



SIM AFFILIATE CONFERENCE
WORKSHOP & SPECIAL ISSUE OF MERCATI E COMPETITIVITA'
Emerging trends in qualitative research. A focus on Social Media

Aula A0 - Polo Piagge, University of Pisa
via Giacomo Matteotti, 11
19 May 2017

9.30 **Opening and Welcome**

9.30 – 10.30

Keynote speaker

Ashlee Humphreys, Medill – Northwestern
University

10.30 - 11.00 *Coffee break*

Session I

11.00 - 11.30

**Millennials and their stories: digital diaries as a
white space**

Silvia Biraghi, Università Cattolica del Sacro
Cuore, LABCOM

Rossella Gambetti, Università Cattolica del Sacro
Cuore, LABCOM

11.30 – 12.00

**From self-interest to social justice: A
longitudinal analysis of media discourses about
palm oil**

Matteo Corciolani, Università di Pisa

Giacomo Gistri, Università di Macerata

Stefano Pace, Kedge Business School

12.00 – 12.30

Analysing CSR dialogue in social media

Sarah Glozer, Royal Holloway University of
London

12.30 – 13.00

**Narrative analysis as a qualitative method for
digital communication: A multidisciplinary
methodological review**

Stefania Romenti, Università IULM

Grazia Murtarelli, Università IULM

13.00 – 14.00 *Light Lunch*

Session II

14.00 – 14.30

**Multiple methods and multiple identities of the
academic texts: A case of a critical discourse
analysis built from a systematic literature
review.**

Ksenia Silchenko, Università di Macerata

14.30 – 15.00

**QCA: a new methodological tool for research in
the social sciences. An example from a Word of
Mouth study.**

Ilenia Confente, Università di Verona

Ivan Russo, Università di Verona

15.00 – 15.30

**Materialism and push/pull motivations in a
tattooing context. A text analysis of Italian
tattoo conventions**

Francesco Raggiotto, Università di Udine

Michela C. Mason, Università di Udine

Andrea Moretti, Università di Udine

15.30 – 16.00

**The consumption of cultural products. An
analysis of the conceptual link between cultural
omnivorousness and the artistic benefit in the
fruition of arts & culture.**

Michele Bonazzi, Università Ca' Foscari di Venezia

Francesco Casarin, Università Ca' Foscari di
Venezia

16.00 – 16.30

**City brand image monitoring: the integration of
visual and textual social media data**

Diletta Acuti, Università di Firenze

Valentina Mazzoli, Università di Firenze

Raffaele Donvito, Università di Firenze

Gaetano Aiello, Università di Firenze