

# Table of Contents

Preface..... xxxiii

Acknowledgment ..... xlii

## Section 1

### Digital Social Research: Challenges and Opportunities

#### Chapter 1

Epistemology of the Digital ..... 1

*Enrica Amaturò, University of Naples Federico II, Italy*

*Biagio Aragona, University of Naples Federico II, Italy*

#### Chapter 2

The Difficult Joining of Theory and Empirical Research: Strengths and Weaknesses of Digital  
Research Methods ..... 11

*Emiliana Mangone, University of Salerno, Italy*

#### Chapter 3

Going Digital: Challenges and Opportunities for Social Research Methodology ..... 24

*Felice Addeo, University of Salerno, Italy*

*Valentina D'Auria, University of Salerno, Italy*

#### Chapter 4

The Future of “Digital Research” ..... 42

*Costantino Cipolla, University of Bologna, Italy*

#### Chapter 5

Research Ethics in the Social Sciences ..... 54

*Gianluca Attademo, University of Naples Federico II, Italy*

*Alessia Maccaro, University of Warwick, UK*

#### Chapter 6

Doing Research With Online Platforms: An Emerging Issue Network ..... 65

*Francesco Marrazzo, University of Naples Federico II, Italy*

**Section 2**  
**Digital Data Collection and Capture**

**Chapter 7**

Online Research Practice and Integrated Perspectives of Inquiry: Dis(advantages) of Web and E-Mail Surveys ..... 88

*Sergio Mauceri, Sapienza University of Rome, Italy*

*Maria Paola Faggiano, Sapienza University of Rome, Italy*

*Luca Di Censi, Human Foundation Do, Italy & Think tank per l’Innovazione sociale, Italy*

**Chapter 8**

Doing Web Surveys During Uncertain Times: Reflections From a Research Experience on the COVID-19 Pandemic in Italy..... 112

*Gabriella Punziano, University of Naples Federico II, Italy*

*Felice Addeo, University of Salerno, Italy*

*Lucia Velotti, City University of New York (CUNY), USA*

**Chapter 9**

What Prevents You to Plug in to Online Surveys?..... 131

*Burcu Karabulut Coşkun, Kastamonu University, Turkey*

*Ezgi Mor Dirlik, Kastamonu University, Turkey*

**Chapter 10**

What Happens When the Way to “Follow the Medium” Changes? A Reflection About Emerging Perspectives in the Post-API Era..... 149

*Suania Acampa, University of Naples Federico II, Italy*

*Giuseppe Michele Padricelli, University of Naples Federico II, Italy*

*Rosa Sorrentino, University of Naples Federico II, Italy*

**Chapter 11**

Criticalities and Advantages of the Use of Artificial Intelligence in Research ..... 161

*Jessica Camargo Molano, International Telematic University Uninettuno, Rome, Italy*

*Jacopo Cavalaglio Camargo Molano, University of Modena and Reggio Emilia, Italy*

**Chapter 12**

Learning Algorithms of Sentiment Analysis: A Comparative Approach to Improve Data Goodness 176

*Suania Acampa, University of Naples Federico II, Italy*

*Ciro Clemente De Falco, University of Naples Federico II, Italy*

*Domenico Trezza, University of Naples Federico II, Italy*

### Section 3 Digital Ethnography

#### Chapter 13

Ethnography From Physical to Digital Contexts: Principles and Practices ..... 196  
*Angela Delli Paoli, University of Salerno, Italy*

#### Chapter 14

Narratives and Life Stories From the Machine to the Person ..... 217  
*Edmondo Grassi, Roma Tre University, Italy*

#### Chapter 15

Nethnography and Social Network Analysis for Studying Online Social Space ..... 227  
*Gloria Ziglioli, Univeristy of Agder, Norway*  
*Alhassan Yakubu Alhassan, University of Agder, Norway*

#### Chapter 16

The Ethnographic Approach in the Digital Scenario: Classic, Virtual, or Digital Ethnography – A  
Question of Definition or a New Methodological Shift? ..... 248  
*Giuseppe Michele Padricelli, University of Naples Federico II, Italy*  
*Gabriella Punziano, University of Naples Federico II, Italy*  
*Barbara Saracino, University of Bologna, Italy*

#### Chapter 17

Back to Practices and Narratives: Auto-Ethnography as a Practice of Access to Data and  
Algorithms ..... 265  
*Elisabetta Risi, IULM University of Milan, Italy*  
*Riccardo Pronzato, IULM University of Milan, Italy*

#### Chapter 18

Usefulness of Netnography in the Digital Banking Context..... 280  
*Irina Dimitrova, Mid Sweden University, Sweden*  
*Peter Öhman, Mid Sweden University, Sweden*

#### Chapter 19

Research Using the Methods of Digital Ethnography: Creative and Participatory Techniques –  
Understanding the Digital Culture of Adolescents ..... 295  
*Carlos Rodríguez-Hoyos, University of Cantabria, Spain*  
*Adelina Calvo-Salvador, University of Cantabria, Spain*  
*Aquilina Fueyo Gutiérrez, University of Oviedo, Spain*

#### Chapter 20

Tales of Love and Pandemic: An Example of Small Data Research on Watsapp ..... 318  
*Claudia Cantale, University of Catania, Italy*

**Section 4**  
**Digital Methods: Among Transposed and Mixed Approaches**

**Chapter 21**

Digital Mixed Content Analysis on Digital Platform Social Data: The Revival of a Research Technique and Its Declination Between Mixed and Digital Methods ..... 346  
*Gabriella Punziano, University of Naples Federico II, Italy*

**Chapter 22**

How to Study Online Networking: The Role of Social Network Analysis ..... 360  
*Fabio Corbisiero, University of Naples Federico II, Italy*

**Chapter 23**

Dear (Digital) Diary: Evaluating the Audio Diary Technique as a Research Method..... 375  
*Veronica Moretti, University of Bologna, Italy*

**Chapter 24**

Delphi MIX for the Construction of Future Critical Scenarios in Social Distancing..... 390  
*Antonio Tintori, National Research Council, Italy*  
*Giulia Ciancimino, National Research Council, Italy*

**Chapter 25**

Mixed Methods and Off/On-Line Research: A Case Study – Fitness, Smartphone and Devices, and Well-Being ..... 404  
*Eugenio Bagnini, Università di Bologna, Italy*  
*Giovanna Russo, Università di Bologna, Italy*

**Chapter 26**

The Relevance of Relational Ontologies in Driving New Methodological Approaches in Virtual and Digital Contexts ..... 427  
*Monica C. Scarano, FGES Université Catholique de Lille, France*

**Chapter 27**

Using Video Diaries in Social Science Research: Reflections on Past, Current, and Future Ethical Trends..... 442  
*Amanda Vettini, University of Edinburgh, UK*  
*Ruth Bartlett, University of Southampton, UK*

**Chapter 28**

The Walkthrough Method: State of the Art, Innovative Aspects, and Application Fields ..... 461  
*Michela Cavagnuolo, Sapienza University, Italy*  
*Viviana Capozza, Sapienza University, Italy*  
*Alfredo Matrella, Sapienza University, Italy*

## Section 5 Social Media Analysis

### Chapter 29

- The Spatial Dimension in Social Media Analysis: Theoretical and Methodological Characteristics 488  
*Ciro Clemente De Falco, University of Naples Federico II, Italy*  
*Noemi Crescentini, University of Naples Federico II, Italy*  
*Marco Ferracci, University of Naples Federico II, Italy*

### Chapter 30

- Using Twitter to Form Professional Learning Communities: An Analysis of Georgia K-12 School Personnel Discussing Educational Technology on Twitter..... 510  
*Mete Akcaoglu, Georgia Southern University, USA*  
*Charles B. Hodges, Georgia Southern University, USA*  
*Lucas John Jensen, Georgia Southern University, USA*

### Chapter 31

- Mapping the Mappers: Exploring the Communities of VGI Users Through OpenStreetMap Data... 526  
*Francesca De Chiara, Bruno Kessler Foundation, Italy*  
*Maurizio Napolitano, Bruno Kessler Foundation, Italy*

### Chapter 32

- Social Semiotics for Social Media Visuals: A Framework for Analysis and Interpretation..... 548  
*Hossam Elhamy, Zayed University, UAE*

### Chapter 33

- Unveiling Network Data Patterns in Social Media ..... 571  
*Maria Prosperina Vitale, University of Salerno, Italy*  
*Maria Carmela Catone, University of Barcelona, Spain*  
*Ilaria Primerano, University of Salerno, Italy*  
*Giuseppe Giordano, University of Salerno, Italy*

### Chapter 34

- Fostering Imagined Economies on Twitter: The Case of the Food Startup Economy in Italy ..... 589  
*Vincenzo Luise, University of Milan, Italy*  
*Patrizio Lodetti, University of Florence, Italy*

### Chapter 35

- To Be #Celts Today: Features of a Neopagan Cult in the Social Media..... 615  
*Francesco Amatruda, University of Salerno, Italy*

<b>Chapter 36</b>	
Methodological Directions for the Study of Memes.....	627
<i>Giulia Giorgi, University of Milan, Italy &amp; University of Turin, Italy</i>	
<b>Chapter 37</b>	
The “Blue Check” Communication on the Pandemia Vaccine Campaign: Analysis of Tweets From Verified Accounts.....	664
<i>Domenico Trezza, University of Naples Federico II, Italy</i>	
<i>Miriam Di Lisio, University of Naples Federico II, Italy</i>	
<b>Chapter 38</b>	
Mining Flickr to Better Understand Tourist Behavior.....	686
<i>Maria Giovanna Brandano, Gran Sasso Science Institute, Italy</i>	
<i>Ludovico Iovino, Gran Sasso Science Institute, Italy</i>	
<i>Daniele Mantegazzi, University of Groningen, The Netherlands</i>	
<b>Chapter 39</b>	
I Correct or Canceling You: Political Correctness and Cancel Culture on Social Media – The Case of Twitter Communication in Italy.....	708
<i>Cristiano Felaco, University of Naples Federico II, Italy</i>	
<i>Jacopo Nocerino, University of Naples Federico II, Italy</i>	
<i>Jessica Parola, University of Naples Federico II, Italy</i>	
<i>Roberta Tofani, University of Naples Federico II, Italy</i>	

## Section 6 Digital Research Practices

<b>Chapter 40</b>	
Between Moral and Climate Crisis: Interpreting Climate Change Through the Lens of Moral Panic.....	727
<i>Maria Laura Ruiu, Northumbria University, UK</i>	
<i>Massimo Ragnedda, Northumbria University, UK</i>	
<b>Chapter 41</b>	
Digital Methodologies for the Historiography of the History of Europe: Testing Omeka Software on the “AsE”.....	746
<i>Alessandro Laruffa, Sapienza University of Rome, Italy</i>	
<b>Chapter 42</b>	
Gender Democratization: A Content Analysis of the Social Media of Two Social Promotion Associations.....	764
<i>Giuseppe Masullo, University of Salerno, Italy</i>	
<i>Angela Delli Paoli, University of Salerno, Italy</i>	
<i>Sara Tomasiello, University of Salerno, Italy</i>	

<b>Chapter 43</b>	
National Differences and Gender Stereotypes in Days of Empire .....	788
<i>Giuseppe Maiello, University of Finance and Administration, Czech Republic</i>	
<b>Chapter 44</b>	
Social Identity Seeking and Sharing as a Creative Activity of Art Consumers.....	800
<i>Jitka Cirklová, University of Finance and Administration, Czech Republic</i>	
<b>Chapter 45</b>	
Processes of Socialization to Sexuality and Discrimination in the Web Society: An Exploratory Research on Transgender People .....	820
<i>Marianna Coppola, University of Salerno, Italy</i>	
<b>Chapter 46</b>	
Social Research Methods in Cybersecurity: From Criminology to Industrial Cybersecurity .....	840
<i>Felix Antonio Barrio, University Isabel I de Castilla, Spain</i>	
<i>Raquel Poy, University of Leon, Spain</i>	
<b>Chapter 47</b>	
Composed Cognitive Maps: How Little Things Became Big in Crime Analysis.....	867
<i>Daniel Castro Aniyar, Universidad Laica Eloy Alfaro de Manabí, Ecuador</i>	
<b>Chapter 48</b>	
Gender and Sexual Minority Research in the Digital Society .....	885
<i>Salvatore Monaco, Free University of Bozen, Italy</i>	
<b>Chapter 49</b>	
Secondary Analysis for Digitized Data: Its Utility in Finding and Selecting Indicators of Social Well-Being .....	898
<i>Gennaro Iorio, University of Salerno, Italy</i>	
<i>Marco Palmieri, Sapienza University of Rome, Italy</i>	
<i>Geraldina Roberti, University of L'Aquila, Italy</i>	
<b>Compilation of References</b> .....	xliii
<b>About the Contributors</b> .....	clxx
<b>Index</b> .....	clxxxiii