UNIVERSITÀ DEGLI STUDI DI SALERNO

ILIS
INTERNATIONAL LAB FOR
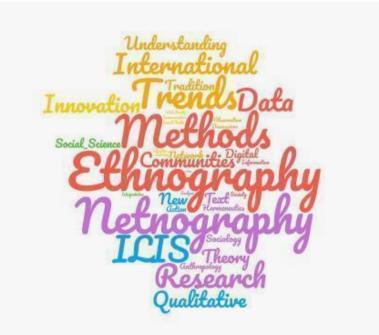INNOVATIVE SOCIAL RESEARCH

First International Conference
International Lab for Innovative Social Research (ILIS)

"Ethnography and netnography:
research trends"

27th and 28th November 2019 - University of
Salerno (Fisciano's campus)

Conference Schedule

Plenary Session 27/11/2019 | 2.30 PM - 6.00 PM | Room Nicola Cilento

Methodological challenges in netnographic research
Chair: Felice Addeo - University of Salerno (Italy)

Institutional Greetings:

Vincenzo Loia - Rector of the University of Salerno (Italy)

Maurizio Sibilio - Head of the Department of Humanities, Philosophy and Education

The International Lab for Innovative Social Research (ILIS)
Giuseppe Masullo - University of Salerno (Italy)

Ethnography and the limits of focus: the digital/analog divide
Aziz Fatnassi - Champlain College (Usa)

Ethnographic subjectivity: Affective policing and objectivity in the new populism
Brian Joseph Gilley - Indiana University Bloomington (Usa)

4.30 PM Coffee break

The Amorous Migrant: Race, Relationships and Resettlement
Nicholas Boston - The City University of New York, Lehman College (Usa)

Digital Ethnography and New Materialisms: A Methodological Exploration
Alexa Marcotte - The Kinsey Institute, Indiana University (Usa)

8.30 PM Social dinner

Parallel sessions 28/11/2019 |10.30 AM – 1.00 PM | Room Nicola Cilento

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84084 Fisciano (SA)

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Epistemological issues in (n)etnographic research
Chair: Emiliana Mangone - University of Salerno (Italy)

The ethnographic study of male sex work. Methodological concerns and positioning of the researcher
Cirus Rinaldi - University of Palermo (Italy)

The hermeneutic of social impact. The case of Innovative Start-ups "with a social vocation" in Piedmont and Campania
Massimo Del Forno, Marco Di Gregorio - University of Salerno (Italy)

11.30 AM Coffee break

The paradigm of digital care and netnographic research
Emiliana Mannese, Maria Grazia Lombardi - University of Salerno (Italy)

Constructions of masculinity and food practices. An ethnographic approach
Vulca Fidolini - University of Lorraine-Nancy (France)

Methodological challenges of doing Netnography on sensitive topics
Felice Addeo, Angela Delli Paoli - University of Salerno (Italy)

Parallel sessions 28/11/2019 |10.30 AM – 1.00 PM | Room Aula dei Consigli

(N)etnography in action I
Chair: Giuseppe Masullo - University of Salerno (Italy)

Netnography in social sciences and cultural processes: an analysis of information online communities
Alfonso Amendola, Simonetta Castellano - University of Salerno (Italy)

Community belonging: representation, involvement and symbols
Francesco Annunziata - University of Salerno (Italy)

11.30 AM Coffee break

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The contribution of video research in the educational scene
Rosa Vegliante, Antonio Marzano, Sergio Miranda - University of Salerno (Italy)

Socialization to sexuality and web society: a netnographic research on lesbian women
Giuseppe Masullo, Marianna Coppola - University of Salerno (Italy)

The role of the documentary in designing an ethnographic research
Gianluca Montebuglio, Elio Di Pace, Raffaele Morrone, Lorenzo de Gennaro,
Giuseppe Masullo - University of Salerno (Italy)

Concluding session 28/11/2019 | 3.00 PM – 6.00 PM | Room Nicola Cilento

(N)etnography in action II
Chair: Angela Delli Paoli - University of Salerno (Italy)

Defining the "italianness" through the debate about Italian Citizienship Law reform
Sonia Pozzi - University of Bergamo (Italy)

Digital ethnography, netnography and autoethnography in the Czech sub-cultures: researches among old Punks, young Neo-pagans and members of a large BDSM community
Giuseppe Maiello - University of Finance and Administration, Prague (Czech Republic)

Interviewing through Skype Instant messaging: a complementary tool for data collection in Netnographic Research
Maria Rita Massaro - University of Westminster (UK)
Saira Sultana, Alexander Kofinas - University of Bedforshire (UK)

Tracing children's voices about Tunisian uprising (2010-11): some critical reflections and methodological challenges
Chiara Diana – Free Universty of Brusseles (Belgium)

A Netnography on LGBT Identification Factors and Evaluations of Gay-friendly Branding
Felice Addeo, Angela Delli Paoli – University of Salerno (Italy)
Zuzana Virglerová – University Tomáŝe Bati ve Zlíně (UTB)