CURRICULUM VITAE

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CURRENT POSITION

From 2022	*Associate Professor* in Sociology of Culture and Communication, Department of Political and Social Sciences, University of Pavia
From 2023	*Board Member* of the PhD in Communication Sciences and Practices, University of Pavia
From 2022	*Board Member* of the PhD in Sociology and Methodology of Social Research (SOMET), University of Milano
From 2020	*Cultore della Materia* in: Sociology of Communication and Tourism; Sociology of Cultures; Environmental and Urban Sociology - Università degli Studi dell'Insubria
From 2019 to 2022	*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
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

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 culture & society
Surveillance capitalism
Digital marketing

RESEARCH ACTIVITIES

2023-present	*Project*: ALGOFEED - Feedback culture: assessing the effects of algorithmic recommendations on platformized consumption. *Role*: PI for WP3 *Partners*: University of Milano, University of Napoli Federico II, University of Pavia. *Project Coordinator*: Prof. Alessandro Gandini *Funding Body*: Bando PRIN 2022
2022-present	*Project*: ACTIVE ageing in changing societies. Older people's social and digital resources in pandemic and post-pandemic ITaly (ACTIVE.IT), https://ageingsocieties.unimib.it/active-ageing-in-changing-societies-older-peoples-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

2021-2024   *Project*: V-DATA. The value of digital data: enhancing citizens' awareness and voice about surveillance capitalism (https://vdataresearch.com/)
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
Funding body: Middlesex University London

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 consumers' online conversations.
Project Supervisor: Prof. Adam Erik Arvidsson
Funding Body: European Social Fund

Research projects submitted for funding

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)

April 2024   Digital Good Research Fund Application Form (P.I. Rebecca Jenkins) - ESRC

CONFERENCES

Organization of conferences

2024   Conference: Ageing in a DIGITAL world. A study on multiple dimensions of inequality, in old AGE (DIGITAL-AGE), 2024, 27th May, Milano (ITA) – (Member of the Organising Committee).

2023	Conference: The value of digital data: advancing empirical research on surveillance capitalism, V-DATA Final Conference (funded project - Fondazione Cariplo), 2023, 7-8th September, Pavia (Italy), https://vdataresearch.com/outputs/cal-for-contributions/
2023	Panel: "Resistance in action. Understanding countersurveillance practices, imaginaries, and activities in a digitally dense environment" – with Veronica Moretti & Barbara Morsello, at the 9th STS Italia Conference 2023, 28-29th June, Bologna (Italy)
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

2024	Conference: Ageing in a DIGITAL world. A study on multiple dimensions of inequality, in old AGE (DIGITAL-AGE), 2024, 27th May, Milano (ITA)
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

2024	"Using digital methods to map precarious work conditions in the construction industry through TikTok", Digital Methods for Studying Organizations and Work workshop, July 2nd 2024, University of Milan
2024	"The Algofeed project. A methodological proposal to assessing the effects of algorithmic recommendations on platformized consumption", 6th International Conference on Advanced Research Methods and Analytics 26 – 28 June 2024, Valencia, Spain
2024	"Eliciting and Retrieving the Feedback-Loop. Exploring Elicitation Interview Techniques for Detecting Algorithmic Feedback on Social Media
2024	and Cultural Consumption", 6th International Conference on Advanced Research Methods and Analytics 26 – 28 June 2024, Valencia, Spain
	"Surveillance capitalism and politics on Twitter" (with Guido Anselmi and Claudia Cantale), Convegno AssoComPol 2024: The new European public
2023	sphere, the crises and challenges of 'post-truth', Università di Catania, Catania, 30 May - 1 June 2024.
	"Mapping the impact of surveillance capitalism beyond privacy" (with Dario Pizzul and Emma Garavaglia), Public data for Social, Economic and
2023	Environmental Development, University of Scottish Universities Insight Institute, Glasgow, 25-26 2024.
	Invited Panellist: Convegno Ais: 'I dilemmi della società digitale'.
2023	Università di Milano-Bicocca, Milano, 13-14-15 December 2023. Panel: *Conoscenza, vita quotidiana e società digitale: nuove sfide teorico-metodologiche*
	Oral presentation: "Toward an age of affordances-based countersurveillance?" (with Ilir Rama), at the 9th STS Italia Conference 2023, 28-29th June, Bologna (Italy).
	Oral presentation: "The challenge of emergency remote teaching: the experience of Italian academics" (with Balestra E., Uboldi A., Goglio V.); AIS-EDU International mid-term Conference "Education as Commons. Democratic Values, Social Justice and Inclusion in Education, Palermo, 13-14-15 April 2023.
2023	Oral Presentation: "Digital Methods for Consumer Culture and Marketing Research"; *Research Innovation Workshops*, Bournemouth University, 10th January, UK.
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

2023	"Digital Methods for Consumer Culture and Marketing Research", Research Innovation Workshops, University of Gothenburg (Sweden), 10th of February 2023.
2023	Discussant: What is a meme, technically speaking? 8th June 2023, University of Milano.

2022	Oral Presentation: "Il capitalismo della sorveglianza: privacy e oltre". Auser Monza e Brianza, 1st December, Monza (ITA).
2022	Oral Presentation: "The Platformization of Consumer Culture". Strathclyde Business School (University of Strathclyde), 1st November 2022, Glasgow (UK).
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. (2024). *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

Caliandro, A., Gandini A., Bainotti L., Anselmi G. (2024). The platformization of consumer culture: a theoretical framework. *Marketing Theory*, https://doi.org/10.1177/14705931231225537.

Audy Martínek, P., **Caliandro**, A., & Denegri-Knott, J. (2023). Digital practices tracing: studying consumer lurking in digital environments. *Journal of Marketing Management*, 39(3/4), 244-274. https://doi.org/10.1080/0267257X.2022.2105385.

Caliandro, A. & Bennato, D. (2022). Cultural Machines: Unlocking the power of digital methods and computational techniques for understanding socio-cultural processes in digital environments. *Mediascapes Journal*, 20(2), I-VII, https://rosa.uniroma1.it/rosa03/mediascapes/article/view/18266.

Gaia, A., Garavaglia, E. & **Caliandro**, A. (2022). Il valore dei dati digitali: uno studio sui lavoratori anziani in Italia. *Salute e Società*, XXI(3), 26-46, DOI: 10.3280/SES2022-003003.

Bainotti, L., **Caliandro**, A., & Gandini, A. (2021). From archive cultures to ephemeral content, and back: Studying Instagram Stories with digital methods. *New Media & Society*, 23(12), 3656-3676. https://doi.org/10.1177/1461444820960.

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. https://dx.doi.org/10.1423/101848.

Caliandro, A. (2021). Repurposing digital methods in a post-API research environment: methodological and ethical implications. *Italian Sociological Review*, 11(4S), 225 – 242. https://dx.doi.org/10.13136/isr.v11i4S.433.

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

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 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*, 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. https://dx.doi.org/10.1405/94682.

Simunjak, M. & **Caliandro**, A. (2019), "Twiplomacy in the Age of Donald Trump: Disrupting or Constructing Digital Diplomacy?", *The Information Society*, 35(1), 13-25. https://dx.doi.org/10.1080/01972243.2018.1542646.

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. https://dx.doi.org/10.1108/SJME-03-2018-0011.

Caliandro A. (2018). Digital Methods for Ethnography: Analytical Concepts for Ethnographers Exploring Social Media Environments. *Journal of Contemporary Ethnography*, 47(5), 551-578. https://dx.doi.org/10.1177/0891241617702960.

Arvidsson, A. & **Caliandro**, A. (2016). Brand Public. *Journal of Consumer Research*, 42(5), pp. 727-748. https://dx.doi.org/10.1093/jcr/ucv053.

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Cossetta, A. & **Caliandro**, A. (2013), "La maternità nelle narrazioni online", *Ais Journal of Sociology*, 1/2013, pp. 79-101. ISSN: 2281-2652.

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.

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Book chapters

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Bratus, A., **Caliandro**, A., Caruso, F., Ceravolo, F. & Garda, M. (2023). "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. https://doi.org/10.4324/9781003200369. ISBN: 9781032060231; ISBN ebook: 9781003200369.

Garavaglia, E., **Caliandro**, A., Melis, G., Sala, E. & Zaccaria, D. (2023). "Contrasting ageism in research on older adults and digital technologies: A methodological reflection"; in A. Rosales, M. Fernández-Ardèvol and J. Svensson (eds.), *Digital Ageism: How it operates and approaches to tackling it*, London: Routledge. ISBN: 978-1-003-32368-6.

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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, *Proceedings of I-conference2021,* pp. 369-410. ISBN: 978-3-030-71291-4 / 978-3-030-71292-1. DOI: https://dx.doi.org/10.1007/978-3-030-71292-1_30. 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", DOI: 10.1007/978-3-030-78108-8_27. *Proceedings of 7th International Conference on Human Aspects of IT for the Aged Population, ITAP 2021, held as part of the 23rd International Conference, HCI International 2021*, pp. 361-378. In Lecture Notes in Computer Science, vol. 12786.

(including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics). ISBN: 978-3-030-78107-1.

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Caliandro, A. & Anselmi, G. (2019). "Mapping brand publics' social imaginaries on Instagram: how to use big data for exploring consumer culture", Proceedings of the *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. *Proceedings of the GFMC 2017: 2017 Global Fashion Management Conference at Vienna*, Vienna, Austria, 6th-9th July 2017, 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.

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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/.

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EDITORIAL ACTIVITIES

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

Ad hoc reviewer

2024	New Media & Society
2022	Information, Communication & Society
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

2022-present	*Digital Consumer Culture*, Department of Political and Social Sciences, University of Pavia
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

2024	Guest Lecturer in "Networks and Social Network Analysis", seminar for SIMA-SIM-BAM SCHOOL OF RESEARCH METHODS Summer School, Pontignano, 17–18 July 2023.
2023	*Director* of the *Summer School on Digital Methods for Critical Consumer Studies*, 24–28 July 2023, Villa del Grumello, Como, Italy. (Grant awarded by the Lake Como School of Advanced Studies - Summer School 2023)
2021	*Director* of the *Summer School on Digital Methods for Critical Consumer Studies*, 31 May – 4 June 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)

2016   Lecturer in "Big Data and Digital Methods for Marketing" for the Specialization course in "Human Resources and Organizations", Fondazione Istud Business School, Baveno (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)

2015   Lecturer of "Digital Methods for Marketing" for the Specialization course in "Human Resources and Organization" and "Marketing Management", Fondazione Istud Business School, Baveno (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