

UNIVERSITÀ DEGLI STUDI DI MILANO

Procedura di selezione per la chiamata a professore di II fascia da ricoprire ai sensi dell'art. 18, commi 1 e 4, della Legge n. 240/2010 per il settore concorsuale 14/C2 - Sociologia dei Processi Culturali e Comunicativi , (settore scientifico-disciplinare SPS/08 - Sociologia dei Processi Culturali e Comunicativi) presso il Dipartimento di SCIENZE SOCIALI E POLITICHE, Codice concorso 5510.

Alessandro Caliendo

CURRICULUM VITAE

INFORMAZIONI PERSONALI

COGNOME	CALINDRO
NOME	ALESSANDRO
DATA DI NASCITA	15 gennaio 1981

TITOLI

Titoli di studio:

Ph.D. in Sociology, Graduate School in Social, Economic and Political Sciences, Università degli Studi di Milano, 15/03/2012.

Laurea Magistrale in Science Sociali, Università degli Studi di Milano, 05/07/2007

Laurea Triennale in Sociologia, Università degli Studi di Milano-Bicocca, 27/01/2005

Esperienze lavorative in ambito accademico:

2022-oggi, Professore Associato in Sociologia dei Processi Culturali e Comunicativi, Dipartimento di Scienze Politiche e Sociali, Università degli Studi di Pavia

2023-oggi, Membro del Consiglio di Dottorato in Scienze e Pratiche della Comunicazione, Università degli Studi di Pavia

2022-oggi, Membro del Consiglio di Dottorato in Sociology and Methodology of Social Research (SOMET), Università degli Studi di Milano

2020-oggi Cultore della Materia in Sociologia della Comunicazione e del Turismo; Sociologia delle Cultura; Environmental and Urban Sociology, Università degli Studi dell'Insubria

Dal 2019 al 2022, Ricercatore a tempo determinato Senior (RTDb) in Sociologia dei Processi Culturali e Comunicativi, Dipartimento di Scienze Politiche e Sociali, Università degli Studi di Pavia

Dicembre 2019 - Luglio 2020, Visiting Researcher presso la Bath School of Management, University of Bath

2018-2019, Lecturer in Digital Marketing, School of Management (Marketing, Business & Society Division), University of Bath

2016-2018, Lecturer in Branding and Digital Media, Faculty of Arts and Creative Industries, Middlesex University London

2015-2016, Professore a Contratto in Big Data and Digital Methods, Dipartimento di Scienze Sociali e Politiche, Università degli Studi di Milano

2011-2016, Responsabile Scientifico del Centro Studi Etnografia Digitale, Dipartimento di Scienze Sociali e Politiche, Università degli Studi di Milano

2012-2015, Assegnista di ricerca, Dipartimento di Scienze Sociali e Politiche, Università degli Studi di Milano

ALTRI TITOLI CONSEGUITI

Abilitazione scientifica nazionale alle funzioni di professore universitario di seconda fascia per il settore concorsuale 14/C2 - Sociologia dei processi culturali e comunicativi - valida dal 31/05/2021 al 31/05/2030.

Postgraduate Certificate in Higher Education (at Middlesex University London) with Fellowship of Higher Education Academy, 18/11/2018.

ATTIVITÀ DIDATTICA

INSEGNAMENTI E MODULI

2019-oggi, secondo semestre, Laboratorio di Comunicazione e Studi Culturali, Corso di Laurea Triennale in Comunicazione, Innovazione e Multimedialità (Università degli Studi di Pavia), 36 ore, 6 cfu.

2019-oggi, secondo semestre, Giornalismo Digitale, Corso di Laurea Magistrale in Comunicazione Digitale (Università degli Studi di Pavia), 36 ore, 6 cfu.

2022-oggi, primo semestre, Digital Consumer Culture, Corso di Laurea Magistrale in Comunicazione Digitale (Università degli Studi di Pavia), 36 ore, 6 cfu.

2018-2019, primo semestre, E-Business, Management BSc (University of Bath), 22 ore.

2018-2019, secondo semestre, E-Marketing, International Management MSc (University of Bath), 22 ore.

2016-2018, secondo semestre, Research Methods, MSc Media Management & MA Arts Management (Middlesex University London), 60 ore.

2017-2018, primo + secondo semestre, Digital Culture, Digital Media and Communications BA Honours (Middlesex University London), 56 ore.

2017-2018, primo + secondo semestre, Digital Media Research Methods, Digital Media and Communications BA Honours (Middlesex University London), 56 ore.

2016-2018, primo + secondo semestre, Research Techniques and Approaches, Advertising, Public Relations and Branding BA (Middlesex University London), 168 ore.

Altri incarichi di insegnamento:

2020 (Novembre-Dicembre), Digital Research Methods, Università IULM, 6 ore.

2020 (Febbraio), Netnography Lab, Università IULM, 6 ore.

2016-2015, primo trimestre, Big Data and Digital Methods, Laurea Magistrale in Comunicazione Pubblica e di Impresa (Università degli Studi di Milano), 40 ore, 6 cfu.

ATTIVITÀ DI DIDATTICA INTEGRATIVA E DI SERVIZIO AGLI STUDENTI

ATTIVITÀ DI RELATORE DI ELABORATI DI LAUREA, DI TESI DI LAUREA MAGISTRALE, DI TESI DI DOTTORATO E DI TESI DI SPECIALIZZAZIONE

Didattica integrativa:

2024-oggi, Università degli Studi di Pavia, Progetto PA 110 e lode:

- Corso di Laurea Triennale in Comunicazione, Innovazione e Multimedialità, Insegnamento: Laboratorio di Comunicazione e Studi Culturali, n° 3 studenti
- Corso di Laurea Magistrale in Comunicazione Digitale, Insegnamento: Digital Consumer Culture, n° 1 studente

Relatore per elaborati di laurea, tesi di laurea magistrale e tesi di dottorato:

2019-oggi, Università degli Studi di Pavia:

- Corso di Laurea Triennale in Comunicazione, Innovazione e Multimedialità, relatore per elaborati di laurea n° 104
- Corso di Laurea Magistrale in Comunicazione Digitale, relatore per tesi n° 34

2022-oggi, Università degli Studi di Milano, PhD in Sociology and Methodology of Social Research (SOMET), relatore per tesi n° 1.

2023-oggi, Università degli Studi di Pavia, PhD in Communication Sciences and Practices, relatore per tesi n° 1.

2016-2018, Middlesex University London, Digital Media and Communications BA Honours, relatore per elaborati di laurea n° 8.

2018-2019, University of Bath, International Management MSc, relatore per tesi n° 5.

ATTIVITÀ DI TUTORATO DEGLI STUDENTI DI CORSI DI LAUREA E DI LAUREA MAGISTRALE E DI TUTORATO DI DOTTORANDI DI RICERCA

2022-oggi, Università degli Studi di Milano, PhD in Sociology and Methodology of Social Research (SOMET), supervisione di una studentessa.

2023-oggi, Università degli Studi di Pavia, PhD in Communication Sciences and Practices, supervisione di uno studente.

2018-2019, Academic lead for the School of Management Student Association (SoMSA), University of Bath.

SEMINARI

Direzione scientifica di Summer School:

2023, Summer School in Digital Methods for Critical Consumer Studies (Exploring the nexus among surveillance capitalism, consumer culture, and social media), 24-28.07.2023, Villa del Grumello, Como, Italy. (Grant awarded by the Lake Como School of Advanced Studies - Summer School 2023).

2021, Summer School in Digital Methods for Critical Consumer Studies, 31.05 - 04.06.2021, Villa del Grumello, Como, Italy. (Grant awarded by the Lake Como School of Advanced Studies - Summer School 2021).

Relatore in seminari (su invito):

2024, "The platformization of consumer culture: a digital methods approach", seminar series: Innovative Qualitative Methods for a Changing Digital Landscape, PhD Programme in Communication Sciences and Practices (Università degli Studi di Pavia), 15.01.2024.

Dal 2020 al 2023, "Digital methods for consumer research". SOMET Seminar Series - Understanding Digital Societies, Università degli Studi di Milano.

2023, "Digital Methods for Consumer Culture and Marketing Research", Research Innovation Workshops, University of Gothenburg (Sweden), 10.02.2023.

2022, "Covid 19 e fake news (e altri disordini dell'informazione)". Ciclo di seminari: Ricerca e società digitale, Università di Torino, 1.04.2022, <https://www.ict.unito.it/index.php/news/avvisi/ciclo-di-seminari-ricerca-e-societa-digitale>.

2022, "The Platformization of Consumer Culture". Strathclyde Business School (University of Strathclyde), 1.11. 2022, Glasgow (UK).

2021, "Digital Methods for Ethnography (in Non-API Environments)", Internet Research Methods for the Social Sciences - Université Libre de Bruxelles, Brussels (BEL), 8.10. 2021.

2018, "Digital Ethnography", Seminar for the module Methodology in Urban Studies at the Doctorate School in Urban Studies, State University of Milan Bicocca, Milan (IT).

2017, "Digital Methods in Qualitative Research", Seminar for the PhD Programme of the University of Innsbruck, Innsbruck (AT), 20-22.04.2017.

2017, "Digital Media and Self-Presentation", Seminar for the Digital Populism Workshop, King's College, London (UK). 8.02.2017.

2016, "Digital Ethnography", Seminar for the module Representation and Analysis of Spatial Data at the Doctorate School in Urban Studies, Università degli Studi di Milano Bicocca.

2016, "Big Data and Digital Methods for Marketing", seminar for the course in "Human Resources and Organizations", Fondazione Istud Business School, Baveno.

2015, "Digital Methods and Digital Ethnography" for the PhD course in "Sociology", Graduate School in Social and Political Sciences, Università degli Studi di Milano.

2015, "Digital Methods for Marketing", seminar for the courses in 'Human Resources and Organization' and 'Marketing Management', Fondazione Istud Business School, Baveno.

2014, "Digital Ethnography", Seminar for the PhD workshop at the Centre for Consumer Science (CKF), 1-9.09.2014, University of Gothenburg (SE).

2013, "Digital Ethnography and Netnography: Theories and Methods for analysing online conversations", Summer School "E-Methods and Sociology", Università degli Studi di Bologna.

2012, "Digital Methods", seminar for the PhD course in Sociology, Graduate School in Social and Political Sciences, Università degli Studi di Milano, 27-29.04.2012.

2012, "Digital Ethnography: A Toolbox for Investigating Online Consumer Tribes", PhD workshop at the Copenhagen Business School (CBS Centre for Corporate Social Responsibility), 21-22-03.2012, Copenhagen (DN).

2012, "Introduction to Digital Ethnography and Digital Methods", Digital Ethnography Week, 17-21.09.2012, Trento (IT) - (PhD workshop promoted by the PhD program in Sociology of State University of Milano).

ATTIVITÀ DI RICERCA SCIENTIFICA

PROFILO E INTERESSI DI RICERCA

Come si può evincere dalle mie attività e prodotti di ricerca, il mio lavoro si focalizza sulle metodologie digitali per la ricerca sociale e, in particolare, sui digital methods e sull'etnografia digitale applicati allo studio dei processi culturali e comunicativi all'interno degli ambienti digitali. In particolare, nel corso della mia carriera ho applicato questi metodi allo studio di: pubblici e comunità online, immaginari sociali legati alla cultura del consumo, discorso pubblico sul valore dei dati digitali (capitalismo della sorveglianza), musica e processi radiofonici, media e contenuti effimeri, comunicazione politica, pratiche giornalistiche, disinformazione e discorsi ageisti.

I miei attuali interessi di ricerca si concentrano sullo studio: dei processi di platformizzazione della cultura di consumo, della cultura della sorveglianza, e delle culture digitali nella popolazione anziana.

PUBBLICAZIONI SCIENTIFICHE

Articoli in riviste scientifiche:

Caliandro, A., Gandini A., Bainotti L., & Anselmi G. (2024). The platformization of consumer culture: a theoretical framework. *Marketing Theory*, <https://doi.org/10.1177/14705931231225537>.

Audy Martínek, P., Caliandro, A., & Denegri-Knott, J. (2023). Digital practices tracing: studying consumer lurking in digital environments. *Journal of Marketing Management*, 39(3/4), 244-274. <https://doi.org/10.1080/0267257X.2022.2105385>.

Caliandro, A. & Bennato, D. (2022). Cultural Machines: Unlocking the power of digital methods and computational techniques for understanding socio-cultural processes in digital environments. *Mediascapes Journal*, 20(2), I-VII. ISSN: 2282-2542.

Gaia, A., Garavaglia, E. & Caliandro, A. (2022). Il valore dei dati digitali: uno studio sui lavoratori anziani in Italia. *Salute e Società*, XXI(3), 26-46. <https://dx.doi.org/10.3280/SES2022-003003>.

Bainotti, L., Caliandro, A., & Gandini, A. (2021). From archive cultures to ephemeral content, and back: Studying Instagram Stories with digital methods. *New Media & Society*, 23(12), 3656-3676. <https://doi.org/10.1177/1461444820960>.

Caliandro, A., Garavaglia, E. & Anselmi, G. (2021). Studying ageism on social media: an exploration of ageing discourses related to Covid-19 in the Italian Twittersphere. *Rassegna Italiana di Sociologia*, 2/2021, April-June, 343-375. <https://dx.doi.org/10.1423/101848>.

Caliandro, A. (2021). Repurposing digital methods in a post-API research environment: methodological and ethical implications. *Italian Sociological Review*, 11(4S), 225-242. <https://dx.doi.org/10.13136/isr.v11i4S.433>.

Caliandro, A. & Anselmi, G. (2021). Affordances-based brand relations: an inquire on memetic brands on Instagram, *Social Media+ Society*, <https://doi.org/10.1177/20563051211021367>.

Caliandro, A., Garavaglia, E. Sturiale, V. & Di Leva, A. (2021). Older People and Smartphone Practices in Everyday Life: An Inquire on Digital Sociality of Italian Older Users, *The Communication Review*, 1-32, <http://dx.doi.org/10.1080/10714421.2021.1904771>.

Caliandro, A., Anselmi, G. & Sturiale, V. (2020). Fake news, Covid-19 e Infodemia: un esempio di ricerca sociale in real-time su Twitter. *Mediascapes Journal*. ISSN: 2282-2542.

Simunjak, M. & Caliandro, A. (2020). Framing #Brexit on Twitter: The EU 27's lesson in message discipline. *The British Journal of Politics and International Relations*, 22(3), 439-459. <https://doi.org/10.1177/1369148120923583>.

Caliandro, A. & Graham, J. (2020). Studying Instagram Beyond Selfies. *Social Media+ Society*, 6(2), <https://doi.org/10.1177/2056305120924779>.

Bonini, T., Caliandro, A. & Anselmi, G. (2019). La diffusione della musica pop nel sistema ibrido dei media: tra piattaforme digitali e broadcaster tradizionali. *Studi Culturali*, 2/2019, 225-256. <https://dx.doi.org/10.1405/94682>.

Simunjak, M. & Caliandro, A. (2019). Twiplomacy in the Age of Donald Trump: Disrupting or Constructing Digital Diplomacy?. *The Information Society*, 35(1), 13-25. <https://dx.doi.org/10.1080/01972243.2018.1542646>.

Rialti, R., Caliandro, A., Zollo, L. & Ciappei, C. (2018). Co-creation experiences in social media brand communities: Analyzing the main types of co-created experiences. *Spanish Journal of Marketing - ESIC*, Vol. 22 Issue: 2, 122-141. <https://dx.doi.org/10.1108/SJME-03-2018-0011>

Caliandro A. (2018). Digital Methods for Ethnography: Analytical Concepts for Ethnographers Exploring Social Media Environments. *Journal of Contemporary Ethnography*, 47(5), 551-578. <https://dx.doi.org/10.1177/0891241617702960>.

Arvidsson, A. & Caliandro, A. (2016). Brand Public. *Journal of Consumer Research*, 42(5), 727-748. <https://dx.doi.org/10.1093/jcr/ucv053>.

Bonini, T., Caliandro, A. & Massarelli, A. (2016). Understanding the value of networked publics in radio. Employing Digital Methods and social network analysis to understand the Twitter publics of two Italian national radio stations. *Information, Communication and Society*, 19(1), 40-58. <https://dx.doi.org/10.1080/1369118X.2015.1093532>.

Caliandro, A. (2016). Metodi Digitali per lo Studio delle Pratiche Giornalistiche su Twitter. *Problemi dell'Informazione*. 2/2016, 417-424. <https://dx.doi.org/10.1445/84024>.

Zollo, L., Rialti, R., Caliandro, A. & Ciappei, C. (2016). Social Media Strategies to Protect Corporate Reputation and Brand Image in the Digital Era: A Digital Investigation of the Eni vs. Report Case on Twitter. *Mercati & Competitività*, 2016/4, 56-84. <https://dx.doi.org/10.3280/MC2016-004005>.

Splendore, S., Caliandro, A. & Airolidi, M. (2016). Twittare le news: strategie comunicative del giornalismo italiano. Uno studio di caso di tre redazioni. *Comunicazione Politica*, 2016/1, 87-106. <https://dx.doi.org/10.3270/82887>.

Arvidsson, A., Caliandro, A., Airolidi, M., & Barina, S. (2016). Crowds and value. Italian Directioners on Twitter. *Information, Communication & Society*, 19(7), 921-939. <https://dx.doi.org/10.1080/1369118X.2015.1064462>.

Caliandro, A. & Barina, A. (2015). Twitter come device civico per la materializzazione del pubblico e del discorso politico: il caso delle Primarie del Centro Sinistra 2012. *Rassegna Italiana di Sociologia* 2/2015, 233-264. <https://dx.doi.org/10.1423/80884>.

Cossetta, A. & Caliandro, A. (2013). La maternità nelle narrazioni online. *Ais Journal of Sociology*, 1/2013, 79-101. ISSN: 2281-2652.

Caliandro, A. (2011). Une utilisation du consommateur internaute au-delà des communautés de marque: le travail effectif des consommateurs ordinaires sur le réseaux sociaux. *Sciences de la Société*, 82(150), 159-167. <https://doi.org/10.4000/sds.2082>.

Monografie:

Caliandro A., Gandini A., Bainotti L., & Anselmi G. (2024). *The Platformization of Consumer Culture: A Digital Methods Guide*. Amsterdam University Press, Amsterdam. ISBN: 9789463729567.

Caliandro A. & A. Gandini (2019). *Metodi Digitali per le Scienze Sociali*, Carocci, Roma. ISBN: 9788843096053.

Caliandro A. & A. Gandini (2017), *Qualitative Research in Digital Environments: A Research Toolkit*, Routledge, London. ISBN: 978-1-138-18868-6.

Capitoli in volumi:

Moretti, V. & Caliandro, A. (2024). "Every breath you take, I'll be watching you. (Un)making sense of algorithmic surveillance in healthcare"; in P. Giardullo and F. Miele (eds.), *Reframing Algorithms: STS perspectives to Healthcare Automation*, London: Palgrave. ISBN: 9783031520488.

Garavaglia, E., Caliandro, A., Melis, G., Sala, E. & Zaccaria, D. (2023). "Contrasting ageism in research on older adults and digital technologies: A methodological reflection", DOI: 10.4324/9781003323686-14; in A. Rosales, M. Fernández-Ardèvol and J. Svensson (eds.), *Digital Ageism: How it operates and approaches to tackling it*, London: Routledge, pp. 248-265. ISBN: 978-1-003-32368-6.

Bratus, A., Caliandro, A., Caruso, F., Ceravolo, F. & Garda, M. (2023). "Musical Performance During and After Covid-19 Pandemic: Days of Future Passed?"; in M. Agamennone, D. Palma and G. Sarno (eds.), *Sounds of the Pandemic: Accounts, Experiences, Reflections, Perspectives in Times of Covid-19*, London: Routledge. <https://doi.org/10.4324/9781003200369>. ISBN: 9781032060231.

Caliandro, A. (2022). "Digital Ethnography", in A. Ceron (ed), *Elgar Encyclopedia of Technology & Politics*, Cheltenham: Edward Elgar Publishing, pp. 122-126. ISBN: 9781800374256.

Caliandro, A., Anselmi, G. & Sturiale V. (2021). "Fake news e Covid-19 su Twitter: un caso di Infodemia?", in G. Boccia Artieri e M. Farci (eds.), *Shockdown. Media, cultura, comunicazione e ricerca nella pandemia*, Roma: Meltemi. ISBN: 9788855193771.

Caliandro, A. (2017), "Netnografia, Comunità e Pubblici Online" - (Capitolo 20), in F. Barbera and I. Pais (eds.), *Fondamenti di Sociologia Economica*, Egea, Milano. ISBN: 978-8823822405.

Caliandro, A. (2014), "Ethnography in Digital Spaces: Ethnography of Virtual Worlds, Netnography, and Digital Ethnography", in P. Sunderland, and R. Denny (eds.), *Handbook of Anthropology in Business*, London: Routledge, pp. 658-679. eBook ISBN: 9781315427850.

Caliandro, A. (2011). "Aggregarsi per dividersi. Percezione del contesto urbano e bisogno di aggregazione", in S. Citroni (ed.), *Sogni e Bisogni a Milano. Vissuti e risorse nella Zona 4*, Ledizioni, Milano, pp. 115-135. ISBN: 9788895994321.

Contributi in atti di convegni:

Rathnayake, C. & Caliandro, A. (2021). "Repurposing Sentiment Analysis for Social Research Scopes: An Inquiry into Emotion Expression within Affective Publics on Twitter during the Covid-19 Emergency", *Proceedings of the I-conference2021*, pp. 369-410. ISBN: 978-3-030-71291-4 / 978-3-030-71292-1. DOI: https://dx.doi.org/10.1007/978-3-030-71292-1_30.

Caliandro, A., Gui, M., Di Leva, A. & Sturiale, V. (2021). "Smartphone Overuse in the Old Age: A Qualitative Exploration on Actual Smartphone Use and Perceptions Among Italian Older Heavy Users", DOI: 10.1007/978-3-030-78108-8_27. *Proceedings of the 7th International Conference on Human*

Aspects of IT for the Aged Population, ITAP 2021, held as part of the 23rd International Conference, HCI International 2021, pp. 361-378. In *Lecture Notes in Computer Science*, vol. 12786. (including subseries *Lecture Notes in Artificial Intelligence* and *Lecture Notes in Bioinformatics*). ISBN: 978-3-030-78107-1.

Caliandro, A. (2019). "Older People Smartphone Internet Use In Daily Life: Practices And Meanings", *Proceedings of the 14th ESA Conference*, Manchester, UK, 20th-23rd August 2019, pp. 51, ISBN 978-2-9569087-0-8 | EAN 9782956908708, © European Sociological Association, November 2019.

Caliandro, A. & Anselmi, G. (2019). "Mapping brand publics' social imaginaries on Instagram: how to use big data for exploring consumer culture", *Proceedings of the Second International Conference on Data Science and Social Research*, 4th February 2019 - University of Milano - Bicocca; 5th February 2019 - IULM, p. 31, ISBN: 9788894312096.

Rialti, R., Zollo, L., Caliandro, A. & Ciappei, C. (2017). Exploring the link between consumers' engagement and E-word of mouth in social media brand communities: a path analysis. *Proceedings of the GFMC 2017: 2017 Global Fashion Management Conference* at Vienna, Vienna, Austria, 6th-9th July 2017, pp. 494-500, <https://doi.org/10.15444/GFMC2017.06.05.01>. ISSN 2288-825X.

Altro:

Balestra, E., Uboldi, A., Goglio, V. & Caliandro, A. (2021). *QUALI-DAD. Una ricerca qualitativa sui significati e le pratiche degli accademici italiani riguardo la didattica a distanza durante l'emergenza Covid-19*. Collane@unito.it, <https://www.collane.unito.it/oa/items/show/77>. ISBN: 9788875901882.

ORGANIZZAZIONE, DIREZIONE E COORDINAMENTO DI CENTRI O GRUPPI DI RICERCA NAZIONALI E INTERNAZIONALI O PARTECIPAZIONE AGLI STESSI

Partecipazione e direzione di gruppi di ricerca:

2023-oggi, Membro del gruppo di ricerca interdisciplinare Ageing Societies, <https://ageingsocieties.unimib.it/>.

2016-2018, Membro del Promotional Culture Research Cluster, Middlesex University London, <https://www.mdx.ac.uk/our-research/research-groups/promotional-cultures-research-cluster>.

2011-2016, Responsabile Scientifico del Centro Studi Etnografia Digitale, Università degli Studi di Milano.

Partecipazione a progetti di ricerca:

2023-oggi, Project: ALGOFEED - Feedback culture: assessing the effects of algorithmic recommendations on platformized consumption. Role: Research Stream 3 Leader. Partners: University of Milano, University of Napoli Federico II, University of Pavia. Project Coordinator: Prof. Alessandro Gandini. Funding Body: Bando PRIN 2022

2022-oggi, Project: ACTIVE ageing in changing societies. Older people's social and digital resources in pandemic and post-pandemic Italy (ACTIVE.IT), <https://ageingsocieties.unimib.it/active-it/>. Role: Research Stream 3 Leader. Partners: University of Milano-Bicocca, Università Cattolica di Milano, University of Pavia, La Scuola Universitaria Professionale della Svizzera Italiana. Project Coordinator: Prof. Emanuela Sala. Funding Body: Fondazione Cariplo

2021-2024, Project: V-DATA. The value of digital data: enhancing citizens' awareness and voice about surveillance capitalism (<https://vdataresearch.com/>). Role: Communication Manager & Research Coordinator. Partners: University of Pavia, Università Cattolica di Milano, University of Milano-Bicocca, Careof. Project Coordinator: Prof. Guido Legnante. Funding Body: Fondazione Cariplo.

2020-2021, Project: UNIVERSI-DaD: Gli accademici italiani e la didattica a distanza durante l'emergenza Covid-19. Role: Researcher. Partners: University of Torino, University of Pavia. Project Coordinator: Prof. Francesco Ramella & Prof. Michele Rostan. Funding body: Centro Luigi Bobbio del Dipartimento di Culture, Politica e Società dell'Università di Torino & UNIRES - Italian Centre for Research on Universities and Higher Education Systems.

2018-2020, Project: Aging in a networked society, (<https://ageingsocieties.unimib.it/networked/>). Role: Research Stream 3 Leader. Partners: University of Milano-Bicocca, Fondazione Golgi Cenci, Auser, University of Bath. Project Coordinator: Prof. Emanuela Sala. Funding Body: Fondazione Cariplo.

2017-2018, Project: Twitter diplomacy in the age of Trump. Role: co-PI (with Dr Maja Šimunjak). Funding body: Middlesex University London (internal grant).

2017-2018, Project: Innovative Qualitative Methods for Big Data: Exploring Brand Publics on Instagram Using Image Recognition Techniques. Role: PI. Funding body: Middlesex University London (internal grant).

2015-2016, Project: Smartphone Internet use. Role and duties: researcher; responsible for designing and coordinating mixed-method research in Italy (big data analysis and qualitative analysis). Partners: University of Gothenburg and State University of Milano. Project Coordinator: Prof. Adam Erik Arvidsson. Funding Body: University of Gothenburg (internal grant).

2013-2016, Project: P2pvalue or Techno-social platform for sustainable models and value generation in commons-based peer production in the Future Internet (<https://cordis.europa.eu/project/id/610961/it>). Role and duties: post-doctoral researcher and coordinator of the ethnographers' team in Italy; Responsible for digital ethnography activities. Partners: University of Surrey (coordinator), Centre National de la Recherche Scientifique, P2P Foundation, IGOPnet.cc - Universitat Autònoma de Barcelona, Universidad Complutense de Madrid, State University of Milano. Project Coordinator: Prof. Nigel Gilbert. Funding Body: EC-Seventh Framework Programme.

2012-2013, Project: Project for the development of a quali-quantitative methodology useful for monitoring and analysing online consumers' conversations, with the purpose of enhancing the development and innovation of products and brands. Role and duties: post-doctoral researcher. Responsible for developing specific heuristics suitable for coding and analysing consumers' online conversations. Project Supervisor: Prof. Adam Erik Arvidsson. Funding Body: European Social Fund

DIREZIONE O LA PARTECIPAZIONE A COMITATI EDITORIALI DI RIVISTE SCIENTIFICHE

2021-oggi, membro del comitato editoriale (<https://oaj.fupress.net/index.php/cambio/about/editorialTeam>), *Cambio. Rivista sulle Trasformazioni Sociali*.

PARTECIPAZIONE IN QUALITÀ DI RELATORE A CONGRESSI E CONVEGNI DI INTERESSE INTERNAZIONALE

Partecipazione a convegni in qualità di relatore:

Oral presentation: "Mapping the impact of surveillance capitalism beyond privacy" (with Dario Pizzul and Emma Garavaglia), Public data for Social, Economic and Environmental Development, University of Scottish Universities Insight Institute, Glasgow (UK), 25-26.01.2024.

Invited Panellist: Convegno Ais: 'I dilemmi della società digitale', Panel: Conoscenza, vita quotidiana e società digitale: nuove sfide teorico-metodologiche, Università di Milano-Bicocca, Milano, 13-14-15.12.2023.

Oral presentation: "Toward an age of affordances-based countersurveillance?" (with Ilir Rama), at the 9th STS Italia Conference 2023, Bologna, 28-29.06.2023.

Oral presentation: "The challenge of emergency remote teaching: the experience of Italian academics" (with Balestra E., Ubaldi A., Goglio V.); AIS-EDU International mid-term Conference "Education as Commons. Democratic Values, Social Justice and Inclusion in Education, Palermo, 13-14-15.04.2023.

Oral presentation: "QUALI-DAD? Significati e pratiche degli accademici italiani nell'esperienza della didattica mediata dalle tecnologie (with Balestra E., Ubaldi A., Goglio V.)"; Il Lavoro della Transizione. Tecnologia, politiche ed ecologia del lavoro nel XXI secolo Bologna, 8-11.06.2022

Oral presentation: "The Platformization of Consumer Culture: a digital methods approach" (with Gandini A., Bainotti L., Anselmi G.); The 'Global Perspectives on Platforms and Cultural Production' Conference. University of Amsterdam, Amsterdam (The Netherlands), 1-2.06.2022.

Oral presentation: "Mapping public opinion and awareness about surveillance capitalism on Twitter: a digital methods exploration" (with Anselmi G., Moretti V., and Legnante G). The 9th biennial Surveillance & Society conference of the Surveillance Studies Network (SSN), hosted by Erasmus University Rotterdam, Rotterdam (The Netherlands), 1-3.06.2022.

Oral presentation: "Alexa and the culture of surveillance on Facebook" (with Moretti V. and Anselmi G.). The 9th biennial Surveillance & Society conference of the Surveillance Studies Network (SSN), hosted by Erasmus University Rotterdam, Rotterdam (The Netherlands), 1-3.06.2022.

Oral presentation: "A systematic literature review on surveillance capitalism" (with Pizzul D. and Anselmi G.). The 9th biennial Surveillance & Society conference of the Surveillance Studies Network (SSN), hosted by Erasmus University Rotterdam, Rotterdam (The Netherlands), 1-3.06.2022.

Chair: The Third International Conference ILIS "Research Methods in the Digital Society: Areas and Practices", University of Salerno - Panel: Science, technology, communication, and health, Salerno, 24-25.11.2021.

Oral presentation: "Anziani e pratiche di utilizzo dello smartphone nella vita quotidiana", Seminario Accessibilità Digitale Obblighi e Prospettive, Università di Pavia, 22.10. 2021.

Oral presentation: "Older people and smartphone overuse", at 7th International Conference on Human Aspects of IT for the Aged Population (ITAP 2021), affiliated to HCI International 2021, Washington DC, USA, 24-29.07.2021.

Oral presentation (with Flavio Ceravolo) "La performance musicale prima, durante e dopo l'emergenza: scenari, analisi, prospettive" at the Sounds of the Pandemic International online conference, University of Firenze, 16-17.12.2020.

Keynote speaker: "Doing digital methods in a post-API era". 2nd Annual International Conference promoted by International Lab for Innovative social research (ILIS) (conference title: Research Methods in the Digital Society: challenges and opportunities), University of Salerno, 25-26.11.2020.

Oral presentation: "Older People and Smartphone Use in Everyday Life: An Inquire on Digital Sociality of Italian Older Heavy Users" at the Midterm Conference AIS Vita Quotidiana, Università degli Studi di Pavia, 1-2.10.2020.

Oral presentation: "L'uso dello smartphone nella vita quotidiana degli anziani" at the Anziani, Nuove Tecnologie e Relazioni Sociali Workshop, University of Milano-Bicocca, 13.01.2020.

Keynote speaker: "Mapping Brand Publics on Instagram: Using Digital Methods for Studying Consumer Culture through Big Data". II ISONEC 2019 - International Social Networks Conference, FGV EAESP, São Paulo, Brazil, 23.10.2019.

Oral presentation: "Older People Smartphone Internet Use In Daily Life: Practices And Meanings" at the 14th ESA Conference, Manchester (UK), 20-23.08.2019.

Oral presentation: "Mapping Brand Publics' Social Imaginaries on Instagram: A Digital Methods Approach for Exploring Online Consumer Culture Through Big" at the 10th EIASM Interpretative Consumer Research Workshop, Lyon (France), 9-10.05.2019.

Oral presentation: "Mapping brand publics' social imaginaries on Instagram: how to use big data for exploring consumer culture" at the Data Science & Social Research conference, University of Milano-Bicocca, 9.02.2019.

Oral presentation: "Smartphone Internet Use in Everyday Life: Methodological and Theoretical implications" at the New Perspectives in the Digital Society Conference, King's College London (UK), 1.11.2018.

Oral presentation: (with Tiziano Bonini and Guido Anselmi) "Explorers or algorithmically driven listeners? An empirical understanding of pop music spreading patterns" at the AoIR Conference "Networked Publics", Tartu (Estonia), 19.10.2017.

Oral presentation: "Smartphone use: between virtual and augmented sociality and toward a fluid construction of identity" at the Digital Everyday Conference, King's College London (UK), 6.05.2017.

Oral presentation: (with Tiziano Bonini and Guido Anselmi) "Explorers or algorithmically driven listeners? An empirical understanding of pop music spreading patterns" at the Digital Everyday Conference, King's College London (UK), 6.05.2017.

Oral presentation: "Digital Methods for Studying Brands on Instagram" at the Marketing in the Digital Age Workshop, Audencia Business School, Nantes (France), 9.03.2017.

Oral presentation: "Digital Methods" at the Digital Sociology Public Workshop, State University of Milan, 20.12.2016.

Oral presentation: (With Adam Arvidsson and Guido Anselmi) "Hipster Ethic and the Spirit of the Ordinary Social Media Use" at the Consumer Culture Theory Conference (Special Session on Liquid Consumption), Lille (France), 6-9.07.2016.

Oral presentation: "The Hipster Ethic and the Spirit of Ordinary Social Media Use: Brands on Instagram" at the EASA2016: Anthropological legacies and human futures, Università degli Studi di Milano-Bicocca, 20-23.07.2016.

Oral presentation: "Collaborative Crowds. A Digital Ethnography of Adolescent Fan Cultures on Twitter" at the Social Media and the Transformation of Public Space Conference, Amsterdam (The Netherlands), 18-20.07.2014.

Oral presentation: (with Adam Arvidsson) "Reputation as a Technical Asset: a Digital Ethnography of Digital Natives on Twitter" at the Ethnography and Qualitative Research Conference, 5th edition, Università degli Studi di Bergamo, 5-7.06.2014.

Oral presentation (With Sergio Splendore): "Political Journalism and Twitter: between Soft News and Hard Journalists" at the Associazione di Comunicazione Politica Conference, Università degli Studi di Milano, 12-13.12.2013.

Oral presentation: "Twitter as a Device For the Materialization of the Political Public and Political Culture: a Digital Ethnography of Primarie 2012" at the XXVII SISP Conference, Firenze, Italy, 12-14.09.2013.

Oral presentation: "Publics, not Communities. A Digital Ethnography of Consumers and Brands online" at the International Seminar: New Media, Public Opinion and Social Movements, Università degli Studi di Milano, 10.05.2013.

Oral presentation: "Brand Publics. A Digital Ethnography of Consumer Co-production Online" at the Anthropology of Markets & Consumption Conference", Irvine, CA - USA, 7-9.03.2013.

Oral presentation: "The Primary Elections on Twitter" at the Studying Politics through Digital Methods Workshop, Università degli Studi di Milano, 28.01.2013.

Oral presentation: "Motherhood and the Digital Home. A Netnographic Analysis" at the Home and Identity. The Private-Public Nexus International Conference, Roma, Italy, 14-15.11.2012.

Oral presentation: "Digital Methods and Digital Ethnography: Toward an Internet Ethnography Approach grounded on a Natively Digital Methodology" at the IV STS Italia National Conference, Rovigo, 21.06.2012.

Organizzazione di convegni (membro del comitato organizzativo):

The value of digital data: advancing empirical research on surveillance capitalism, V-DATA Final Conference (funded project - Fondazione Cariplo), Università degli Studi di Pavia, 2023, 7-8.09.2023
<https://vdataresearch.com/outputs/cal-for-contributions/>.

Panel: "Resistance in action. Understanding countersurveillance practices, imaginaries, and activities in a digitally dense environment" - with Veronica Moretti & Barbara Morsello, at the 9th STS Italia Conference 2023, Bologna (Italy), 28-29.06.2023.

Older people, social networks and wellbeing - Online conference (final conference of the project Aging in a networked society), 21.09.2020,
<https://aginginanetworkedsociety.wordpress.com/workshop-older-people-social-networks-and-well-being/>

Instagram Conference 2018: Studying Instagram Beyond Selfies, Middlesex University London (UK), 1.06.2018.

Twitter diplomacy in the age of Trump, Middlesex University London (UK), 16.04.2018.

Mini-Conference: Qualitative Research in Digital Environments, A Research Toolkit, Middlesex University London (UK), 2.11. 2017.

Membro di comitati scientifici di conferenze:

Ageing in a DIGITAL world. A study on multiple dimensions of inequality, in old AGE (DIGITAL-AGE), Università degli Studi di Milano-Bicocca, 27.05.2024.

3rd Annual International Conference promoted by International Lab for Innovative social research (ILIS) (conference title: Research Methods in the Digital Society: areas and practices), University of Salerno, 25-26.11.2021.

2nd Annual International Conference promoted by International Lab for Innovative social research (ILIS) (conference title: Research Methods in the Digital Society: challenges and opportunities), University of Salerno, 25-26.11.2020.

ATTIVITÀ GESTIONALI, ORGANIZZATIVE E DI SERVIZIO

INCARICHI DI GESTIONE E AD IMPEGNI ASSUNTI IN ORGANI COLLEGIALI E COMMISSIONI, PRESSO RILEVANTI ENTI PUBBLICI E PRIVATI E ORGANIZZAZIONI SCIENTIFICHE E CULTURALI, OVVERO PRESSO L'ATENEIO O ALTRI ATENEI

2022-oggi, Membro della Commissione Spazi, Università degli Studi di Pavia

2019-oggi, Membro della Commissione Permanente Studenti, Università degli Studi di Pavia

Data

11/04/2024

Luogo

Milano