3rd INTERNATIONAL CONFERENCE ILIS

Research Methods in the Digital Society: Areas and Practices

24-25 November 2021

UNIVERSITÀ DEGLI STUDI DI SALERNO
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)

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 conférence - Université de Lorraine (France)

*****
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)*

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

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<td>Ilenia Picardi, Marco Serino, Maria Carmela Agodi</td>
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<td>Alice through the methodological looking glass: a web-ethnography of refused knowledge communities during the Covid-19 pandemic</td>
<td>Ilenia Picardi, Marco Serino, Maria Carmela Agodi</td>
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<td>Public communication of Italian scientific experts in the Anti-Covid 19 vaccination campaign</td>
<td>Rosanna Cataldo, Gabriella Punziano, Ferdinando Iazzetta, Gabriele Luciano, Carmine Borriello</td>
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<td>Exploring New Digital Addiction: Developing a WhatsApp Addiction Scale</td>
<td>Valentina D’Auria, Vincenzo Esposito, Rocco Perrone</td>
<td>University of Salerno</td>
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**5:00 PM – 7:00 PM Room 1**

**Politics, policy, movements and Big Data**

**Coordinator:** Giammaria Bottoni, City, *University of London (UK)*

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

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<td>The digital role in building public profiles of political actors</td>
<td>Gabriella Punziano, Federico Esposito, Giuseppe Michele Padricelli</td>
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<td>Digital State and Defence Sector in Italy: the National Cybersecurity Agency</td>
<td>Giuseppe Borriello</td>
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<td>A network analysis approach to map trending topics in information propagation on social media</td>
<td>Ilaria Primerano, Giuseppe Giordano, Maria Prosperina Vitale</td>
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<td>Rethinking the resource mobilization theory in social movements digital expressions: the role of celebrities for the “Dana libera tutti” initiative</td>
<td>Giuseppe Michele Padricelli</td>
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<td>The Facebook communication of the Mayor’s candidate at the 2021 administrative elections of the Municipality of Naples</td>
<td>Mariateresa Principe, Irene Rossi, Giuseppe Rizza</td>
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<td>Coordinator – Gabriella Punziano</td>
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5:00 PM – 7:00 PM **Room 2**

**Gender, sexuality 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)*

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| Researching LGBT parenting: tips and traps from an Italian perspective | Salvatore Monaco  
*Free University of Bozen*                                                                 |
| Commonalities and differences within the asexual community. A digital ethnographic study | Giuseppe Masullo  
Marianna Coppola  
Angela Delli Paoli  
Miriam Matteo  
*University of Salerno* |
| The evolution of the male sexworking towards new digital scenarios    | Cirus Rinaldi  
*University of Palermo*  
Marco Scarcelli  
*University of Padova*  
Mirco Costacurta  
*University of Padova* |
| Gender Study in the Digital Age and Pandemic Era: sensitive Theme with and without face-to-face interaction | Tatiana Smirnova  
*Russian State University for the Humanities*  
Roman Smirnov  
*Research Centre NAFI* |
| The online experience of gender and sexual minorities. An exploratory study on intersectionality and digitization | Carmela Ferrara  
*University of Naples Federico II* |
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<td>Is it still disintermediated? The role of influencer news-maker in the social platform era</td>
<td>Suania Acampa, Noemi Crescentini, Giuseppe Michele Padricelli (University of Naples Federico II)</td>
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<td>The “Astrazeneca affair”: a litmus test of public arena formation in a hybrid media ecosystem setting?</td>
<td>Federico Pilati (IULM University of Milan), Guido Anselmi (University of Milan)</td>
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<td>The vaccine is now here. The State-Region governance between converging plans and diverging digital communication.</td>
<td>Ciro Clemente De Falco, Gabriella Punziano, Domenico Trezza (University of Naples Federico II)</td>
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<td>Hating online in times of emergency. Profiles and patterns of verbal violence on social media.</td>
<td>Miriam Di Lisio, Rosa Sorrentino, Domenico Trezza (University of Naples Federico II)</td>
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<td>Analysis of Amazon reviews to promote sustainable consumption</td>
<td>Viviana Capozza (Sapienza University of Rome)</td>
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<td>The First year of Clubhouse in Italy</td>
<td>Giuseppe Maiello (University of Finance and Administration, Prague), Laura Caroleo (Magna Græcia University of Catanzaro)</td>
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<td>Intangible Heritage or Aesthetic Performance with a Flavor of Mystery?</td>
<td>Jitka Cirklová (University of Finance and Administration, Prague)</td>
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9:30 AM – 12:30 AM **Room2**

*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  
*Sapienza University of Rome* |
| --- | --- |
| Italian University Students facing Distance Learning: the results of a panel web survey | Maria Paola Faggiano  
Sergio Mauceri  
*Sapienza University of Rome* |
| Exploring digital platforms for mentoring research and practice | Lee Kwan Meng  
*University Putra Malaysia* |
| Virtual Reality and Interpreter Training: Reflections on a cultural mediation course for refugee trainees in Agrigento (Sicily) | Mette Rudvin  
Roberta Di Rosa  
*University of Palermo*  
Edoardo Di Gennaro  
*Swans-Tech s.r.l, Bologna* |
| Methods and behaviours for successful digital social research with subjects with specific learning disorders (SLD) | Jessica Camargo Molano  
*University of Rome Nettuno*  
Michelle Grillo  
*University of Salerno* |
| School Work Alternance: towards a longitudinal study | Ughetta Favazzi  
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Enrico Nerli Ballati  
Donatella Poliandri  
*INVALSI*  
Beba Molinari  
*Magna Græcia University of Catanzaro* |
### 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*

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

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

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*Tezpur University*  
Jonah Steinberg  
Emily Manetta  
*University of Vermont*  
Johan Vaide  
*Linnaeus University*  
Felice Addeo  
Angela Delli Paoli  
Valentina D’Auria  
*University of Salerno*  
Massimo Ragnedda  
Laura Ruiu  
*Northumbria University of Newcastle*  
Gabriella Punziano  
*University of Naples Federico II*  
Alice Scavarda  
Raffaella Ferrero Camoletto  
*University of Turin*  
Vulca Fidolini  
*Université de Lorraine* |
| The Language Test: Digital Surveillance, Linguistic Exposés, and the Public Debunking of Beggars |                                                                                                   |
| 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  
*Linnaeus University* |
| DigiCapItaly: an operationalisation proposal for the measurement of digital capital in Italy |                                                                                                   |
| Combining qualitative methods. Studying food practices within migration through interviews, photovoice and digital ethnography. |                                                                                                   |
4:00 PM - 5:00 PM Private room

Round Table

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<td>Exponents of the Third Sector in Campania will be invited</td>
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5:30 PM

Closing remarks and greetings from the committee

The final greetings | 6.00 PM

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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)

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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).