CURRICULUM VITAE

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CURRENT POSITION

From 2019	*Senior Lecturer* (RTDb) in Sociology of Culture and Communication, Department of Political and Social Sciences, University of Pavia
2021	National Scientific Qualification as Associate Professor, Sociology of Culture and Communication (Abilitazione scientifica nazionale alle funzioni di professore universitario di seconda fascia per il settore concorsuale 14/C2 – Sociologia dei processi culturali e comunicativi – valida dal 31/05/2021 al 31/05/2030)

PREVIOUS ACADEMIC POSITIONS

December 2019 - July 2020	*Visiting Researcher* at the Bath School of Management, University of Bath
2018-2019	*Lecturer* in Digital Marketing, Marketing, Business & Society Division, School of Management, University of Bath
2016-2018	*Lecturer* in Branding and Digital Media, Faculty of Arts and Creative Industries, Middlesex University London
2011-2016	*Research Coordinator* at the Centre for Digital Ethnography, Department of Sociology, State University of Milano
2015-2016	*Adjunct Lecturer* in Big Data and Digital Methods, Faculty of Social and Political Science, State University of Milano

2012-2015   *Post-Doctoral Researcher*, Department of Social and Political Sciences, State University of Milano

OTHER ACADEMIC ACTIVITIES

2022-present   Member of the *Commissione spazi*, University of Pavia
2019-present   Member of the *Commissione permanente studenti*, University of Pavia
2018-2019   Academic lead for the *School of Management Student Association* (SoMSA), University of Bath

NON-ACADEMIC POSITIONS

Professional Practice

2016-present   *Scientific Research Consultant* at Viralbeat (Digital Marketing and PR Company, https://www.viralbeat.com/)

2015-2017   *Faculty Member*, Fondazione Istud Business School

2011-2016   *Chief Research Officer* at Viralbeat (Digital Marketing and PR Company, https://www.viralbeat.com/)

Most relevant non-academic research projects led

2016   *Winelovers on Instagram*: design and development of a digital analysis on wine lovers web tribes. Client: Italian Association Donne del Vino

2015   *Politic Buzz*: conception and design of a web platform for real-time monitoring and sentiment analysis of Italian politicians' tweets. Client: internal funding

2015   *Mobility Buzz*: conception and design of a web platform for real-time monitoring of car sharing and public transportation users' sentiment, during Expo 2015. Client: Uber

2015   *Online Discourses on Skin Cancer*: design and development of a qualitative research based on digital methods to investigate cultural practices deploying on online conversations on skin cancer. Partner: i3-dermoscopy/ Hacking Melanoma Conference

2014   *Smart Rione Sanità:* Conception and design of a web platform for real-time monitoring of citizens and tourists' online sentiment on Rione Sanità (Napoli). Client: Municipality of Napoli

EDUCATION

2019	*Essex Summer School in Social Science Data Analysis*, Web Scraping and Data Management in R, University of Essex, Colchester, United Kingdom
2018	*PGCert Higher Education* (at Middlesex University London) with Fellowship of Higher Education Academy (https://www.heacademy.ac.uk/)
2012	*Ph.D. in Sociology*, Graduate School in Social, Economic and Political Sciences, State University of Milano. Title of dissertation: The Affective Labour of Consumers in Regard to the Co-creation of Value onto the Social Media: a Netnographic Inquiry. Supervisor: Professor Adam Erik Arvidsson
2011	*Summer School on Digital Methods*, held by Prof. Richard Rogers, University of Amsterdam, UvA, The Netherlands
2011	*Summer School on Digital Ethnography*, held by Prof. Robert Kozinets, Centro Studi Etnografia Digitale, Salerno, Italy
2010	*Societing Summer School*: Summer School on Finance, Economy, and Ethics, held by Prof. Adam Arvidsson, Assindustria, Salerno, Italy
2007	*Master's degree in social sciences*, faculty of Social and Political Sciences, at State University of Milano. Title of dissertation: Demoniacal Possession in the Catholic Cultural Context: Crisis and Reconstruction of Being. Supervisor: Professor Enzo Colombo
2005	*Bachelor's degree in Sociology* at University of Milano-Bicocca. Title of dissertation: The Myth of the New Man in the Cinematography of Fascism. Supervisor: Professor Barbara Bracco

RESEARCH INTERESTS

Digital methods
Consumer culture
Digital journalism
Twitter diplomacy
Older people and digital technologies
Digital ethnography
Platform society and capitalism
Digital marketing

RESEARCH ACTIVITIES

2022-present	*Project*: ACTIVE ageing in changing societies. Older people's social and digital resources in pandemic and post-pandemic ITaly (ACTIVE.IT) *Role*: PI for WP3 *Partners*: University of Milano-Bicocca, Università Cattolica di Milano, University of Pavia, La Scuola Universitaria Professionale della Svizzera Italiana *Project Coordinator*: Prof. Emanuela Sala *Funding Body*: Fondazione Cariplo
2021-present	*Project*: V-DATA. The value of digital data: enhancing citizens' awareness and voice about surveillance capitalism (https://vdataresearch.github.io/) *Role*: Research Coordinator *Partners*: University of Pavia, Università Cattolica di Milano, University of Milano-Bicocca, Careof *Project Coordinator*: Prof. Guido Legnante *Funding Body*: Fondazione Cariplo
2020-2021	*Project*: UNIVERSI-DaD: Gli accademici italiani e la didattica a distanza durante l'emergenza Covid-19 *Role*: Researcher *Partners*: University of Torino, University of Pavia *Project Coordinator*: Prof. Francesco Ramella & Prof. Michele Rostan *Funding body*: Centro Luigi Bobbio del Dipartimento di Culture, Politica e Società dell'Università di Torino & UNIRES - Italian Centre for Research on Universities and Higher Education Systems
2018-2020	*Project*: Aging in a networked society (https://aginginanetworkedsociety.wordpress.com/partnership-and-team/) *Role*: PI for WP3 *Partners*: University of Milano-Bicocca, Fondazione Golgi Cenci, Auser, University of Bath *Project Coordinator*: Prof. Emanuela Sala *Funding Body*: Fondazione Cariplo
2017-2018	*Project*: Twitter diplomacy in the age of Trump *Role*: co-PI (with Dr Maja Šimunjak) *Funding body*: Middlesex University London
2017-2018	*Project*: Innovative Qualitative Methods for Big Data: Exploring Brand Publics on Instagram Using Image Recognition Techniques *Role*: PI

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Funding body: Middlesex University London

2016-2018   Member of the Promotional Culture Research Cluster, Middlesex University London, https://www.mdx.ac.uk/our-research/research-groups/promotional-cultures-research-cluster

2015-2016   *Project*: Smartphone Internet use
                   Role and duties: research collaborator. Responsible for designing and coordinating mixed-method research in Italy (big data analysis and qualitative analysis)
                   Partners: University of Gothenburg and State University of Milano
                   Project Coordinator: Prof. Adam Erik Arvidsson
                   Funding Body: University of Gothenburg

2013-2016   *Project*: P2pvalue or Techno-social platform for sustainable models and value generation in commons-based peer production in the Future Internet (https://p2pvalue.eu/people/)
                   Role and duties: post-doctoral researcher and coordinator of the ethnographers' team in Italy; Responsible for digital ethnography activities
                   Partners: University of Surrey (coordinator), Centre National de la Recherche Scientifique, P2P Foundation, IGOPnet.cc - Universitat Autònoma de Barcelona, Universidad Complutense de Madrid, State University of Milano
                   Project Coordinator: Prof. Nigel Gilbert
                   Funding Body: EC-Seventh Framework Programme

2012-2013   *Project*: Project for the development of a quali-quantitative methodology useful for monitoring and analysing online consumers' conversations, with the purpose of enhancing the development and innovation of products and brands
                   Role and duties: post-doctoral researcher. Responsible for developing specific heuristics suitable for coding and analysing online conversations among consumers
                   Project Supervisor: Prof. Adam Erik Arvidsson
                   Funding Body: European Social Fund

Research projects submitted for funding

March 2022   PRIN - Prot. 2022YRJ83A. Feedback culture: assessing the effects of algorithmic recommendations on platformized consumption – ALGOFEED. Role: PI for WP3. Partners: University of Milano (leading partner; PI: Prof. Alessandro Gandini), University of Naples, University of Pavia.

October 2021   #diversifyoutdoors: Diversity, Participation and Outdoor Brands on Instagram, Knowledge Frontiers 2021, The British Academy, application

number: KF5210255 - (With Dr James Graham, Middlesex University London)

CONFERENCES

Organization of conferences

2020   Older people, social networks and wellbeing – Online conference (final conference of the project Aging in a networked society), 21 September 2020, https://aginginanetworkedsociety.wordpress.com/workshop-older-people-social-networks-and-well-being/

2018   Instagram Conference 2018: Studying Instagram Beyond Selfies, Middlesex University London, UK, 1st June 2018, https://londonenglish.live/2018/03/23/studying-instagram-beyond-selfies-instagram-conference-2018-01-june-2018-middlesex-university/ – https://www.instagram.com/mdxinstaconference/?hl=it

2018   Twitter diplomacy in the age of Trump, Middlesex University London, UK, 16th April 2018

2017   Mini-Conference: Qualitative Research in Digital Environments, A Research Toolkit, Middlesex University London, Thursday 2nd November 2017

2017   Research Seminar: Digital populism, Middlesex University London, 14th March 2017

2016   Research Seminar: Facebook and Finance, Middlesex University London, 20th October 2016

Member of conferences' scientific committees

2020   2nd Annual International Conference promoted by International Lab for Innovative social research (ILIS) (conference title: Research Methods in the Digital Society: challenges and opportunities), University of Salerno, 25th-26th November 2020

2021   3rd Annual International Conference promoted by International Lab for Innovative social research (ILIS) (conference title: Research Methods in the Digital Society: areas and practices), University of Salerno, 25th-26th November 2021

Presentations in Conferences

2022	Oral presentation: "QUALI-DAD? Significati e pratiche degli accademici italiani nell'esperienza della didattica mediata dalle tecnologie (with Balestra E., Uboldi A., Goglio V.)"; Il Lavoro della Transizione. Tecnologia, politiche ed ecologia del lavoro nel XXI secolo Bologna, 8-11 June 2022
2022	Oral presentation: "The Platformization of Consumer Culture: a digital methods approach" (with Gandini A., Bainotti L., Anselmi G.); The 'Global Perspectives on Platforms and Cultural Production' Conference. University of Amsterdam, 1-2 June 2022, The Netherlands.
2022	Oral presentation: "Mapping public opinion and awareness about surveillance capitalism on Twitter: a digital methods exploration" (with Anselmi G., Moretti V., and Legnante G). The 9th biennial Surveillance & Society conference of the Surveillance Studies Network (SSN), hosted by Erasmus University Rotterdam on 1-3 June 2022 in Rotterdam, The Netherlands.
2022	Oral presentation: "Alexa and the culture of surveillance on Facebook" (with Moretti V. and Anselmi G.). The 9th biennial Surveillance & Society conference of the Surveillance Studies Network (SSN), hosted by Erasmus University Rotterdam on 1-3 June 2022 in Rotterdam, The Netherlands.
2022	Oral presentation: "A systematic literature review on surveillance capitalism" (with Pizzul D. and Anselmi G.). The 9th biennial Surveillance & Society conference of the Surveillance Studies Network (SSN), hosted by Erasmus University Rotterdam on 1-3 June 2022 in Rotterdam, The Netherlands.
2021	Chair: The Third International Conference ILIS "Research Methods in the Digital Society: Areas and Practices" 24-25 November 2021 University of Salerno – Panel: Science, technology, communication, and health.
2021	Oral presentation "Anziani e pratiche di utilizzo dello smartphone nella vita quotidiana", Seminario Accessibilità Digitale Obblighi e Prospettive, Università di Pavia, 22 Ottobre.
2021	Oral presentation "Digital Methods for Ethnography (in Non-API Environments)", Internet Research Methods for the Social Sciences - ULB, Brussels, 8 October 2021.
2021	Oral presentation "Older people and smartphone overuse", at 7th International Conference on Human Aspects of IT for the Aged Population (ITAP 2021), affiliated to HCI International 2021, Washington DC, USA, 24-29 July 2021.
2020	Oral presentation (with Flavio Ceravolo) "La performance musicale prima, durante e dopo l'emergenza: scenari, analisi, prospettive" at the Sounds of the Pandemic International online conference, University of Firenze, 16-17 December 2020.

2020	Keynote speaker: "Doing digital methods in a post-API era". 2nd Annual International Conference promoted by International Lab for Innovative social research (ILIS) (conference title: Research Methods in the Digital Society: challenges and opportunities), University of Salerno, 25-26 November 2020
2020	Oral presentation "Older People and Smartphone Use in Everyday Life: An Inquire on Digital Sociality of Italian Older Heavy Users" at the Midterm Conference AIS Vita Quotidiana, Pavia, Italy, 1-2 October 2020.
2020	Oral presentation "L'uso dello smartphone nella vita quotidiana degli anziani" at the Anziani, Nuove Tecnologie e Relazioni Sociali Workshop, University of Milano-Bicocca, Italy, 13 January 2020.
2019	Keynote speaker: "Mapping Brand Publics on Instagram: Using Digital Methods for Studying Consumer Culture through Big Data". II ISONEC 2019 – International Social Networks Conference, FGV EAESP, São Paulo, Brazil, 23 October 2019.
2019	Oral presentation "Older People Smartphone Internet Use In Daily Life: Practices And Meanings" at the 14th ESA Conference, Manchester, UK, 20th-23th August 2019.
2019	Oral presentation "Mapping Brand Publics' Social Imaginaries on Instagram: A Digital Methods Approach for Exploring Online Consumer Culture Through Big" at the 10th EIASM Interpretative Consumer Research Workshop, Lyon, France, 9th-10th May 2019.
2019	Oral presentation "Mapping brand publics' social imaginaries on Instagram: how to use big data for exploring consumer culture" at the Data Science & Social Research conference, Milano, Italy, 9th February 2019.
2018	Oral presentation "Smartphone Internet Use in Everyday Life: Methodological and Theoretical implications" at the New Perspectives in the Digital Society Conference, King's College London, UK, 1st November 2018.
2017	Oral presentation (with Tiziano Bonini and Guido Anselmi) "Explorers or algorithmically driven listeners? An empirical understanding of pop music spreading patterns" at the AoIR Conference "Networked Publics", Tartu, Estonia, 19th October 2017.
2017	Oral presentation "Smartphone use: between virtual and augmented sociality and toward a fluid construction of identity" at the Digital Everyday Conference, King's College London, UK, 6th May 2017.
2017	Oral presentation (with Tiziano Bonini and Guido Anselmi) "Explorers or algorithmically driven listeners? An empirical understanding of pop music spreading patterns" at the Digital Everyday Conference, King's College London, UK, 6th May 2017.
2017	Oral presentation "Digital Methods for Studying Brands on Instagram" at the Marketing in the Digital Age Workshop, Audencia Business School, Nantes, France, 9th March 2017.

2016	Oral presentation "Digital Methods" at the Digital Sociology Public Workshop, State University of Milan, Italy, 20th December 2016.
2016	Oral presentation (With Adam Arvidsson and Guido Anselmi) "Hipster Ethic and the Spirit of the Ordinary Social Media Use" at the Consumer Culture Theory Conference (Special Session on Liquid Consumption), Lille, France, 6th-9th July 2016.
2016	Oral presentation "The Hipster Ethic and the Spirit of Ordinary Social Media Use: Brands on Instagram" at the EASA2016: Anthropological legacies and human futures, Milan, Italy, 20th-23rd July 2016.
2014	Oral presentation "Collaborative Crowds. A Digital Ethnography of Adolescent Fan Cultures on Twitter" at the Social Media and the Transformation of Public Space Conference, Amsterdam, The Netherlands, 18th-20th June 2014.
2014	Oral presentation (with Adam Arvidsson) "Reputation as a Technical Asset: a Digital Ethnography of Digital Natives on Twitter" at the Ethnography and Qualitative Research Conference, 5th edition, Bergamo, Italy, 5th-7th June 2014.
2013	Oral presentation (With Sergio Splendore) "Political Journalism and Twitter: between Soft News and Hard Journalists" at the Associazione di Comunicazione Politica Conference, Milan, Italy, 12nd-13rd December 2013.
2013	Oral presentation "Twitter as a Device For the Materialization of the Political Public and Political Culture: a Digital Ethnography of Primarie 2012" at the XXVII SISP Conference, Firenze, Italy, 12nd-14th September 2013.
2013	Oral presentation "Publics, not Communities. A Digital Ethnography of Consumers and Brands online" at the International Seminar: New Media, Public Opinion and Social Movements, University of Milan, Italy, 10th May 2013.
2013	Oral presentation "Brand Publics. A Digital Ethnography of Consumer Co-production Online" at the Anthropology of Markets & Consumption Conference", Irvine, CA - USA, 7 th-9th March 2013.
2013	Oral presentation "The Primary Elections on Twitter" at the Studying Politics through Digital Methods Workshop, State University of Milan, Italy, 28th January 2013.
2012	Oral presentation "Motherhood and the Digital Home. A Netnographic Analysis" at the Home and Identity. The Private-Public Nexus International Conference, Roma, Italy, 14th-15th November 2012.
2012	Oral presentation "Digital Methods and Digital Ethnography: Toward an Internet Ethnography Approach grounded on a Natively Digital Methodology" at the IV STS Italia National Conference, Rovigo, Italy, 21st June 2012.

Invited talks

2022	Panellist: "Il capitalismo digitale visto dai cittadini". *Festival Mitopoietica*, Panel: Capitalismo digitale e opinione pubblica: dati, sorveglianza, consumi, privacy e poteri, 28th May 2022, Pavia.
2022	Oral Presentation: "Covid 19 e fake news (e altri disordini dell'informazione)". *Ciclo di seminari: Ricerca e società digitale*, Università di Torino, 1st April 2022, https://www.ict.unito.it/index.php/news/avvisi/ciclo-di-seminari-ricerca-e-societa-digitale
2018	Panellist at the "ECR Workshop: New Perspectives in the Digital Society", King's College – Centre for Digital Culture, London, 7th November 2018.
2017	Panellist at the "Digital Populism Workshop", King's College, London, 8th February 2017.
2015	Panellist at the conference "Hacking Melanoma: hacking and digital methods for supporting medical research against skin cancers" at the Hacking Melanoma Conference, Capri 30th October – 1st November 2015.
2015	Panellist at the conference "How effectively is Italian politics harnessing digital power?" at the Social Media Week, Rome 12nd June 2015.
2014	Panellist at the conference "Rudy contro tutti: Quanto gli influencer influenzano davvero? [Do the Influencers really have influence?]" at the BlogFest, Rimini, 12nd -14th September 2014.
2013	Panellist at the conference "L'indagine digitale tra algoritmi e conversazione: Big Data e Etnografia digitale [The Digital Inquiry between Algorithms and Conversations: Big Data and Digital Ethnography]" at the Internet Festival, Pisa, 10th-13rd October 2013.
2013	Public speech "A Netnographic Analysis of Wine and Winelovers" at the Vinitaly International, Verona, 7th-10th April 2013.
2012	Public speech "Indagine netnografica sulla web reputation del marchio 'Umbria' [A Netnographic Inquiry on web reputation of the Umbria brand]", at the Travel Blogger Unite conference, Perugia, 28th June 2012.
2011	Panellist at the conference "What Use is Digital Ethnography for Marketing?" at the Digital Ethnography Weekend, Cava de' Tirreni, 16th-19th September 2011.
2010	Public speech "Oggi abbiamo visto Gesù. Due principi epistemologici di conoscenza del Sé a confronto: la rete e le istituzioni tradizionali [Today We Met Jesus. A Comparison between Two Epistemological Principles of Interpretation of Self: the Net and the Traditional Institutions]" at the Finance, Economy, and Ethics Summer School, Salerno, 21st-27th August 2010.

PUBLICATIONS

Books

Caliandro A., Gandini A., Bainotti L., Anselmi G. (2022-forth). *The Platformization of Consumer Culture. A Digital Methods Guide*. Amsterdam University Press, Amsterdam - (Open Access)

Caliandro A. and A. Gandini (2019), *Metodi Digitali per le Scienze Sociali*, Carocci, Roma.

Caliandro A. and A. Gandini (2017), *Qualitative Research in Digital Environments: A Research Toolkit*, Routledge, London.

Referred journal articles

Audy Martínek, P., **Caliandro**, A. & Denegri-Knott, J. (2022). Digital Practices Tracing: Studying Consumer Lurking in Digital Environments. *Journal of Marketing Management*, DOI: 10.1080/0267257X.2022.2105385

Gaia, A., Garavaglia, E. & **Caliandro**, A. (2022). Il valore dei dati digitali: uno studio sui lavoratori anziani in Italia. *Salute e Società*.

Caliandro, A., Garavaglia, E. & Anselmi, G. (2021), Studying ageism on social media: an exploration of ageing discourses related to Covid-19 in the Italian Twittersphere. *Rassegna Italiana di Sociologia*, 2/2021, April-June, pp. 343-375.

Caliandro, A. (2021). Repurposing digital methods in a post-API research environment: methodological and ethical implications. *Italian Sociological Review*, 11(4S), 225 – 242.

Caliandro, A. & Anselmi, G. (2021). Affordances-based brand relations: an inquire on memetic brands on Instagram, *Social Media + Society*, https://journals.sagepub.com/doi/full/10.1177/20563051211021367.

Caliandro, A., Garavaglia, E. Sturiale, V. & Di Leva, A. (2021). Older People and Smartphone Practices in Everyday Life: An Inquire on Digital Sociality of Italian Older Users, *The Communication Review*, 1-32, http://dx.doi.org/10.1080/10714421.2021.1904771.

Caliandro, A., Anselmi, G. & Sturiale, V. (2020). Fake news, Covid-19 e Infodemia: un esempio di ricerca sociale in real-time su Twitter. *Mediascapes Journal*, Creative Commons Attribution 3.0, ISSN: 2282-2542, http://www.mediascapesjournal.it/.

Bainotti, L., **Caliandro**, A. & Gandini, A. (2020). From archive cultures to ephemeral content, and back: studying Instagram Stories with digital methods. *New Media & Society*. https://doi.org/10.1177/1461444820960071

Denegri-Knott, J., Jenkins, R. & Lindley, S. (2020). "What is digital possession and how to study it: a conversation with Russell Belk, Rebecca Mardon, Giana M. Eckhardt, Varala Maraj, Will Odom, Massimo Airoldi, **Alessandro Caliandro**, Mike Molesworth and Alessandro Gandini". *Journal of Marketing Management*, 36(9/10), 942-971. https://doi.org/10.1080/0267257X.2020.1761864. [The article has been collectively written by the authors listed in the title; Denegri-Knott, Jenkins, and Lindley have simply edited and submitted the manuscript].

Simunjak, M. & **Caliandro**, A. (2020), "Framing #Brexit on Twitter: The EU 27's lesson in message discipline", The British Journal of Politics and International Relations. Framing #Brexit on Twitter: The EU 27's lesson in message discipline", *The British Journal of Politics and International Relations*, 22(3), 439-459, https://doi.org/10.1177/1369148120923583.

Caliandro, A. & Graham, J. (2020), "Studying Instagram Beyond Selfies", *Social Media+ Society*, 6(2), https://doi.org/10.1177/2056305120924779.

Bonini, T., **Caliandro**, A. & Anselmi, G. (2019), "La diffusione della musica pop nel sistema ibrido dei media: tra piattaforme digitali e broadcaster tradizionali", *Studi Culturali*, 2/2019, pp. 225-256.

Simunjak, M. & **Caliandro**, A. (2019), "Twiplomacy in the Age of Donald Trump: Disrupting or Constructing Digital Diplomacy?", *The Information Society*, 35(1), 13-25.

Rialti, R., **Caliandro**, A., Zollo, L. & Ciappei, C. (2018), "Co-creation experiences in social media brand communities: Analyzing the main types of co-created experiences", *Spanish Journal of Marketing* - ESIC, Vol. 22 Issue: 2, pp.122-141.

Caliandro A. (2018), "Digital Methods for Ethnography: Analytical Concepts for Ethnographers Exploring Social Media Environments", *Journal of Contemporary Ethnography*, 47(5), 551-578.

Arvidsson, A. & **Caliandro**, A. (2016), "Brand Public", *Journal of Consumer Research*, 42(5), pp. 727-748.

Bonini, T., **Caliandro**, A. & Massarelli, A. (2016), "Understanding the value of networked publics in radio. Employing Digital Methods and social network analysis to understand the Twitter publics of two Italian national radio stations", *Information, Communication and Society*, 19(1), pp. 40-58.

Caliandro, A. (2016), "Metodi Digitali per lo Studio delle Pratiche Giornalistiche su Twitter", *Problemi dell'Informazione*, 2/2016, pp. 417-424.

Zollo, L., Rialti, R., **Caliandro**, A. & Ciappei, C. (2016), "Social Media Strategies to Protect Corporate Reputation and Brand Image in the Digital Era: A Digital Investigation of the Eni vs. Report Case on Twitter", *Mercati & Competitività*, Special Issue: Branding in the digital era, 2016/4, 56-84.

Splendore, S., **Caliandro**, A. & Airoldi, M. (2016), "Twittare le news: strategie comunicative del giornalismo italiano. Uno studio di caso di tre redazioni", *Comunicazione Politica*, 2016/1, pp. 87-106.

Arvidsson, A., **Caliandro**, A., Arioldi, M., & Barina, S. (2016), "Crowds and value. Italian Directioners on Twitter", *Information, Communication & Society*, 19(7), pp. 921-939.

Caliandro, A. & Barina, A. (2015), "Twitter come device civico per la materializzazione del pubblico e del discorso politico: il caso delle Primarie del Centro Sinistra 2012" *Rassegna Italiana di Sociologia* 2/2015, pp. 233-264.

Cossetta, A. & **Caliandro**, A. (2013), "La maternità nelle narrazioni online", *Ais Journal of Sociology*, 1/2013, pp. 79-101.

Caliandro, A., Beraldo, D. & Barina, S. (2012), "Follow the Followers. Primarie su Twitter e la centralità discorsiva di Matteo Renzi", *Questioni Primarie 2012*, Il Mulino, Bologna. Available at: http://www.candidateandleaderselection.eu/content/qp-4-follow-followers-primarie-su-twitter-e-la-centralit%C3%A0-discorsiva-di-matteo-renzi.

Caliandro, A. (2011), Une utilisation du consommateur internaute au-delà des communautés de marque: le travail effectif des consommateurs ordinaires sur les réseaux sociaux', *Sciences de la Société*, 82(150), pp. 159-167.

Book chapters

Moretti, V. & **Caliandro**, A. (2022-forth). "Every breath you take, ~~I'll be watching you~~. (Un)making sense of algorithmic surveillance in healthcare"; in P. Giardullo and F. Miele (eds.), *Algorithmic care: STS perspectives on automation of care*, London: Palgrave.

Garavaglia, E., **Caliandro**, A., Melis, G., Sala, E. & Zaccaria, D. (2022-forth). "Contrasting Ageism in Research on Older People and Digital Technologies: a Methodological Reflection"; in A. Rosales, M. Fernández-Ardèvol and J. Svensson (eds.), *Ageism in Technologies*, London: Routledge.

Bratus, A., **Caliandro**, A., Caruso, F., Ceravolo, F. & Garda, M. (2022-forth), "Musical Performance During and After Covid-19 Pandemic: Days of Future Passed?"; in M. Agamennone, D. Palma and G. Sarno (eds.), *Sounds of the Pandemic: Accounts, Experiences, Reflections, Perspectives in Times of Covid-19*, London: Routledge.

Caliandro, A. (2022-forth), "Digital Ethnography", in A. Ceron (ed), *Encyclopedia of Technology & Politics*, Cheltenham: Edward Elgar Publishing.

Caliandro, A., Anselmi, G. & Sturiale V. (2021). "Fake news e Covid-19 su Twitter: un caso di Infodemia?", in G. Boccia Artieri e M. Farci (eds.), *Shockdown. Media, cultura, comunicazione e ricerca nella pandemia*, Roma: Meltemi.

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Caliandro, A. (2017), "Netnografia, Comunità e Pubblici Online", in F. Barbera and I. Pais (eds), *Fondamenti di Sociologia Economica*, Egea, Milano.

Caliandro, A. (2014), "Ethnography in Digital Spaces: Ethnography of Virtual Worlds, Netnography, and Digital Ethnography", in P. Sunderland, and R. Denny (eds.), *Handbook of Anthropology in Business*, London: Routledge, pp. 658-679. (eBook ISBN: 9781315427850).

Caliandro, A. (2011), "Aggregarsi per dividersi. Percezione del contesto urbano e bisogno di aggregazione", in S. Citroni (ed.), *Sogni e Bisogni a Milano. Vissuti e risorse nella Zona* 4, Ledizioni, Milano.

Articles in conference proceedings

Rathnayake, C. & **Caliandro**, A. (2021). Repurposing Sentiment Analysis for Social Research Scopes: An Inquiry into Emotion Expression within Affective Publics on Twitter during the Covid-19 Emergency, *I-conference2021*, https://link.springer.com/chapter/10.1007/978-3-030-71292-1_30.

Caliandro, A., Gui, M., Di Leva, A. & Sturiale, V. (2021). Smartphone overuse in the old age: a qualitative exploration on actual smartphone use and perceptions among Italian older heavy users, *HCII 2021/ITAP*.

Caliandro, A. (2019). *Older People Smartphone Internet Use In Daily Life: Practices And Meanings*,14th ESA Conference, Manchester, UK, 20th-23th August 2019, pp. 51, ISBN 978-2-9569087-0-8 | EAN 9782956908708, © European Sociological Association, November 2019, https://www.europeansociology.org/sites/default/files/public/Coordinator/ESA_2019_Manchester_Abstract_Book.pdf

Caliandro, A. & Anselmi, G. (2019). *Mapping brand publics' social imaginaries on Instagram: how to use big data for exploring consumer culture*, Second International Conference on Data Science and Social Research, 4th February 2019 - University of Milano - Bicocca; 5th February 2019 - IULM, p. 31, ISBN: 9788894312096, https://www.dssr2019.unimib.it/program, https://drive.google.com/file/d/1W9MeCB8cHfO0QlbhsXmSBVb-hS0n8Hdq/view

Caliandro, A. (2019), *Mapping Brand Publics' Social Imaginaries on Instagram*, Proceedings of the 10th EIASM Interpretative Consumer Research Workshop, Lyon, France, 9th-10th May 2019, https://www.eiasm.org/documents/abstracts/60289.pdf.

Rialti, R., Zollo, L., **Caliandro**, A. & Ciappei, C. (2017). Exploring the link between consumers' engagement and E-word of mouth in social media brand communities: a path analysis. In 2017 (July) Global Fashion Management Conference at Vienna (pp. 494-500), https://doi.org/10.15444/GFMC2017.06.05.01. ISSN 2288-825X (Print).

Non-refereed publications

Balestra, E., Uboldi, A., Goglio, V. & **Caliandro**, A. (2021). "QUALI-DAD. Una ricerca qualitativa sui significati e le pratiche degli accademici italiani riguardo la didattica a distanza durante l'emergenza Covid-19," Collane@unito.it, ultimo accesso il 18 settembre 2021, https://www.collane.unito.it/oa/items/show/77 - ISBN: 9788875901882.

Caliandro, A. (2020). *Capitalismo della sorveglianza*. Sillabario Della Crisi, Fondazione Giangiacomo Feltrinelli, https://fondazionefeltrinelli.it/sorveglianza-il-capitalismo-della-sorveglianza/ .

Arvidsson, A., A. **Caliandro**, A. Cossu, M. Deka, A. Gandini, V. Luise, B. Orria & G. Anselmi (2015), *Commons Based Peer Production in the Information Economy*, Research Report, P2Pvalue Project, available at https://p2pvalue.eu/wp-content/uploads/2013/07/Deliverable_4.3.1.pdf.

Caliandro, A. (2017). *The myth of digital natives and the reality of young social capitalists*. Advertising, Public Relations & Media, https://advprmedia.wordpress.com/2017/02/13/the-myth-of-digital-natives-and-the-reality-of-young-social-capitalists/.

Caliandro, A. (2016). *Big data, surveillance and obfuscation*. Advertising, Public Relations & Media, https://advprmedia.wordpress.com/2016/11/22/big-data-surveillance-and-obfuscation/.

Caliandro, A. (2011). *Netnografia, Web Tribe, Social Media, Discorso, Cultura e Societing: il Manifesto teorico metodologico del Centro Studi Etnografia Digitale*, CSED, https://www.etnografiadigitale.it/wp-content/uploads/2011/03/manifesto-etnografia-digitale-.pdf

EDITORIAL ACTIVITIES

From 2021 **member of the editorial board** of *Cambio: An International Journal on Social Change*

Ad hoc reviewer

2022	Mediascapes Journal
2021	Marketing Theory (and ad hoc Editor)
2020	The British Journal of Politics and International Relations
2020	AIS Journal of Sociology
2019	Social Media + Society
2019	Journal of Marketing Management
2018	Etnografia e Ricerca Qualitativa
2017	Cidades, Comunidades e Territórios
2017	Computers in Human Behaviour
2017	Convergence
2017	Journal of Business Research

2016	Problemi dell'Informazione
2016	Comunicazione Politica

TEACHING

Undergraduate

2019-present	*Cultural & Communication Studies*, Department of Political and Social Sciences, University of Pavia
2018-2019	*E-Business*, University of Bath
2017-2018	*Digital Culture*, Middlesex University London
2017-2018	*Digital Media Research Methods*, Middlesex University London
2016-2018	*Research Techniques and Approaches*, Middlesex University London

Postgraduate

2019-present	*Digital Journalism*, Department of Political and Social Sciences, University of Pavia
2020 (November-December)	*Digital Research Methods*, IULM University Milano
2020 (February)	*Netnography Lab*, IULM University Milano
2018-2019	*Digital Marketing*, University of Bath
2016-2018	*Research Methods*, Middlesex University London
2016-2015	*Big Data and Digital Methods*, University of Milano
2012	Guest Lecturer in *Digital Methods for Social Research* for the MA in "Sociology of Globalization", Faculty of Social and Political Sciences, State University of Milan (IT)
2012	Guest Lecturer in *Digital Ethnography and Digital Sociology* for the MA in "Sociology of New Media", Faculty of Information Sciences, State University of Milan (IT)
2012	Guest Lecturer in *Introduction to Netnography* for the MA in "Analysis of Temporary Inhabitants", School of Architecture and Society, Politecnico of Milan (IT)
2011	Guest Lecturer in *Netnographic Analysis* for the MA in "Corporate Communication", Faculty of Economy, State University of Urbino Carlo Bo (IT)
2011	Guest Lecturer in *Netnographic Analysis* for the MA in "Theories and Techniques of Radio-Television Languages", Faculty of Literature, University of Siena (IT)
2010-2011	Guest Lecturer in *Digital Ethnography and Innovative Approaches to Marketing Policies* for the MA in "Communication and Advertising for the Organizations", Faculty of Sociology, State University of Pesaro-Urbino (IT)

PhD and Summer Schools

2021	*Director* of the *Summer School on Digital Methods for Critical Consumer Studies*, 31 May – 4 June 2021, 2021, Villa del Grumello, Como, Italy. (Grant awarded by the Lake Como School of Advanced Studies - Summer School 2021)
2020	Guest Lecturer in *Digital methods for critical consumer research* for the PhD course in "Sociology and Social Research Methodology (SOMET), Graduate School in Social and Political Sciences, State University of Milan (IT).
2018	Guest Lecturer for the module *Methodology in Urban Studies* at the Doctorate School in Urban Studies, State University of Milan Bicocca, Milan (IT)
2017	Guest Lecturer in *Digital Methods in Qualitative Research* at the PhD Programme of the University of Innsbruck, Innsbruck (AT), 20-22 April 2017
2016	Guest Lecturer for the module *Representation and Analysis of Spatial Data* at the Doctorate School in Urban Studies, State University of Milan Bicocca, Milan (IT)
2015	Guest Lecturer in *Digital Methods and Digital Ethnography* for the PhD course in "Sociology", Graduate School in Social and Political Sciences, State University of Milan (IT)
2014	Guest Lecturer in *Digital Ethnography*, PhD workshop at the Centre for Consumer Science (CKF), 1-9 September, University of Gothenburg (SE).
2013	Guest Lecturer in *Digital Ethnography and Netnography: Theories and Methods for analysing online conversations*, Summer School "E-Methods and Sociology", University of Bologna (IT)
2012	Guest Lecturer in *Digital Methods* for the PhD course in Sociology, Graduate School in Social and Political Sciences, 27-29 April, State University of Milan (IT).
2012	Guest Lecturer in *Digital Ethnography: A Toolbox for Investigating Online Consumer Tribes*, PhD workshop at the Copenhagen Business School (CBS Centre for Corporate Social Responsibility), 21-22 March Copenhagen (DN)
2012	Guest Lecturer in *Introduction to Digital Ethnography and Digital Methods* at the "Digital Ethnography Week", 17-21 September, Trento (IT), - (PhD workshop promoted by the PhD program in Sociology of State University of Milano)

Alessandro Caliandro