

Conference Schedule - 08/06/2023



9:00 AM - 9:30 AM - Registration



9:30 AM - 10:00 AM - Conference Center - Virtual Room 1

Institutional greetings

Giuseppe Maiello – Chief of the Conference, *University of Finance and Administration of Prague (Czech Republic)*

Bohuslava Šenkýřová – Rectrix magnifica of the *University of Finance and Administration of Prague* (*Czech Republic*)

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

Stefano Tomelleri – President of the Italian Sociological Association (AIS), *University of Bergamo(Italy)*



10:00 AM - 11:00 AM - Conference Center - Virtual Room 1

Plenary Session

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

Sonia Stefanizzi – *University of Milan Bicocca (Italy)*

Claudia Santi, Daniele Solvi – University of Campania Luigi Vanvitelli (Italy)

Anthony Giddens – London School of Economics (UK)





11.30 AM - 12.30 PM Conference Center - Virtual Room 1

Lectio Magistralis

The Discursive-Material Knot: Theoretical Reflections about the Dialogues between Discourse Studies and New Materialism

Prof. Nico CarpentierCharles University in Prague (Czech Republic)

The (academic) discourse on the digital has, over time, swayed from the virtual to the omnipresent, where originally the non-materiality of the digital was emphasized, in juxtaposition with the "real". In contemporary theorizations of the digital, the idea of omnipresence has reversed the analysis, where the digital is now positioned as (almost) beyond the real. These resignifications of the digital are—arguably—part of a broader discussion on the relationship between the realm of the discursive (or representational) and the realm of the material. This floating of the "digital" signifier is an invitation to take a step back, and to use the invitation to reflect about the relationship between the discursive and the material, as this provides an opportunity for theoretical development. The entry point for this reflection is the tension between post-foundationalist discourse theory and new materialism, as both theoretical traditions ground their position in a reflection about the discursive or the material, while still attempting to respectfully integrate the 'other' component in their approach. When integrating these two traditions, a non-hierarchical model of the discursivematerial knot can be developed, which allows theorizing the entanglement of the discursive and the material. This model allows for the acknowledgement of both the discursive and the material in social practice, recognizing the structuring and agentic aspects, and the contingent and fixated aspects of both the discursive and the material. The discursive-material knot model offers a novel way to study the digital, approaching it as an assemblage, which entangles discursive and material components, but also emphasizing the specificity and the contingency of the digital, resisting its articulation as all-encompassing reality, but instead positioning the digital as one of the many components of the social, which is an object of incessant political struggles over its discursive and material nature.

Nico Carpentier, Ph.D. is Extraordinary Professor at Charles University in Prague, Czech Republic, Chief Research Fellow at Vilnius Gediminas Technical University (Lithuania) and President of the International Association for Media and Communication Research (2020-2024). Earlier, he was Treasurer (2005-2012) and Vice-President (2008-2012) of the European Communication Research and Education Association (ECREA), and Treasurer (2012-2016) of the International Association for Media and Communication Research (IAMCR). His latest monographs are The Discursive-Material Knot: Cyprus in Conflict and Community Media Participation (2017, Peter Lang, New York) and Iconoclastic Controversies: A Photographic Inquiry into Antagonistic Nationalism (2021, Intellect, Bristol).





2:00 PM - 5:00 PM Conference Center - <u>Virtual Room 1</u>

Rethinking the Research Concepts, Objects and Methods in a Digital Society

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

Rethinking Platform Studies: The	Hossein Derakhshan
Ontological and Epistemological Challenges	London School of Economics and Political Science
of Researching Platforms and the Case for Reviving Breaching Experiments	(LSE)
Reviving breaching experiments	
Everyday Conversation: The Effect of	Caitlin Begg
Asynchronous Communication and	Harvard University
Hypercommunication on Daily Interaction	
and Sociotechnical Systems	
An Internet Ethnography Perspective on	Mariia Titova
Investigating the Possibility of AI-	University of Finance and Administration of Prague
Generated Avatars to Reflect Social Identity	
in Online Communities	
The Role of Social Science in the Digital Era	Muhamad Supraja
The Role of Social Science in the Digital Dia	Odam Artosa
	Gadjah Mada University
The Esport Phenomenon and its Evolution:	Francesca R. Lenzi
A Systematic Literature Review	Giuseppe Coppola Maria Elena Capuano
	University of Rome Foro Italico
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	Vincenzo Esposito
	University of Rome La Sapienza
Exploring the Reverse Review Bombing	Valentina D'Auria
Phenomenon: The Hogwarts Legacy Case	Francesco Notari
	University of Salerno
	Educand Wala
	Eduard Kola University of Rome La Sapienza
	amoersity of Rome Lu Suptenzu
Online Research to Capture the Essence of	Cleto Corposanto
Social Relationships in Digital Society?	Umberto Pagano
	Beba Molinari
	Magna Graecia University of Catanzaro
Exploring the Role of AI Art Generators in	Jitka Cirklová
Education: A Visual Content Analysis of	Czech Technical University
Student Work on Purgatory Place and Role	···· - ·····y
in 21st Century	



2:00 PM - 5:00 PM Conference Center - <u>Virtual Room 2</u>

Digital Methods and Applications

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

The Method of Digital Ethnography in	Konstantin Galkin
Research on the Use of Online Health	Sociological Institute of Russian Academy of Science
Communities by the Older People in Rural	(RAS)
Areas	
Netnography in Online Gaming	Alfonso Amendola
Community	Annachiara Guerra
	University of Salerno
Videogame Street-Level Bureaucracy: From	Matteo Jacopo Zaterini
Virtual to Real Contexts	
virtual to Real Contexts	University of Salento
Excluded. A Digital Ethnographic	Debora Pizzimenti
Investigation on the Femcel Community	University of Messina
	Assunta Penna
	University of Salerno
Gamified Societies. For a Critical Analysis	Ilaria Iannuzzi
of the Gamification Process	University of Rome La Sapienza
of the Gammication Flocess	Δπιοετείτη ο Κοπιε Lu Supienzu
Mixed Methods Approach: Use of Ricousive	Francesco Amato
Walkthrough and Data Collection Form on	Mattia De Angelis
Mobility Application	University of Naples Federico II



5:00 PM - 7:00 PM Conference Center - <u>Virtual Room 1</u>

Digital Research on Health, Migration and Education

Chair: Francesca Romana Lenzi, University of Rome Foro Italico (Italy) - **Tomislav Potocký**, University of Finance and Administration of Prague (Czech Republic)

Stories of Young Immigrant Women under	Alessia Rambelli
30: From Humanitarian Corridors to	Catholic University of the Sacred Heart of Milan
Widespread Reception in Italy	
The Role of ICT in Teaching Social Sciences	Jitka Cirklová
in Tertiary Education	University of Finance and Administration of Prague
	Mirela Moldoveanu
	University of Hradec Kralove
Audiovisual Languages for Health. Case	Vincenzo Esposito
Study on the Representation of Obesity on	Ferdinando lazzetta
TikTok	University of Rome La Sapienza
	Ciro De Falco
	Maria Elena Capuano
	Francesca R. Lenzi
	University of Rome Foro Italico
Performance Management of Programmatic	Přemysl Písař
Advertising through Controlling	Václav Kupec
	Prague University of Economics and Business
	Zdeněk Brabec
	Technical University of Liberec
	Naděžda Petrů
	University of Finance and Administration of Prague
Discriminatory and Offensive Language in	Laura Caroleo
the Digital Environment Against the	Magna Graecia University of Catanzaro
LGBTQIA+ Community. An Italian Case	
Study	Sara Galli
	Muhammad Javad Jamali
	University of Toronto



5:00 PM - 7:00 PM <u>Virtual Room 2</u>

Digital Methods and Social Media Analysis

Chair: Brian Joseph Gilley, *University of Indiana Bloomington (USA)*

Fabiana Battisti
University of Rome La Sapienza
,
Lorenzo Dalvit
Rhodes University
Marco Carradore
University of Verona
Talenda Chatikobo
Lorenzo Dalvit
Rhodes University
Ilenia Picardi
Marco Serino
University of Naples Federico II
Giuseppe Luca De Luca Picione
Lucia Fortini
Domenico Trezza
University of Naples Federico II
Elvira Martini
Giustino Fortunato University

Conference Schedule - 09/06/2023



9:00 AM - 11:30 AM <u>Virtual Room 1</u>

Rethinking Social Research Methods in a Digital Society

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

Enacting Algorithms through Encoding and Decoding Practices	Riccardo Pronzato IULM University
Exploring Methodological Devices: Understanding the Complexities and Implications of Research Methods	Paolo Diana Giovannipaolo Ferrari University of Salerno
"Difficult Targets" and Remote Focus Interviews: A Methodological Assessment of Anti-vaxxers	Mariapaola Faggiano Antonio Fasanella Sergio Mauceri Barbara Sonzogni Fiorenzo Parziale Lorenzo Barbanera University of Rome La Sapienza Maria Dentale National Research Council of Italy (CNR)
Tracking the Media Audience Research in Poland	Bogumila Mateja-Jaworska Adam Mickiewicz University in Poznan



9:00 AM - 11:30 AM <u>Virtual Room 2</u>

Networks, Communities and Social Life in the Digital Era

Chair: Estrella Gualda, University de la Huelva (Spain)

In the Name of God: What is the Interaction	Lais Santos da Conceição
of the Evangelicals on Twitter? A Study	Universidade Federal Fluminense – University of
Report about Social Bubbles	Naples Federico II
	,
Narratives of Solidarity, Outrage and	Carolina Rebollo-Diaz
Hatred towards LGTBQI+ People in the	Estrella Gualda
Digital Society	Francisco Javier Santos Fernández
	Elena Ruiz Angel
	Patricia Ruiz Angel
	University of Huelva
The Butterfly Dream. New Unexplored	Michele Varini
Pathways within the Fashion System	Catholic University of the Sacred Heart of Milan
Urban Vibrancy in Roma's	Ciro Clemente De Falco
Neighbourhoods: A Case Study	Francesca Romana Lenzi
	Federico Mari
	University of Rome Foro Italico
Rethinking Identity and Privacy in the	Rosanna Marino
Platform Society	University of Naples Federico II
How Are Smart City Concepts and	Maria Elena Capuano
Dimensions Used? A Geo-Twitter Analysis	Francesco Calicchia
of Smart Cities in Italy	University of Rome Foro Italico
	Ferdinando lazzetta
	University of Rome La Sapienza



11:30 AM - 1:30 PM <u>Virtual Room 1</u>

Rethinking Identity and Citizenship in a Digital Society

Chair: Maria Paola Faggiano, University of Rome La Sapienza (Italy)

Simulacral Realities as an Ethical Tool	Edmondo Grassi San Raffaele University of Rome
Online Generation as a Social Group: To the Question of Age Boundaries	Roman Smirnov Free University of Berlin
Digital Citizenship: Between Aporias and Meaning. Ethical Perspectives in the Off- Life Society	Marinella Attinà Roberta Izzo University of Salerno
Revisiting Social Institutions and Power Relation in Digital Society: Evaluating Digitalization in India	Mahmudul Hasan Laskar Ankita Sharma University of Science and Technology, Meghalaya
The Reign of the Screen. Adolescent Identity, Digital Media and the Possible Path of Aesthetic Education	Paola Martino Elisabetta Villano University of Salerno
Towards a "Critical Algorithmic Awareness"	Isabella De Vivo University of Rome La Sapienza
Environmental Activism: An Analysis of the Italian Context	Ciro Clemente De Falco University of Rome Foro Italico
	Caterina Ambrosio Roberto Artiaco Nicolò Raucci Aurora Ventura University of Naples Federico II



11:30 AM - 1:30 PM <u>Virtual Room 2</u>

Digitalized and Digital Methods

Chair: Davide Bennato, *University of Catania (Italy)*

Rethinking Interviews Conventions in	Noha Atef
Studying Influencers in Digital Societies	Independent Researcher
Production the Head Chiefest	Marga Di Cragorio
Exploring the Use of Digital	Marco Di Gregorio
Communication Technologies for	University of Turin
Qualitative Social Research: WeChat and	D 1 D 1 D 6' 1
the Italian Migration to Shanghai	Pasquale Emanuele De Girolamo
	University of Florence
	Grazia Moffa
	University of Salerno
Descibility on Dannien? The WeChat	Iuliia Koreshkova
Possibility or Barrier? The WeChat	
Influence on the Chinese Migrants' Integration (Siberian Case)	Palacky University
integration (biberian duse)	
Does it Really Work? Perception of	Giovanni Giuffrida
Reliability of ChatGPT in Daily Use	Viviana Condorelli
	Fiorenza Beluzzi
	University of Catania
TikTok Algorithm's Experience and	Cristiano Felaco
Awareness. The Case of Algospeak Tactics	Francesca Pelliccia
to Bypass Algorithmic Logics	University of Naples Federico II
Rethinking Sustainability in the Age of	Ciro Clemente De Falco
Artificial Intelligence	University of Rome Foro Italico



1:30 PM - 2:30 PM <u>Lunch Break</u>



2:30 PM - 5:00 PM Conference Center - <u>Virtual Room 1</u>

Digital Research on Politics and Communication

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

Connective Parties during the Pandemic.	Stefano De Marco
The Communication Strategy of Podemos in	Rosario Palese
Twitter	University of
	Salamanca
	Juan Antonio Guevara Gil
	Ángela Martínez Torralba
	Celia García-Ceca Sánchez
	Alejandro Echániz Jiménez
	Universidad Complutense de Madrid
Cognitive Populism and Digital Society	Stefano Nobile
	Lorenzo Sabetta
	Ernesto Dario Calò
	Lorenzo Barbanera
	University of Rome La Sapienza
Digital Assumptions in Social Movements:	Giuseppe Michele Padricelli
A Framing Analysis for the Italian Case of	University of Naples Federico II
No Tav	
Exploring Social Network Usage among	Felice Addeo
Young People: Developing a WhatsApp	Valentina D'Auria
Addiction Index	Rocco Perrone
Addiction index	University of Salerno
	Vincenzo Esposito
	University of Rome La Sapienza
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Airbnb Online Experience an Analysis of	Amalia Caputo
the Digital Space	Vincenzo Laezza
	Simone Paesano University of Naples Federico II
<u>l</u>	University of Nuples Federico II
The Construction of the Expert and Public	Rossana Cataldo
Engagement on Television. Case Study on	Gabriella Punziano
the Vaccination Campaign in Italy	University of Naples Federico II
	Barbara Saracino
	University of Bologna Alma Mater Studiorum
	Ferdinando lazzetta
	University of Rome La Sapienza

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Measuring Fabulation in Russo-Ukrainian War Online Narratives: Conceptualization and Operationalization	Luigi Giungato Olimpia Affuso Luciana Taddei University of Calabria
Saltwork Tourism in Italy: A Mixed Methods Application on Tripadvisor Reviews to Detect Paths, Aims and Kind of Tourists and Tourism	Amalia Caputo Gabriella Punziano Sabrina Bellafronte Angelica Coppola Chiara Busiello Martina D'Alessandro Alessandro Pappalardo University of Naples Federico II



2:30 PM - 5:00 PM Conference Room 106 - <u>Virtual Room 2</u>

Student Workshop: Identity, Gender and Imagination in the Digital Society

Chair: Marianna Coppola, *University of Salerno (Italy)*

From the Routes to the Keyboards: A Cyber Ethnography Analysis of "El Camino de Santiago"	Valentina Capone Martina Prinzo Francesca Saporito Luana Sibilia
	University of Salerno
The Woman behind the Disease	Cristina Citro Maria Edera Anna Ferraro Federica Giudizioso Lucia Potolicchio Antonietta Prisco
	University of Salerno
The Impact of Digital Reality on the Ethical Side of Brand-Customer Communication	Anastasia Kuznetsova University of Finance and Administration of Prague
The Parental Responsibility of Mothers with Children with Specific Learning Disorders: Between Facilitation and Negationism. A Netnographic Experience in the Italian Panorama	Carmela Esposito Rosamaria Altieri Federica Grillo Sabrina Notariello Anna Barba Sonia Sorgente Assunta Mozzillo University of Salerno
Far from God, Far from Faith: A Netnographic Study of the Phenomena of Atheism and Agnosticism in Italy	Antonella Nufrio Michela Capuano University of Salerno
The Invisible Intimacy. Relational Dynamics and Couple Support of Women with Vulvodynia: a Nethnographic Inquiry	Soriano Serena Vitiello Michela Giovanna Pipola Marianna Castaldo University of Salerno



2:30 PM - 5:00 PM <u>Virtual Room 3</u>

Digital Education

Chair: Giuseppe Masullo, *University of Salerno (Italy)*

The Uses of Digital Technologies in Schools. A Bourdieusian Analysis of Upper-Secondary School Teachers and Students in Rome	Fiorenzo Parziale Maria Paola Faggiano Michela Cavagnuolo Alfredo Matrella University of Rome La Sapienza
Using Virtual Reality to Train Dialogue	Mette Rudvin
Interpreters and Language Mediators in Italy. Reflections on Results of Two Pilot	University of Palermo
Studies	Cinzia Spinzi
	University of Bergamo
	Edoardo Di Gennaro Independent Scholar
The Role of Learning Processes in	Carlotta Antonelli
University Inclusion. The Italian Case	University of Rome La Sapienza
Self-Assessment Tools and Participatory	Antonio Fasanella
Techniques. A Zoom on the Dyad "Rubrics"	Veronica Lo Presti
and "Online Focus Groups"	Fabrizio Martire
	Viviana Capozza
	University of Rome La Sapienza
	Maria Dentale
	National Research Council of Italy



2:30 PM - 5:00 PM <u>Virtual Room 4</u>

Digital Cultures

Chair: Cleto Corposanto, Magna Graecia University of Catanzaro (Italy)

Risk, Crisis, Emergency: Changing Cultures	Francesca Cubeddu
in the Digital Society	University of Rome Three
	Emiliana Mangana
	Emiliana Mangone
	University of Salerno
Trans-inter-Mediating Communicative	Lázaro M. Bacallao-Pino
Agencies: Revisiting the Concept of	University of Salamanca
Collective Action in Digital Landscapes	
Theorising Digital Society	Suchet Kumar
Theorising Digital Society	Rayat Bahra University
	Ruyui Buiitu Antoersity
For a Sociology of Art: Dancing Cyborgs	Linda De Feo
between Digital Choreographies and	University of Naples Federico II
Speculative Horizons	
Changes in Schooling: The Impact of	Antonio Fasanella
Digitalization on PCTO (Work Experience	Veronica Lo Presti
Programs). From Planning to	Maria Paola Faggiano
Implementation	Fiorenzo Parziale
	Michela Cavagnuolo
	Milena Mitrano
	University of Rome La Sapienza
	Simeerony of Rome In Superion
	Maria Dentale
	National Research Council of Italy



5:00 PM - 5:30 Coffee Break



5:30 PM Conference Center - <u>Virtual Room 1</u>

Conclusions



Organizing Committee

Giuseppe Maiello — Chief of the Conference — University of Finance and Administration of Prague (CZ); Giuseppe Masullo — President of the International Lab for Innovative Social Research (ILIS) — University of Salerno (IT); Felice Addeo — University of Salerno (IT); Angela Delli Paoli — University of Salerno (IT); Gabriella Punziano — University of Naples Federico II (IT); Jitka Cirklová — Czech Technical University Prague (CZ); Naděžda Petrů — University of Finance and Administration of Prague (CZ); Jan Lánský - University of Finance and Administration of Prague (CZ)



Scientific Committee

Enrica Amaturo (University of Naples Federico II, IT), Biagio Aragona (University of Naples Federico II, IT), Davide Bennato (University of Catania, IT), Gianmaria Bottoni (City University of London, UK), Alessandro Caliandro (University of Pavia, IT), Nico Carpentier (Charles University Prague, CZ), Marianna Coppola (University of Salerno, IT), Cleto Corposanto (Magna Graecia University of Catanzaro, IT), Paola Di Nicola (University of Verona, IT), Irina Dimitrova (Centrum for forskining om ekonomiska relationer, Mittuniversitet, SE), Wendy Nelson Espeland (Northwestern University, USA), Maria Paola Faggiano (University of Rome La Sapienza, IT), Alessandro Gandini (University of Milan, IT), Anthony Giddens (London School of Economics, UK), Brian Joseph Gilley (University of Indiana Bloomington, USA), Estrella Gualda (University de Huelva, ES), Susanne Halford (University of Bristol, UK), Gennaro Iorio (University of Salerno, IT), Francesca Romana Lenzi (University of Rome Foro Italico, IT), Tomislav Potocký (University of Finance and Administration of Prague, CZ), Carolina Rebollo (University of Huelva, ES), Richard Rogers (University of Amsterdam, NL), Ondřej Roubal (University of Finance and Administration of Prague, CZ), Andrea Salvini (University of Pisa, IT), Claudia Santi (University of Campania Vanvitelli, IT), Monica Scarano (University of Lille, FR), Barbara Segatto (University of Padova, IT), Giulio Sodano (University of Campania Vanvitelli, IT), Sonia Stefanizzi (University of Milan Bicocca, IT), Simona Tirocchi (University of Turin, IT), Stefano Tomelleri (University of Bergamo, IT), Luigi Tronca (University of Verona, IT), Lucia Velotti (City University of New York, USA), Zuzana Virglerová (Bata University, CZ), Debora Viviani (University of Verona, IT).



Organizing Secretary

Rudolf Blábolil, Lucie Ektilahová, Lucie Finová, Andrea Ubrýová (University of Finance and Administration of Prague, CZ), Noemi Crescentini, Giuseppe Michele Padricelli (University of Naples Federico II, IT), Marco Di Gregorio (University of Turin, IT), Assunta Scaglione, Elisabetta Villano (University of Salerno, IT)

















