



UNIVERSITÀ
DEGLI STUDI
DI MILANO

fondazione / **<ahref**

Centro Studi Etnografia
DIGITALE



D I G I T A L
E T H N O G R A P H Y
W E E K

PhDCourse + Lab + Conferences

17 21
Sept 2012

TRENTO

ART IS OPEN SOURCE
ADAM ARVIDSSON
ANGEL_F
RAFFAELE CIRULLO
LUCA DE BIASE
STEFANO DE PAOLI
MORGAN GABEREAU
ALEX GIORDANO
LOREDANA GRIMALDI
NOORTJE MARRES
RICHARD ROGERS
MAURIZIO TELI



Accademia Mediterranea di Societing



NinjaAcademy
La SACRA SCUOLA
del MARKETING NON-CONVENZIONALE

SCIENTIFIC COMMITTEE



Adam Arvidsson

Adam Arvidsson is associate professor of sociology at the State University of Milan and research associate at the Copenhagen Business School where he works on New Media and Reputation Economies. He taught in England and Denmark where he stayed for six years. In 2006 he published his last book about the brand in Information Economy ("Brands. Meaning and Value in Media Culture", London; Routledge, 2006, Italian translation with Franco Angeli, 2010). Adam is interested in the new economic and organizational forms that have emerged with recent media evolution. He manages the blog Societing, an observatory on new social innovation and on Open Economy in general.



Alex Giordano

Co-founder of Ninja Marketing, Italy's first blog/observatory on non-conventional marketing and social media. Alex is a member of International Academy of Digital Arts and Sciences in New York and author of "Non-conventional marketing: viral, guerrilla, tribal and 10 post-modern marketing principles" (Il Sole 24 Ore Edition), with Mirko Pallera and Bernard Cova. Teaches Brand Reputation Management in the Universities of Urbino and Salerno, and also directs the Center for Digital Ethnography and is involved in different international projects on online social research. He contributes to the research team on Societing and is interested in developing Digital Ethnography as a methodology for Social Innovation.



Maurizio Teli

Maurizio Teli is researcher at Fondazione [Ahref](#) since December 2010. Ph.D in Sociology and Social Research at University of Trento, in the last years he has been researching the relationship of the production and use of digital technologies with political discourses and ideologies, and is now member of the Scientific Committee of the "Journal of Peer Production". He has taught at the University of Trento on different topics, from the Sociology of Technological Phenomena to Information Systems. Moreover, he contributed to the methodological debate on cyberethnography and the use of digital media to construct narratives based on research results. In the period 2009-2011, Maurizio coordinated the EU-funded FP7 project "My Ideal City" (ga 230554).



Stefano De Paoli

After obtaining his degree in Social Studies at the University of Trento in 2008, Stefano De Paoli worked for about three years at the National University of Ireland at Maynooth, focusing on Reputation, Massively Multiplayer Online Games and interdisciplinary research in Social and Computer Sciences. Leading researcher at [Ahref](#) since December 2010, he covers issues at the intersection of technology and society -- along with studies on gamification, reputation and massive multiplayer online games. Stefano has also taught university classes on technology and society, intellectual property in ICT, information system management, reputation design and virtual worlds.

KEYNOTES



Richard Rogers

Prof. dr. Richard Rogers is University Professor and holds the Chair in New Media & Digital Culture at the University of Amsterdam. He is Director of Govcom.org, the group responsible for the Issue Crawler and other info-political tools, and the Digital Methods Initiative, reworking method for Internet research. Rogers is author of *Information Politics on the Web* (MIT Press, 2004), awarded the best book of the year by the American Society of Information Science & Technology. His latest book, *Digital Methods*, is to be published by MIT Press (February, 2013). Rogers is a three-time Ford Fellow and has received research grants from the Soros Foundation, Open Society Institute, Mondriaan Foundation and MacArthur Foundation.



Morgan Gabereau

Morgan Gabereau is an International Strategic Communications, Media & Public Affairs Advisor and Consultant. With over 20 years of experience in media, publishing, event producing and Internet start-up business development he has worked with the OECD, IBM and The Nature Conservancy, as well as a multitude of broadcasters, media marketplaces and technology organizations. In 2009, Mr. Gabereau conceived and created, in conjunction with The Clinton Global Initiative, The Ubiquity Fund - a private funding facility dedicated to responsible and sustainable development investing principles in the educational, low carbon community infrastructure and trans-media sectors.



Raffaele Cirullo

Raffaele Cirullo is Head of the Enel Group's New Media. He began his career in Olivetti, where he participated in various projects aimed at digitalizing Italy's Public Administration and subsequently the operational launching of Omnitel and Infostrada. When the telecommunications market was liberalized, he joined the Enel Group for the startup of Wind Telecomunicazioni, where he was in charge of significant projects including free internet, the UMTS business plan, launching wap premium services. Following a short period with another telecommunications operator, he went back to Enel, where he manages the development of Group digital channels.



Loredana Grimaldi

Loredana Grimaldi is responsabile of External Relations in Branding, Corporate Identity & Research for Telecom Italia Group. She has worked since 1987 in the Communication area, in which she played various roles (press office, publishing and documentation, financial communication, internet/intranet and new media, internal communication, image). She's a member of the managing Council of the Association for Business Communication Development in Italy (ASCAI).



Luca De Biase

President of <ahref Foundation, since 2010. Born in Verona, on September 1st 1956, graduated in Social and Economical Disciplines at the Bocconi University of Milano. He's Editor of the innovation section for Sole 24 Ore and Nova24 (which he founded and guided from October 2005 to June 2011); Contract professor of journalism and new media in multiple universities, included Iulm in Milano, since 2002; author of "Problemi dell'informazione" since 2002; teaches at Sciences Po, Paris, Master of Public Affairs, since 2007. He's also Scientific Director of the Digital Accademia, center for the development of digital culture since 2011.



Noortje Marres

Noortje joined the Department of Sociology at the Goldsmiths University of London in March 2011. Before that she was a Research Fellow in Science & Technology Studies at the University of Oxford. She studied sociology and philosophy at the University of Amsterdam, and did her doctoral research at that same university and at the Centre de Sociologie de l'Innovation, École des Mines, Paris. Noortje was part of the team that developed the Issuecrawler, an online platform for the location, analysis and visualisation of issue-networks. She currently convenes the MA/MSc Digital Sociology and is Co-Director of the inter-disciplinary research centre CSISP (Centre for the Study of Invention and Social Process).



Art Is Open Source

Art is Open Source is an artistic duo composed by Salvatore Iaconesi e Oriana Persico. Salvatore and Oriana, using various identities, have made worldwide actions, capable of interconnecting art, science, research, poetry, activism through global performances which created awareness about critical issues of our time. Academic teaching, the creation of AIs and interactive systems, the animation of global performances which through media, cities, bodies and daily practices, are only some of the instruments used by the duo to suggest sceneries which allow to radically and sistematically reinvent the ordinary reality, imagining new chances for art, business, science and politics.

Will also intervene: *Alessandro Caliandro, Davide Beraldo, Bertram Niessen, Ivana Pais, Enrico Attila Bruni, Giolo Fele, Tiziano Bonini, Angel_F.*

PARTNER JOURNALS



OBJECTIVES

The field of digital ethnography (also known as netnography, virtual ethnography, or cyberethnography) has been growing in recent years, and the focus has changed from looking at online phenomena as belonging to a world apart, to studying how online cultures, practices and life forms integrate, combine and shape off-line social life.

During the DEW we want to expand the concept of digital ethnography even further, practically, theoretically and methodologically. We will build on the combined competences of Centro Studi di Etnografia Digitale, Fondazione [Cesifo](#), and Societing.

The week will feature world famous scholars along with experts from the Scientific Committee and the institutions organizing the week. The program will last for five days. The mornings will be dedicated to lectures. In the afternoons participants will be given tuition in the pursuit of their own research projects, along with methodological labs.

The program will start with an open day directed to companies which will be followed by four days open to Ph.D students and researchers (credits can be arranged via the PhD program in Sociology at the University of Milano).

SCHEDULE

Day 1, September 17th. Open Day for Companies: Netnography in Marketing Research

Morning

- A. Giordano: Introduction
- A. Arvidsson: 'Ethics and Reputation in the Digital Economy'
- R. Rogers: ' Digital Data and Social Research'
- L. Grimaldi
- R. Cirullo
- M. Gabereau: 'Reputation and Sentiment on Financial Markets'
- Open Discussion

Afternoon

Presentation of digital ethnography projects

Free Evening

Day 2, September 18th. Introduction to Digital Ethnography and Digital Methods

Morning

- R. Rogers: Doing Digital Methods
- A. Caliandro & D. Beraldo: Introducing the research process
- Seminar: Defining research topics

Afternoon

Supervised Research in Groups

Evening

Roundtable: 'How Digital Methods Change Social Research'

- M. Gabereau
- R. Rogers
- A. Arvidsson
- L. De Biase

Day 3, September 19th. Studying online reputation

Morning

- A. Gandini: 'A Critique of Klout. Studying reputation economies'
- B. Niessen: 'Besides Klout there's not only Kred. Qualitative ways to explore the reputation economy'
- S. De Paoli: 'Reputation Design and Manipulation'
- I. Pais: 'Reputation and Social Networks'

Afternoon

Supervised Research in Groups

Evening

N. Marres: 'Issue lifelines and actor profiles: On doing digital sociology with Twitter'

Day 4, September 20th. Understanding Digital Collectives

Morning

- A. Arvidsson on Consumer Publics
- M. Teli: 'Understanding Digital Collectives'
- A. Caliandro: 'New Ethics of Web Tribes'
- A. Bruni & G. Fele: 'Publishing Digital Ethnographies and digital method researches'
- T. Bonini: 'Publics are not the ones we were used to know: from time to reputation'

Afternoon

Supervised Research in Groups

Evening

Discussion of the students' research results. Fine tuning.

Day 5, September 21st. Data Visualization

Morning & Afternoon

Art is Open Source: Workshop on Data Visualization

Evening

Alex Giordano & Angel_F: Public presentation of research results.

DIGITAL ETHNOGRAPHY WEEK APPLICATION

APPLICATION:

To submit your application, please send your project (max 1000 words) and your cv to dew2012@ahref.eu. The best candidates will be re-contacted with all the instructions for the payment.

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living links

INFORMATIONS ON DIGITAL ETHNOGRAPHY WEEK

<i>TRAINING</i>	DIGITAL ETHNOGRAPHY WEEK
<i>DATE</i>	17th - 21st SEPTEMBER 2012
<i>PLACE</i>	Trento

IMPORTANT DATES

July 22nd: Application Submission Deadline

July 31st: Notification of Acceptance and Scholarship Notification

August 15th: Registration Deadline

PARTICIPATION FEES

Depending on the number of participants, a small number of scholarships will be available to cover participation fees.

Ph. D. Students	€ 200 + VAT
Academic and Professional Researchers	€ 1.000 + VAT

CONTACTS

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