

NETNOCON24
Conference Program

Day 0 – May 28

Pre-Conference Drink and Get-Together!

18h00-20h30 – Aperitivo at GinO12, Gin Bar, Navigli district

For those of you who would like to meet and network before the conference, we have organized a pre-Conference drink and get-together at GinO12 (<http://www.officina12.it/gino12-en.html>), Alzaia Naviglio Grande, 12 (20144 Milan).

GinO12 is an experiential gin bar, nestled in the vibrant heart of the Navigli district, which is Milan's coolest hub of nightlife and bohemian charm!

If you would like to come along, please send us an email to info@netnocon.org by May 27. Please note that this is an informal event where attendees will purchase their own food/drinks.

We look forward to seeing many of you at GinO12!

Day 1 - May 29

Location: Università Cattolica del Sacro Cuore, Largo Agostino Gemelli 1, Milan. <https://www.unicatt.it/>

8h30 - 9h00 – Registration

9h00 - 9h30 – Welcome Address and Meet the Conference Team [Aula Pio XI – G 127]

9h30 - 10h00 – Plenary Session: “The future of netnography” [Aula Pio XI – G 127]

Session Chair: Aleksej Heinze

Scholarship recipients will deliver a one-minute introduction of themselves and of their work

10h00 – 10h30 – Plenary Session: Keynote Prof. Robert Kozinets [Aula Pio XI – G 127]

10h30 - 11h00 – Coffee break

11h00-12h30 – Full length presentations (Session 1) [Aula Pio XI – G 127]

Session Chair: Russell Belk

“Theorizing netnography & netnography for theorizing”

- 1) Brooks, G., Eckhardt, G., Parmentier, M.A., Producing Social Media Content to Achieve Netnographic Immersion.
- 2) Gambetti R., Kozinets, R.V., Turning Netnography into Taxonomy: Classifying Virtual Influencer Forms and Functions.
- 3) Kelleher, A.J.M., Kelleher, C., McCarthy, M., O'Raghallaigh, P., Post-Human Realities: An Exploration of Embodied Consumer Experience in Immersive Virtual Environments.

11h00-12h30 – Full length presentations (Session 2) [Aula G 111 Salvadori]

Session Chair: Rafael de Oliveira

“Netnography for acculturation: travel, geography, and technoculture”

- 1) Han, L., Wengel, Y., Unveiling the Dynamics of Temple Tourism among Chinese Youth: A Netnographic Exploration of Secular Pilgrimage.
- 2) Xie-Carson, L., Gretzel, U., Investigating daigou transborder shopping: A longitudinal, multi-phase netnography.
- 3) Cheah, C.,W., Ho, H.P., Surprise me with a pet in a blind box! Online pet trading from the legitimacy perspective.
- 4) De Simone, L., Campos de Oliveira, P., The energy that moves us: Using geo-netnography for mapping user's perceptions about sustainable energy and electric power distribution in South America.

12h30-13h30 – Lunch break

13h30 – 15h00 – Full length presentations (Session 3) [Aula Pio XI – G 127]

Session Chair: Liliana De Simone

“Netnography for shaping identities and subjectivities”

- 1) Mohamed, A., Silence identity in social media.
- 2) Kozinets, R.V., Liu, C., Nationalist Narratives: Gathering Political Identity and Consumption Insights from the Cross-Cultural Comparative Analysis of Social Media Traces.
- 3) Farias, M., Castilhos, R., Re-working the black female subjectivity on social media: navigating within African heritage and US-centered black empowerment.
- 4) Qian, S., Powell-Turner, J., Hancock, C., Who are we and how do we fit in? – Fostering international students' positive identity and sense of belonging in British society.

13h30 – 15h00 – Full length presentations (Session 4) [Aula G 111 Salvadori]

Session Chair: Rebecca Scott

“Netnography for capturing multifaceted parenthood”

- 1) Bridges, N., Facebook as a netnographic research tool: Exploring breastfeeding peer support on social networking sites.
- 2) Arora A., Belk, R., Integrating Multi-Sited Ethnography and Netnography: An Enquiry of Self-Love among New Mothers.
- 3) Scussel, F., Costa do Nascimento, T., The consumer temporary vulnerability process: theorizing from the case of mothers who can not breastfeed.
- 4) Smith, L., et al., Creating and maintaining norms and power relations on online sperm donation platforms: Preliminary findings from a digital ethnography.

15h00 – 15h30 – Coffee break

15h30 – 17h00 – Full length presentations (Session 5) [Aula Pio XI – G 127]

Session Chair: Aleksej Heinze

“Netnography for crafting digital entrepreneurship and leadership”

- 1) Sodha, S., Rosli, A., Li, X., Tabaghdehi, A., Exploring digital entrepreneurship success factors of an online influencer through a netnographic immersion.
- 2) Ciampa, I., Bardhi, F., Market-Enabled Consumer Creativity.
- 3) Duan, X., Wu, Q., Between Reality and Virtuality: Digital Entrepreneurs Engage and Manage Followers.
- 4) Romenti, S., Murtarelli, G., Colleoni, E., Digital Leadership in the Social Media Era: A Netnographic Analysis of CEO Strategies and Practices.

15h30 – 17h00 – Full length presentations (Session 6) [Aula G 111 Salvadori]

Session Chair: Diego Rinallo

“Netnographic journeys into consumer fantasies, escapes, and storytelling”

- 1) Vittadini, N., Netnography of algorithmic imaginaries.
- 2) Mulvey, M., Down the rabbit hole: Adventures in Reddit and the consequences of curiosity.
- 3) Scussel, F., Suarez, M., Petroll, M., The digital narratives regime: reproducing practices from extraordinary experiences' stories.
- 4) Chakraborty, A., Understanding the role of mindfulness retreats for escapism in tourism: An Exploratory study.

15h30 – 17h00 – Full length presentations (Session 7) [Aula G 129 San Paolo]

Session Chair: Ashleigh Logan-McFarlane

“Netnography for crisis management and coping”

- 1) Love, E., Somerhalder, M., The Era of Social Media and District Crisis Communication.
- 2) Nagarayan, D.V., Harnessing Real-Time Netnography and AI for Sustainable Marketing Strategies and Crisis Management: A Conceptual Framework.
- 3) Negri, F., Netnography for Crisis Communication Management and Recovery: the case of Chiara Ferragni.
- 4) Lloyd, K., A study of social media influencer's self management techniques to cope with online hate.

17h00 – 18h30 – Plenary Session: Interactive workshop 5-minute presentations [Aula Pio XI – G 127]

Session Chair: Ulrike Gretzel

“Netnography for exploring cultural territories”

- 1) Copland, S. Understanding the use of digital memes to develop co-created brand focused narrative transmission and transportation through storytelling.
- 2) Maton, A. Overtourism Alleviation Indicators as a Strategic Tourism Planning Tool for Sustainable Urban Tourism: A case study of Reykjavik.
- 3) López-García, Y., Exploring the postdigital lifeworlds of Latin American and Spanish migrant women on Facebook.
- 4) Kapareliotis, I. Website features and cultural elements: An investigation.
- 5) Lonardi, S., Understanding the evolution of sustainable travel behaviors: a netnographic analysis of an online community.

After-dinner gelato experience!

21h00-22h00 – Gelateria Crema, Brera district

After the works of the first conference day are concluded, we invite you to partake in a typical Italian post-dinner tradition – gelato!

We will meet in the charming Brera district, known for its romantic allure and cultural richness, at **Gelateria Crema** (<https://gelatocrema.com/>) in Via Fiori Chiari, 16 (20121, Milano) at 21h00.

Gelateria Crema is a famous ice cream place offering a wide array of flavors, including a vegan selection, all prepared with the finest selection of ingredients and Italian passion.

Please note that this is a second informal event where attendees will purchase their own food.

We hope to enjoy this amazing gelato experience with many of you!

Day 2 – May 30

9h00 – 10h30 – Full length presentations (Session 8) [Aula Pio XI – G 127]

Session Chair: Marie Kerekes

“Applying Netnography in Business and Education”

- 1) Rodriguez, L., Navigating Digital Realms: Unveiling Technology Appropriation through Netnography Exploration in Digital Service Startups.
- 2) Powierska, A., @JagiellonianUniversity, I have a question!. Brand auto-netnography on the example of the Jagiellonian University.
- 3) Marchowska-Raza, M., Kozinets, R.V., Pursuing a PhD with Netnography: Insights from Netnographic Doctoral Students.

9h00 – 10h30 – Full length presentations (Session 9) [Aula G 111 Salvadori]

Session Chair: Mariam Humayun

“Netnographic encounters with generative artificial intelligence”

- 1) Von Richthofen, G., Who is Creative, Now? Generative AI in Advertising.
- 2) Sorbino, F., Gaur, A., Tonini, D., Zerbini, F., Colm, L., Cirrincione, A., Between Images and Words: Deciphering Sentiment on Instagram through Multimodal Analysis using Generative AI.
- 3) Dimitrova, I., AI, is that you? Bank customers' experience of AI assistant in Metaverse: an immersive netnographic approach.

9h00 – 10h30 – Full length presentations (Session 10) [Aula G 129 San Paolo]

Session Chair: Lena Cavusoglu

“Netnography to support business practices”

- 1) Hu, L., Olivieri, M., Filieri, R., The role of social media and LinkedIn in B2B startups' marketing communications: A netnographic analysis.
- 2) Castellini, G., Fontana, M., Paleologo, M., Graffigna, G., Unveiling Dynamics of Quality Milk Discourse: A Social Media Analytics Exploration in the Dairy Industry.
- 3) Bellotto, M., De Luca P., Consumers' knowledge sharing about sustainable coffee. A netnographic research on an online coffee community of practice.

10h30 – 11h00 – Coffee break

11h00 – 12h00 – Plenary Session: Panel on “Looking toward the future of netnography” [Aula Pio XI – G 127]

Panel chair: Angela Beccanulli

Panelists: Russell Belk, Rachel Ashman, Lena Cavusoglu, Katie Lloyd, Magdalena Marchowska-Raza

12h00 – 12h15 – Plenary Session: Presentation of the special issue of *Futures* on “Netnographic Inspirations for Imagining Hopeful Futures” [Aula Pio XI – G 127]

Guest editors: Rossella Gambetti, Robert V. Kozinets, Ulrike Gretzel

12h15 – 13h30 – Lunch Break

13h30 – 15h00 – Full length presentations (Session 11) [Aula Pio XI – G 127]

Session Chair: Marie-Agnes Parmentier

“Netnography, AI, and Diversity: Immersions and Applications”

- 1) Kozinets, R.V., Ashman, R., Cyborg Thirst Traps: A Technovisual Auto-netnography of Generative AI Pornography.
- 2) Scott, R., Gretzel, U., The Netnographer’s Peripheral Vision: Exploring the Shadows of Agentic Bodies in Digital Representation.
- 3) Kozinets, R.V., Cavusoglu, L., Belk, R., Diverse Barbies on Diverse Platforms: Platform Comparative AI-Assisted Netnography.

13h30 – 15h00 – Full length presentations (Session 12) [Aula G 111 Salvadori]

Session Chair: Matteo Corciolani

“Methodological journeys and developments”

- 1) Marchowska-Raza, M., Immersion journal journey through social media brand community research.
- 2) Jakovac, M., Hobbs, L., Rowe, E., Gaps and opportunities: A scoping-review-style literature review of netnographic research into K-12 teachers’ agency and identity.
- 3) Leccio, B.J., Maniago, J., Crafting Methodological Rigor: A Framework for Netnography in Nursing Research.

15h00 – 15h30 – Coffee break

15h30 – 17h00 – Plenary Session: Interactive workshop 5-minute presentations [Aula Pio XI – G 127]

Session Chair: Robert Kozinets

“Consumer and Community focused Netnography”

- 1) Ribeiro, M.A., Netnography and the sick consumer on the internet.
- 2) Aksu Gungor, S., Alkaya, U., Ulker, G., Vasile, I., Grigoras, V., Harmony and Hurdles in ELNN Online Youth Community: The Encounter of Online Community Building and Online Ethnography.
- 3) Zagni, L.M., Pera, R., From Immersion to Invasion: a netnographic exploration of consumers’ responses’ to In-Game Advertising.

18h00 – 22h00 – Experiential Evening Event at La Cascina Cuccagna (Interactive labs and social dinner)

Cascina Cuccagna, Via Privata Cuccagna, 2/4 – 20135 Milano

<https://www.cuccagna.org/>

Day 3 – May 31 (Sant’Agnese building – via Sant’Agnese 2)

9h00 – 10h30 - Full length presentations (Session 13) [room SA O10 Barelli]

Session Chair: Chihling Liu

“Charting the extremes: netnographies of fandom, witchcraft and psychedelic cultures”

- 1) Ménard, F., Chartray, J., Etronnier, A., Lapierre, M., “Welcome [back] to New York”: Taylor Swift Fans Expressing their Loyalty on TikTok.
- 2) Rinallo, D., Mimoun, L., Zanette, M.C., “The digital plane and the astral plane have converged”: a longitudinal exploration of the witchcraft field combining netnography with in-person ethnography.
- 3) Bagna, G., Pera, R., Tripping Into Tomorrow: The Psychedelic Narrative within the Transhumanist Horizon in Consumer Culture.

9h00 – 10h30 - Full length presentations (Session 14) [room SA 115 Paolo VI]

Session Chair: Rachel Ashman

“Understanding contemporary influencer culture”

- 1) Costa do Nascimento, T., Morais, I., Scussel, F., Social Media Influencers as Socio-Economic Intermediaries in Beauty Consumption.
- 2) Scussel, F., Costa do Nascimento, T., From experience to monetization: the professionalization of social media influence process.
- 3) Naz, F., The Role of Instagram Influencers in Altering Brand Consumption: A Conflict Context Case.

9h00 – 10h30 - Full length presentations (Session 15) [room SA 116 Schuster]

Session Chair: Valentina Primossi

“Netnography for enhancing nursing and mental wellbeing”

- 1) Leccio, B.J., Maniago, J., Nursing in the Social Sphere: A Netnographic Study of Online Nursing Communities and their Impact on Professional Development.
- 2) Garwood-Cross, L., Influencing Health: A Netnography of Social Media Health Influencer Cultures.
- 3) Obispo-Salazar, K., Rozo-Bernal, V., Figueroa, P., Gómez, V., Cabas-Hoyos, K., Human and virtual influencers in Mental Health: A Netnographic Study.

4) Hoyland, C., Navigating care on the digital 'stage': Young people's online peer-to-peer support networks for mental health and wellbeing - unpacking ethical considerations in non-participatory netnography and researcher reflexivity.

10h30 – 11h00 – Coffee break [Courtyard on the ground floor]

11h00 – 12h30 – Full length presentations (Session 16) [room SA010 Barelli]

Session Chair: Robert Kozinets

“Exploring gaming and livestreaming”

1) Quadri M., Andreini, D., Live streamers and where to find them: roles and purposes in influencer marketing.

2) Humayun, M., Belk, R., Navigating Brave New Worlds: Spatial Constructs in the Metaverses of Animal Crossing and Axie Infinity.

3) Beccanulli, A., Auto-Mobile Ethnography to unveil destination images in tourism live-streaming netnography.

4) Walker, R., Translating Ethnography to Netnography in the Social Sciences.

11h00 – 12h30 – Full length presentations (Session 17) [room SA 115 Paolo VI]

Session Chair: Magdalena Marchowska-Raza

“Empowering diversity and addressing vulnerabilities”

1) Marnfeldt, K. “The word dementia is a stigma on its own”: a Netnographic Analysis of the Dementia Diaries."

2) Mattias, G., Bagna, G., Pera, R., Mind the Gluten: A netnographic study on trust in vulnerable consumers.

3) Primossi, V., Mulvey, M., Skyward inclusion: Transforming the aviation ecosystem for people living with dementia and their travel companions.

4) Santanni, M., Pera, R., Quinton, S., From stigma to being cool: Neurodiversity in social media.

12h30 – 13h45 – Lunch Break [Courtyard on the ground floor]

13h45 – 14h00 – Plenary Session: NETNOCON25 announcement [SA010 Barelli]

14h00 – 15h30 - Full length presentations (Session 18) [SA010 Barelli]

Session Chair: Rebecca Pera

“Navigating branding opportunities and tensions through netnography”

- 1) Almaghrabi, T., Heller, M., Chelekis, J., Memes in Marketing: A Study on the Legitimate Use of Internet Memes by Brands.
- 2) Biraghi, S., Gambetti, R., Cova, B., Fangame Netnography: When Brand Hijack Fosters Brand Revitalization.
- 3) Heinze, A., Malevicious, R., Serwanski, T., Netnographic insights into woke washing: how to increase the transparency in brand communications.
- 4) Arshad, M.H., Exploring why Brand Hate is expressed on Brand Publics.

14h00 – 15h30 - Full length presentations (Session 19) [room SA 116 Schuster]

Session Chair: Michael Mulvey

“Digital visibility and authenticity”

- 1) Sanyal, J., Consumer Visibility: How visibility dynamics shape identity in the SMI marketplace.
- 2) Corciolani, M., Exploring the Meaning of Authenticity in the Context of Global vs. Local Brand Positionings: A Semiotic Analysis in the Field of Popular Music.
- 3) Ahmed, I., Alwi, S., Asaad, Y., Visibility through clutter: How could brands cut through advertising clutter on Instagram?.
- 4) Campbell, V., Maximising social media engagement in the future: Building authentic relationships via Facebook. A not-for-profit case study.

15h30 – 16h00 – Coffee break [Courtyard on the ground floor]

16h00 – 17h30 – Plenary Session: Industry panel on “Developing cultural consumer insights and the challenges of AI” [SA010 Barelli]

Panel chairs: Silvia Biraghi & Rossella Gambetti

Panelists:

Carla Bastetti, Head of Strategy & Insights, Danone

Marco Fornaro, Chief Strategy Officer, MSL (Publicis Groupe)

Carola Lattuada, Innovation Expert & Trend Cult Leader, Kantar

Novella Sardos Albertini, Brand & Digital Marketing Director, Illycaffè

Giulia Sarti, Senior Marketing & Communications Manager, Huawei

17h30 – 17h50 - Plenary Session: “Netnography Enriched: Business Approach” [SA010 Barelli]

Irina Schneider, Senior Consultant Consumer Research & User Experience, Spiegel Institute

17h50 – 19h15 – Closing reception with aperitivo [Courtyard on the ground floor]