating online in times of emergency. Profiles and patterns of verbal violence on social media.	Miriam Di Lisio Rosa Sorrentino Domenico Trezza <i>University of Naples Federico II</i>
Analysis of Amazon reviews to promote sustainable consumption	Viviana Capozza <i>Sapienza University of Rome</i>
The First year of Clubhouse in Italy	Giuseppe Maiello <i>University of Finance and Administration, Prague</i> Laura Caroleo <i>Magna Græcia University of Catanzaro</i>
Intangible Heritage or Aesthetic Performance with a Flavor of Mystery?	Jitka Cirklová <i>University of Finance and Administration, Prague</i>

9:30 AM – 12:30 AM [Room 2](#)

Stream: Digital Research in Education

Coordinator: Maria Paola Faggiano, *Sapienza University of Rome (Italy)*

Keynote Speaker: Fiorenzo Parziale, *Sapienza University of Rome (Italy)*

Digital Methods and Evaluation of school SWA/PTSO projects: interlinked actors, points of view and observation contexts	Antonio Fasanella Maria Paola Faggiano Veronica Lo Presti Fiorenzo Parziale Maria Dentale <i>Sapienza University of Rome</i>
Italian University Students facing Distance Learning: the results of a panel web survey	Maria Paola Faggiano Sergio Mauceri <i>Sapienza University of Rome</i>
Exploring digital platforms for mentoring research and practice	Lee Kwan Meng <i>University Putra Malaysia</i>
Virtual Reality and Interpreter Training: Reflections on a cultural mediation course for refugee trainees in Agrigento (Sicily)	Mette Rudvin Roberta Di Rosa <i>University of Palermo</i> Edoardo Di Gennaro <i>Swans-Tech s.r.l, Bologna</i>
Methods and behaviours for successful digital social research with subjects with specific learning disorders (SLD)	Jessica Camargo Molano <i>University of Rome Nettuno</i> Michelle Grillo <i>University of Salerno</i>
School Work Alternance: towards a longitudinal study	Ughetta Favazzi Grazia Graziosi Enrico Nerli Ballati Donatella Poliandri <i>INVALSI</i> Beba Molinari <i>Magna Græcia University of Catanzaro</i>

12:30 AM - 1:30 PM

Round Table

Discussants

Alfonso Amendola, *University of Salerno*

Amalia Caputo, *University of Naples Federico II*

Micol Pizzolati, *University of Bergamo*

Lello Savonardo, *University of Naples Federico II*

	Presentation of the volumes:	
	<u>Etnografia e netnografia. Riflessioni teoriche, sfide metodologiche ed esperienze di ricerca</u> Giuseppe Masullo, Felice Addeo, Angela Delli Paoli. © 2020 Loffredo	
	<u>Research Methods in the Digital Society</u> Felice Addeo, Giuseppe Masullo. © 2021 Special Issue on Italian Sociological Review	
	<u>Handbook of Research on Advanced Research Methodologies for a Digital Society</u> (2 Volumes) Gabriella Punziano, Angela Delli Paoli. © 2022 IGI Global	
	<u>Between Infodemic and Pandemic: On-line Researches in the Time of COVID-19</u> Giuseppe Maiello, Giuseppe Masullo. © 2021 Special Issue on CuSSoc	

1:30 PM – 3:00 PM Lunch Break

3:00 AM - 5:00 PM [Room 1](#)

Stream: Digital Research Innovation

Coordinator: Gabriella Punziano, *University of Naples Federico II (Italy)*

Keynote Speaker: Sonia Stefanizzi, *Bicocca University of Milan (Italy)*

“When they work, I really like smart devices”: an explorative qualitative experiment with smart toothbrushes	Marije Miedema <i>Rijksuniversiteit Groningen</i>
Defining an integrated and computed methodology approach for sentiment and psychographic analysis in tourism research	Federica Izzo Quirino Picone <i>University of Naples Suor Orsola Benincasa</i>
Changing the language also changes the sentiment algorithm? Exploring the communication on Green Pass	Domenico Trezza Ciro Clemente De Falco Suania Acampa <i>University of Naples Federico II</i>
The virality of the virus. Quali-quantitative analysis of memes shared during the covid19 pandemic.	Elisabetta Risi Riccardo Pronzato Guido Di Fraia <i>IULM University of Milan</i>
Geo-social media and socio-territorial stratification: a study on the Italian case	Antonio De Falco Ciro Clemente De Falco Marco Ferraci <i>University of Naples Federico II</i>

3:00 PM - 5:00 PM [Room 2](#)

Stream: Capital, inequalities and the digital

Coordinator: Felice Addeo, *University of Salerno (Italy)*

Keynote Speaker: Massimo Ragnedda, *Northumbria University of Newcastle (UK)*

De-sanitizing the ‘New Normal’: Digital Research and the Challenges of Digital Divide in India	Ahana Choudhury <i>Tezpur University</i>
The Language Test: Digital Surveillance, Linguistic Exposés, and the Public Debunking of Beggars	Jonah Steinberg Emily Manetta <i>University of Vermont</i>
Developing a hybrid ethnographic approach for digital, physical and digital-physical spaces. Notes from an exploratory study on urban everyday experiences of platforms in China	Johan Vaide <i>Linnaeus University</i>
DigiCapItaly: an operationalisation proposal for the measurement of digital capital in Italy	Felice Addeo Angela Delli Paoli Valentina D’Auria <i>University of Salerno</i> Massimo Ragnedda Laura Ruiu <i>Northumbria University of Newcastle</i> Gabriella Punziano <i>University of Naples Federico II</i>
Combining qualitative methods. Studying food practices within migration through interviews, photovoice and digital ethnography.	Alice Scavarda Raffaella Ferrero Camoletto <i>University of Turin</i> Vulca Fidolini <i>Université de Lorraine</i>

4:00 PM - 5:00 PM Private room

Round Table

NORISC-19 University Research Funding Project

Speakers: Gabriella Punziano - Mariavittoria Cicellin - Eugenio Zito - Rosa Sorrentino - Chiara Balestrino - Carmela Miraglia

Exponents of the Third Sector in Campania will be invited

5:30 PM

Closing remarks and greetings from the committee

The final greetings | 6.00 PM

	<u>General</u>
	<u>Room 1</u>
	<u>Room 2</u>

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:

Maria Carmela Agodi (University of Naples Federico II); Enrica Amaturò (University of Naples Federico II); Alfonso Amendola (University of Salerno), Biagio Aragona (University of Naples Federico II), Davide Bennato (University of Catania), Gianmaria Bottoni (City University of London), Alessandro Caliendo (University of Pavia), Roberto Cipriani (University of Rome 3), Costantino Cipolla (University of Bologna), Fabio Corbisiero (University of Naples Federico II), Cleto Corposanto (University Magna Graecia), Paola Di Nicola (University of Verona), Irina Dimitrova (Centrum for forskning om ekonomiska relationer, Mittuniversitet), Maria Paola Faggiano (University of Rome Sapienza), Guido Giarelli (University Magna Graecia), Brian Gilley (University Bloomington-Indiana, USA), Susanne Halford (University of Britol, UK), Steven Eric Krauss (University Putra Malaysia, MY), Giuseppe Maiello (University of Prague, CZ), Emiliana Mangone (University of Salerno), Alexandra Marcotte (Kinsey Institute, USA), Antonio Maturò (University of Bologna), Rosdi Roziah Mohd (University Putra Malaysia, MY), Paolo Montesperelli (University of Rome Sapienza), Massimo Ragnedda (Northumbria University of Newcastle, UK), Cirus Rinaldi (University of Palermo), Monica Scarano (University of Lille, FR), Eleonora Sparano (University of Rome Nicolò Cusano), Sonia Stefanizzi (University of Milan Bicocca), Jonah Steinberg (University of Vermont), Luigi Tronca (University of Verona), Lucia Velotti (City University of New York, USA), Zuzana Virglerova (Bata University, CZ), Zeinab Zaremohzzabeh (University Putra Malaysia, MY).

Organizing secretary:

Marianna Coppola, Valentina D'Auria, Francesca Ianniello, Miriam Matteo, Luigi Verdezza (University of Salerno), Miriam Di Lisio, Giuseppe Michele Padricelli, Rosa Sorrentino (University of Naples Federico II).