



V INTERNATIONAL CONFERENCE INTERNATIONAL LAB FOR INNOVATIVE SOCIAL RESEARCH (ILIS)

DIGITAL SOCIAL RESEARCH: ETHICAL BOUNDARIES AND METHODOLOGICAL BIASES

07 - 08 November 2024



International Lab for Innovative Social Research (ILIS) - Department of Humanities, Philosophy and Education
Università degli studi di Salerno - Via Giovanni Paolo II, 132 - 84084 Fisciano (SA)

Digital social research: Ethical boundaries and methodological biases

07 - 08 November 2024

Salerno, Catanzaro e Indiana
(Hybrid Format)

Conference Schedule

07 - 11 - 2024

On Site - AulaDe Rosa, University of Salerno - 10:00 – 11:00

 **Online - [Meet](#)**

Institutional Greetings:

Vincenzo Loia – *Rector of University of Salerno (Italy)*

Paola Aiello – *Head of the Department of Humanities, Philosophy and Education (DISUFF), University of Salerno (Italy)*

Giuseppe Masullo, Angela Delli Paoli, Felice Addeo, Gabriella Punziano *International Lab for Innovative Social Research (ILIS), University of Salerno (Italy)*

Cleto Corposanto – *Full Professor of Sociology - University Magna Grecia of Catanzaro (Italy)*

Brian Gilley – *Full Professor of Anthropology - University Bloomington-Indiana (USA)*

Introduction to Conference - Invited Speech

On Site - Aula De Rosa, University of Salerno - 11:00 - 12:30

 **Online - [Meet](#)**

Making sense of the Self in digital ethnography: some reflections on the tensions between researcher positionality and ethics practices

Anita Lavorgna – *Professor of Sociology of law and deviance – University of Bologna*

A personal journey through the three stages of digital social research

Giuseppe Veltri – *Professor of Computational Social Sciences and Behavioural Data Science - University of Trento*

From source criticism to Generative AI: social research tested of digital media.

Giuseppe Tipaldo - *Professor of Sociology of Communication - Polytechnic of Turin*

12:30 – 14:00 Lunch Break

Session in partnership with:



DIGITAL RESEARCH, GENDER AND SEXUALITY

Brian Gilley*, **Giuseppe Masullo****

**Indiana University Bloomington*

***University of Salerno*

7/11 (ore 14:00 – 16:30)

On Site - Aula Pecoraro, University of Salerno

 **Online - Meet**

Jitka Cirklová Czech Technical University	Navigating Ethical Boundaries and Methodological Biases of Netnography: Insights from the Dull Women's Club
Antonio Gnazzo LUMSA University of Roma Gabriele Oliva Centro Clinico per la formazione sull'identità di Genere ITER	The Digital Space as aggregation context and definition of identity: an exploratory investigation on the polyamory community in Italy
Alessandro Vetrano University of Rome La Sapienza	What's the role of male issues? Institutional challenges and ethical dilemmas
Angela Mirello Annabel Alfano Cristina Ugliano Anna Senatore University of Salerno	Woman and modernity: motherhood becomes a choice, the childfree phenomenon
Francesco Notari Felice Addeo, Valentina D'Auria University of Salerno	The Hidden Face of Discrimination: Gender Bias in LinkedIn recruitment processes
Erika De Santis Barbara Sonzogni University of Rome La Sapienza Gabriella D'Ambrosio ISTAT	Understanding Cyberbullying in the Alpha Generation: a Qualitative Study on Pre-Adolescents.

15:00 – 15:15 Coffee Break

RETHINKING DIGITAL METHODS AND PLATFORMS

Fiorenzo Parziale*, Marco Di Gregorio**

**University of Rome la "Sapienza"*

***University of Turin*

7/11 (ore 14:00 – 16:30)

On Site - Aula Cilento, University of Salerno

 **Online - Meet**

<p>Farhad Yousaf University of Naples Federico II</p> <p>Antonio Balzanella, University of Campania Luigi Vanvitelli</p> <p>Cristiano Felaco, University of Naples Federico II</p> <p>Mahdi Shafiee Kamalabad Utrecht University</p>	<p>Integrating Node Features and Structure: Distance Measures in Social Network Comparison</p>
<p>Elisabetta Risi IULM University</p> <p>Riccardo Pronzato University of Bologna</p>	<p>Research On and Through generative AI? An inevitable entanglement</p>
<p>Rafael Oliveira Jonathan Pratschke University of Naples Federico II</p>	<p>Digital tools to promote social innovation in tourism: A systematic literature review</p>
<p>Vanessa Russo University G. d'Annunzio Chieti-Pescara</p>	<p>Exploring the Integration of Social Network Analysis and Agent-based Modelling: A Bibliometric Analysis</p>
<p>Guido Anselmi Valentina Sturiale University of Catania</p>	<p>Gauging hidden affordances: a methodological perspective for studying LLMs</p>
<p>Claudia Cantale Guido Anselmi University of Catania</p>	<p>Mapping hallucinations: empirical research on Stable Diffusion imaginary</p>

15:00 – 15:15 Coffee Break

Session in partnership with:



VOICES, IMAGES, RELATIONSHIPS.

SOCIAL TRANSFORMATIONS DEALING WITH AI AND CREATIVE USES OF DIGITAL METHODOLOGIES

Cleto Corposanto*, Giuseppe Maiello**

**University "Magna Græcia" of Catanzaro*

***University of Finance and Administration, Prague*

7/11 (ore 14:00 – 16:30)

On Site - Aula B, University "Magna Græcia" of Catanzaro, Viale Europa

 **Online - [Meet](#)**

Umberto Pagano University of Catanzaro	How AI Will Transform Epistemology and Praxis of Social Theory and Research
Beba Molinari University Roma Tre	From digital traces to artificial intelligence: new boundaries from representativeness
Laura Caroleo University of Catanzaro	From Text to Voice: Methodologies and Technological Prospects
Luciana Taddei Michele Santurro CNR - National Research Council	Open science and ethical concerns: exploring controversies building the Italian Online Probability Panel
Giuseppe Maiello University of Finance and Administration of Prague	The Czech Vikings: Navigating Social Desirability and Undesirability Biases of One Online (and Offline) Community
Gesualda Bruno University of Naples Federico II	A methodological approach that integrates off-line and digital environment in medical research on aging
Luigi Giungato University of Calabria	Hybrid War Experiences: Netnographic and Semiotic Analysis of onlife Russian-Ukrainian narratives through life story research

DIGITAL ETHNOGRAPHY

Felice Addeo*, Angela Delli Paoli*

**University of Salerno*

7/11 (ore 17:00 – 18:30)

On Site - Aula Pecoraro, University of Salerno

 **Online - Meet**

<p>Mahmudul Hasan Laskar Dheeman Goud University of Science and Technology, Meghalaya (India)</p>	<p>Affect of Social media Influencer Culture on Cultural and Economic capital of Youth in Indian society</p>
<p>Marianna Coppola Edmondo Grassi University of Molise</p>	<p>End of Life in the Digital Age: Navigating New Spaces for Grieving and Ethical Dilemmas</p>
<p>Michele Varini Università of Milan Cattolica del Sacro Cuore</p>	<p>Awaken in dreams. Old and new inequalities in the fashion of the future</p>
<p>Martina Masullo Alfonso Amendola University of Salerno</p>	<p>Generation Z and influ-environmentalism: a netnographic perspective</p>
<p>Noemi Crescentini University of Naples Federico II Andrea Rubin University of Ferrara</p>	<p>Visitor Experiences in Science Museums in Italy: An Analysis of TripAdvisor Reviews</p>
<p>Ilenia Picardi Marco Serino University of Naples Federico II</p>	<p>Translating online discourse into networks. A proposed protocol for qualitative digital data collection</p>

20:00 - Social Dinner

ETHICAL CHALLENGES AND METHODOLOGICAL BIASES

Francesca Romana Lenzi*, Marianna Coppola**

**University of Rome "Foro Italico"*

***University of Molise (UNIMOL)*

8/11 (ore 9:00 – 11:00)

On Site - Aula Cilento, University of Salerno

 **Online - [Meet](#)**

Danilo Boriati International Telematic University Uninettuno	Older people and digital discrimination: promoting digital literacy to reduce bias in online social research
Noha Atef Egypt (independent researcher)	Persona and Ethicality: Effective Communication with Online Influencers in a Diverse Social Media Landscape
Viviana Condorelli Fiorenza Beluzzi University of Catania	Bad News: AI-LLMs and digital traces in journalism, the bias of copyright protection
Caterina Ambrosio Ciro Clemente De Falco University of Naples Federico II	Studying algorithms in social sciences: a systematic review
Elvira Martini University Giustino Fortunato Alessia Sabatini University of Foggia Erika Lese University of Pegaso	What a machine can do. The impact of artificial intelligence on the world of work
Dario Pizzul Alessandro Caliandro University of Pavia	The Digital Data Double Standard: Economic Value Extraction Versus Scientific Knowledge Limitation and the Opportunities of Data Donation
Salvatore Monaco Free University of Bozen	Social Research in the Era of the Metaverse: Innovations, Implications, and Ethical Challenges

10:00 – 10:15 - Coffee Break

WHY NOT EXPERIMENT? CHALLENGES AND OPPORTUNITIES OF EXPERIMENTAL RESEARCH IN THE DIGITAL AGE

Biagio Aragona*, Cristiano Felaco*

**University of Naples "Federico II"*

8/11 (ore 11:30 – 13:30)

On Site - Aula Pecoraro, University of Salerno

 **Online - [Meet](#)**

<p>Domenico Trezza Evelina Bruno, Giuseppe Luca De Luca Picione Carmine Sergianni University of Naples Federico II</p>	<p>Digital Technologies and Value Co-Creation in Social Policies: Public Service Logic from the Perspective of AI Innovation</p>
<p>Cristiano Felaco Angelo Cristofaro, Michela Castaldi Gaia Guarnieri, Silvio Lamonaca Sirio Nadir Restucci, Sabrina Prima University of Naples Federico II</p>	<p>How to Choose a Car Ride. A Digital Experimental Approach to Testing the Role of Authority in BlaBlaCar's User Decision-Making</p>
<p>Dario Chianese University of Naples Federico II</p>	<p>Gender biases in language-vision AI models' representation of occupational categories</p>
<p>Mattia De Angelis Serena Abbatiello, Maria Grazia Cerreto Roberta Croce, Lorenzo De Stefano Alessia Iodice, Maria Lionetti University of Naples Federico II</p>	<p>Gender discrimination in gaming, digital experiment in a pluralistic approach applied to investigate the phenomena.</p>
<p>Suania Acampa University of Naples Federico II</p>	<p>A New Wave of Social Media's API Restrictions. A Decade of Challenges for Digital Social Research.</p>
<p>Vincenzo Laezza Francesco Amato University of Naples Federico II</p>	<p>The Communication Strategies of Italian Oncology Fund Raising Campaigns: A Mixed Analysis Through GPT Integration</p>
<p>Mattia De Angelis Francesco Amato University of Naples Federico II</p>	<p>Retracing the Narratives of Artificial Intelligence on YouTube videos</p>

DIGITAL DEVIANCE

Marcello Ravveduto*, Francesco Notari*

**University of Salerno*

8/11 (ore 11:30 – 13:30)

On Site - Aula Cilento, University of Salerno

 **Online - Meet**

Maria Paola Faggiano Sergio Mauceri University of Rome La Sapienza	At-risk Gaming among Adolescents and Services addressing Gambling Disorder in the Lazio Region: the Role of Digital in an Intervention Research
Roberto Graziano Sabrina Bellafronte Guo Jianpeng University of Naples Federico II	Investigating the forms of reproduction of gender inequality on Tik Tok through a qualitative approach: the case study, The "Malessere" Phenomenon"
Maria Chiara Calò Vincenzo Laezza University of Naples Federico II	Being a camorrist: narratives and self-representation of the Bari camorra on TikTok
Federica Palmieri Marco Sallusto Palmiero University of Naples Federico II	The Narratives of Quartieri Spagnoli of Naples. An Integrated Digital Research
Valentina D'Auria Francesco Notari University of Salerno	Redefining the Online Mafia Narrative: An Empirical Investigation of the Mafiosphere

13:30 – 14:15 - Lunch Break

WHAT CAN I DO? THE DEBATE ON THE MANAGEMENT AND COLLECTION OF DIGITAL DATA

Gabriella Punziano*, Giuseppe Michele Padricelli*

**University of Naples "Federico II"*

8/11 (ore 14:30 – 16:30)

On Site - Aula De Rosa, University of Salerno

 **Online - [Meet](#)**

Mirela Moldoveanu University of Ottawa (Canada)	Questions of reliability and validity of research based on social media-scraped data
Maria Carmina Sgambato Elvira Martini University Giustino Fortunato	Service Learning and Social Research: Challenges and Opportunities
Viviana Capozza Institute of INVALSI Michela Cavagnuolo University of Rome Foro Italico Alfredo Matrella University of Milan	The use of artificial intelligence within social research: A Classification Proposal
Michela Cavagnuolo Francesca Romana Lenzi University of Rome Foro Italico	Youth sport: a web survey on family sport culture in Italy
Francesca Romana Lenzi University of Rome Foro Italico Maria Carmela Catone Angela Delli Paoli University of Salerno	Researching what, Researching who? Data Nature, Quality, and Ethical Implications in Digital Social Research.
Antonio Vettori, Giuseppe Michele Padricelli, Gabriella Punziano University of Naples Federico II	Algorithmic feedback loops in soft science disciplines. An application of the Systematic Literature Review on the evolution of definitions from 2000 to 2023

15:00 PM – 15:15 PM Coffee Break

Carolina Rebollo*, **Noemi Crescentini****, **Valentina D’Auria*****

**University of Granada*

***University of Naples “Federico II”*

****University of Salerno*

8/11 (ore 14:30 – 16:30)

On Site - Aula Pecoraro, University of Salerno

 **Online - Meet**

<p>Fabio de Filippo Alisa Bragari, Alessandra Crispino, Giorgia di Micco, Marianna Flagiello University of Naples Federico II</p>	<p>Responding to an emergency: the bradyseismic phenomenon and "Quelli della zona Rossa"</p>
<p>Marica Castaldi Stefano Cesare, Manuela Letteriello Marco Melucci University of Naples Federico II</p>	<p>Digital Society and the Labor Market: a Mixed Methods approach in five departments of the University of Naples Federico II</p>
<p>Ilaria Nardiello Teresa Cante Fabiola Ingenito University of Naples Federico II</p>	<p>Trend analysis and mixing of the impact of the ‘Cucine da incubo’ programme on the restaurants involved</p>
<p>Teresa Cante Anna Coppola, Giuseppina De Cristofaro, Amalia Caputo University of Naples Federico II</p>	<p>Evaluating Digital Transformation in Campania: Developing a Regional Digitalization Index with DESI and PNRR Insights</p>
<p>Vittoria Mascellaro University of Milan Bicocca</p>	<p>Ethical considerations in the use of artificial intelligence for image generation and art</p>

Aula De Rosa

17.00

Best young scholar award in honour of Natale Amatturo

- The prize will be delivered by Prof. Tullia Saccheri

Best digital social research paper

- The prize will be delivered by the Organizing Committee


 Iniziative in Onore
 del Professore Natale Amatturo

 **ILIS**

17.30 Conclusion

Scientific Board:

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)

Scientific Committee:

Amaturo Enrica, (Università degli studi di Napoli “Federico II”); **Aragona Biagio** (Università degli studi di Napoli “Federico II”); **Bartholini Ignazia**, (Università di Palermo); **Bartone Micheal**, (Central Connecticut State University - USA); **Boston Nick** (City University of New York -USA), **Bottoni Gianmaria**, (City University of London - UK); **Cersosimo Giuseppina** (Università degli studi di Salerno); **Cimagalli Folco** (Università LUMSA di Roma); **Coppola Marianna** (Università degli studi del Molise); **Corposanto Cleto** (Università di Catanzaro -Magna Grecia); **Di Nicola Paola** (Università degli studi di Verona); **Daher Liana Maria**, (Università degli studi Catania); **Gilley Brian** (Indiana University - USA); **Gualda Estrella**, (Universidad de Huelva – ESP); **Faggiano Maria Paola** (Università Roma “La Sapienza”); **Fidolini Vulca**, (Université de Strasbourg - FRA); **Hasan Laskar Mahmudul** (University of Science and Technology - Meghalaya); **Landucci Sandro** (Università degli studi di Firenze); **Lenzi Francesca Romana** (Università foro italico); **Maiello Giuseppe** (University of Prague - Czech Republic); **Mauceri Sergio** (Università Roma “La Sapienza”); **Martino Paola** (Università degli studi di Salerno); **Martire Fabrizio** (Università di Roma “La Sapienza”); **Mazzeo Rinaldi Francesco** (Università di Catania); **Mellini Laura** (Université de Fribourg - CH); **Montesperelli Paolo** (Università di Roma “La Sapienza”); **Nelson Espeland Wendy** (Northwestern University -UK), **Parra Saiani Paolo** (Università di Roma “La Sapienza”); **Ragnedda Massimo**, (Northumbria University- UK); **Rebollo Carolina** (Università di Huelva - ESP); **Ruiu Maria Laura** (Northumbria University -UK); **Salvini Andrea** (Università di Pisa); **Stefanizzi Sonia** (Università degli studi di Milano); **Tronca Luigi** (Università di Verona), **Urso Giulia** (Gran Sasso Science Institute de l’Aquila), **Velotti Lucia** (The City University of New York - USA), **Viviani Debora** (Università degli studi di Verona); **Virglerová Zuzana**, (Univerzita Tomáše Bati ve Zlíně).

Organizing Committee:

Valentina D’Auria (coordinator), **Miriam Matteo, Francesco Notari** (University of Salerno, IT), **Noemi Crescentini, Giuseppe Michele Padricelli** (University of Naples Federico II, IT), **Marco Di Gregorio** (University of Turin, IT) **Fiorenzo Parziale** - University of Rome Sapienza (Italy)