



NETNOCON 2025

The Global Netnography Conference

PROGRAM

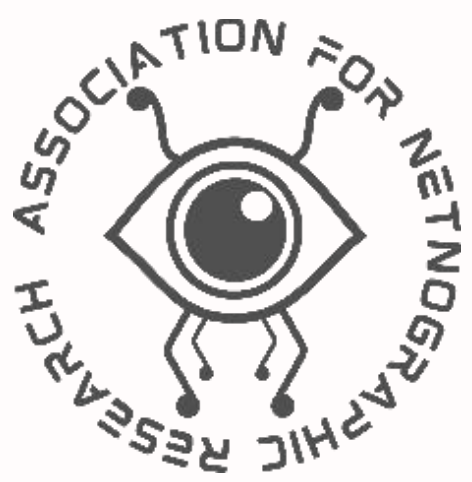
"Let's Get Creative!"

Marseille, France, May 28-30th 2025

KEDGE
BUSINESS SCHOOL



NETNOCON 2025 is organized by Association for Netnographic Research and hosted by KEDGE Business School, through the Center of Excellence Marketing & New Consumption and KEDGE Arts School



The Conference is proudly supported by Association for Netnographic Research, KEDGE Arts School, Labcom, Pacific University, Netnografica, BridgeGap, King’s College London and the City of Marseille.



NETNOCON 2025 CONFERENCE

THEME LET'S GET CREATIVE!

In 2015, the **Netnography: Redefined** book merged the idea of arts-based research with qualitative data analysis and representation in netnography.

Recommending new techniques such as imagining, visual abstraction, and “artifying”, the book recommended a variety of creative techniques for both understanding and representing netnographic research.

Ten years later, netnographers from around the world will meet in Marseille to explore, share, and discuss the experimental creative expressions that allow them to blend their science with art. At this Netnocon, we encourage presenters to study creativity and creative industries topics, analyze creatively, and imaginatively present and represent their research by combining a variety of forms and formats of research. These forms include poetry, videography, visual arts, music, storytelling, mythology, mask, plays, and limitless other cultural forms.

Our host city, Marseille, a cosmopolitan city, a door on the Mediterranean civilization, exudes creative energy that has been sizzling for centuries. Artistic legacy is evident in the prestigious modern art history of the Provence and French Riviera Region. Today, the city produces cultural content in various creative industries such as street and urban art, rap music, music festivals, fashion industry, movie industry, sport, and tourism.

A growing creative economy, fueled by new companies and innovation hubs in digital arts, design, and media, adds to its magnetism. The city offers major hybrid cultural third places such as La Friche de la Belle de Mai, the very first one launched in France in the 80's. The city's designation as the 2013 European Capital of Culture reinforced its creative spirit further, attracting artists from far and wide.

Incorporating all of these elements, Netnocon's 2025 theme will emphasize Marseille's rich counterculture full of creative vibes, making it an ideal location to explore themes at the intersection of arts, popular culture, creative industries, and technology.



NETNOCON 2025 CONFERENCE CHAIR & CO-CHAIRS



Chair

Professor Robert V. Kozinets develops methods and theories that are widely used around the world. His work aims to provide a human-centered understanding of technocultures as well as the social structures and passions that surround them. Netnography, his major innovation, is transforming research practices throughout industry and across the social sciences.



Co-Chair

Dr. Ulrike Gretzel is a Senior Fellow at the Center for Public Relations, University of Southern California and Director of Research at Netnografica. She has over 15 years of experience conducting academic and practice-focused netnographies, with topics ranging from the experiences of black vanlifers to the collective activism among fans of a Chinese TV drama.



Co-Chair

Rossella Gambetti is professor of branding and consumer culture at Labcom, Università Cattolica del Sacro Cuore in Milan. Her research focuses on emerging technocultural phenomena shaping contemporary branding and consumer culture. Rossella is a “netno-enthusiast” who conducted several netnographic explorations in the social media worlds.



Co-Chair

Aleksej Heinze is Associate Professor of Marketing at Kedge Business School. His work spans Digital Transformation, Digital Pedagogy, including Sustainable Digital Marketing and using digital transformation to build robust institutions to combat corruption.





Co-Chair

Maud Derbaix is Associate Professor of Marketing at Kedge Business School, France and Head of the Expertise Centre Creative Industries and Culture. Her research focuses on consumer behavior in the context of artistic and cultural activities, in particular music, cinema, live performances and heritage.



Co-Chair

Gregorio Fuschillo is Associate Professor of Marketing at Kedge Business School. His research interests focus on consumer culture, fandom studies, morality in the marketplace, and brands. His work has been published in journals such as Marketing Theory, Journal of Business Ethics, European Journal of Marketing, Journal of Consumer Culture, and Revue Française de Gestion.



Co-Chair

Anne Gombault is Full Professor of strategic management and Director of Kedge Arts School at Kedge Business School. Her research covers organizational identity, behavior, strategy and marketing of arts, culture, and creative industries in general. Her work has been published in France and internationally in academic journals and books.



Co-Chair

Romas Malevicius, Assistant Professor of Marketing (Lecturer) at King's College London, UK, is a digital artist passionate about marketing, sustainability, and education for sustainability (EfS). He is a business consultant with 10 years of experience in business and management education and community engagement.



Co-Chair

Lena Cavusoglu is an Assistant Professor of Marketing at Pacific University, US. Her research delves into transformative consumer research and consumer culture theory, with a particular focus on diversity, equity, and inclusion in marketing practices. She examines these issues within creative industries, including media (advertising, film, and social and digital media), entertainment, and fashion.



CONFERENCE

FULL PROGRAM

DAY 0 – MAY 27

OPTIONAL PROGRAM

3:00 - 5:00 **Guided tour in Marseille**

1. A historic tour of the Vieux Port neighbourhood Meeting point: in front of the Town Hall (Quai du Port, 13002 Marseille)
2. A street art tour of the lively Cours Julien and La Plaine areas Meeting point: outside the exit of Notre-Dame-du-Mont subway station (Rue 3 Frères Barthélemy, 13006 Marseille)
3. An architectural visit to the famous Le Corbusier building, La Cité Radieuse Meeting point: in front of the totem on La Cité Radieuse's esplanade (280 Boulevard Michelet, 13008 Marseille)

6:00 - 8:00 **Informal meet-up at the Baletti bar: pay as you go, drinks & tapas Pop Cor's, pop music group grounded in Corsica culture**

Adress: 18 Quai de Rive Neuve, 13007 Marseille



DAY 1 – MAY 28

LOCATION: **KEDGE BUSINESS SCHOOL LUMINY CAMPUS,**

Domaine de Luminy, Rue Antoine Bourdelle, 13009 Marseille

Along all the conference, we invite you on a culinary journey through Marseille, inspired by the city's Mediterranean and cosmopolitan identity. Each day, you'll explore some of the cultures that shape Marseille: Provençal, Greek, Moroccan, North African, and Armenian. Local creators, producers and caterers will offer you vegetarian and sustainable products, as well as local music. Welcome to planet MARS!

8:30 - 9:00 Registration and welcome drink - Auditorium (7.400)

9:00 - 9:30 **Welcome Address and Conference Overview** - Auditorium (7.400)

Alexandre de Navailles, *Chief Executive Officer*, **KEDGE Business School**

Prof. Katia Richomme-Huet, *Associate Dean Research*, **KEDGE Business School**

Netnocon Organizing Committee:

Prof. Aleksej Heinze, *member of the Marketing and New Consumption Centre of Excellence*, **KEDGE Business School**

Prof. Anne Gombault, *Director of* **KEDGE Arts School**, **KEDGE Business School**

9:30 - 10:00 **Plenary Session: Keynote Prof. Robert Kozinets** - Auditorium (7.400)

10:00 - 10:30 **Terre de Mars break, Provence sustainable food: local producer and caterer**

10:30 - 12:00 **Parallel sessions (Session 1)** - Room (7.204)

NETNOGRAPHY EXPANDED

Session Chair: Angela Beccanulli

1) Cova, B., Huaman-Ramirez, R., Heinze, A., The Netnographic Phenomenon: Analyzing Its Growth from Niche Method to Academic Brand.

2) Möller, A., Mancini, E., Fanini, L., Netnography as a support to the study of alien and invasive species': the story of Carpobrotus.

3) Powierska, A., Bogacz-Wojtanowska, E., Loska, K., Wrona, S., Let's Get Creative! Transformative Netnography in the Study of Tourism in Historical Cities.

4) Delli Paoli, A., D'Auria, V. — The digitalization of ethnography between possibility and threat.

10:30 - 12:00 Parallel sessions (Session 2) - Room (7.302)

BRANDSCAPES

Session Chair: Ross Gambetti

1) Sanyal, J., Fuschillo, G., Wanted dead or alive! Brand longevity and the kairological consumer timework.

2) Sabeur Cherif, R., Netnographic Analysis of Brand and Celebrity Implications in the Israeli-Palestinian Conflict.

3) Arshad, M., Kanwal, S., Cooray, H., Exploring the Negative Growth of an Episodic Brand through Brand Hate.

4) Arshad, M., Exploring the Contagiousness of Brand Hate on a Brand Public.

10:30 - 12:00 Parallel sessions (Session 3) - Room (7.304)

NETNOGRAPHIC EXPLORATIONS OF VARIEGATED INFLUENCERS

Session Chair: Maud Derbaix

1) Watson, A., Javornik, A., Molner, S., Campana, M., From Algorithms to Affluence: Finfluencers and Contemporary Wealth Narratives on Social Media.

2) Misci Kip, S., Özkan, S., Virtual Influencers in Türkiye: A Comparative Study of Meaning-Mirroring and Meaning-Shaping Interactions.

3) Ladendorf, M., Mohamed, A., Exploring #professorsontiktok: Scholars as Influencers.

4) Mohamed, A., UX Influencers: A Netnographic Qualitative Study on Human-Centered Design.

12:00 - 12:30 Plenary Session: Collaborative Creative Exercise – Introduction - Auditorium (7.400)

12:30 - 13:00 Scholarship Recipients Introduction

Session Chair: Alex Fenton

13:00 - 14:00 Provence Lunch (Terre de Mars, sustainable food: local producer and caterer) - HUB terrace

Music mix: Dancing Provence

14:00 - 15:30 Parallel sessions (Session 4) - Room (7.204)

ARTSCAPES

Session Chair: Michael Mulvey

- 1) O’Sullivan, S., Netnographic Transmutation: Transforming Digital Data into Art.
- 2) Kozinets, R.V., Immersive Art and Indigenous Meanings: Combining Museum Ethnography with a Netnography of the Meow Wolf Fan Wiki.
- 3) Zottola, E., Gioia, P., Gioia, C., “The Creation of the World is an Ordinary Day”: Physical and Virtual Cultural Encounters through Mail Art.
- 4) Pera, R., Fassone, R., Synesthetic Soundscapes: How User-generated Embodied Metaphors Transform Music into Multisensory Art.

14:00 - 15:30 Parallel sessions (Session 5) - Room (7.302)

INTERSECTIONAL NETNOGRAPHY FOR EMPOWERMENT

Session Chair: Fernanda Scussel

- 1) Asena-Salman, B., Female body power over patriarchy: A Netnographic study on the Turkish Women’s Volleyball League players’ Instagram images.
- 2) Fenton, A., Hardey, M., Ahmed, W., Boardman, R., Kavanagh, E., Tackling online gender violence: an action case netnography of football clubs and their fans.
- 3) Fenlon, G., Entrepreneurial Social Media Identities: An Intersectional Exploration.
- 4) Holanda, F., Patrocínio, G.K., de Souza-Leão, A.L., Misogyny and Resistance: Digital Gender Performativity in Women’s Football at the 2024 Olympics.

14:00 - 15:30 Parallel sessions (Session 6) - Room (7.304)

NETNOGRAPHIES OF IDENTITY AND COMMUNITY

Session Chair: Vanessa Campbell

- 1) Lascu, D.N., From heres vs. comes heres: A netnographic analysis of identity on the Eastern shore of Virginia.
- 2) Campbell, J., Tweet it like you mean it: Community Notes and the Construction of Accountability of X.
- 3) Mattias, G., Bagna, G., Pera, R., Rediscovering Connection: Investigating Brain Synchronicity Among Consumers in Artistic Performances.

15:30 - 16:00 Terre de Mars break, Provence sustainable food: local producer and caterer

16:00 - 17:30 Parallel sessions (Session 7) - Room (7.204)

EXPANDING THE NETNOGRAPHIC REPERTOIRE: TOOLS AND PRACTICES

Session Chair: Aleksandra Powierska

- 1) Mulvey, M., Drawing Insights: da Vinci-Inspired Visual Methods for Netnographers.
- 2) Cavusoglu, L., Gretzel, U., Kozinets, R.V., Incorporating Mobile Ethnography into Netnography: Experiences and Reflections from Research on Online Reviews.
- 3) Odoi, L., The Guided Immersion: Building Netnographic Skills to Generate Deep Data.
- 4) Borpujari, P., A Three-Mirrored Process: Immersion Journal, Social Media Traces, Scroll-Back Method.

16:00 - 17:30 Parallel sessions (Session 8) - Room (7.302)

IDENTITY AND VISIBILITY

Session Chair: Jag Sanyal

- 1) Derbaix, M., Gombault, A., Visual self-presentation on dating websites: Highlighting personal branding strategies through a netnographic approach.
- 2) Medici, B., Gambetti, R.C., Borghini, S., Navigating the “invisibility game”: Crafting self-care legitimacy on digital platforms.
- 3) Duan, X., Wu, Q., How Nobody Finds Road to Someone: A Goffman Perspective.
- 4) Wang, X., ‘My AI has a soul’: A netnography of AI romantic bloggers on the social media platform Xiaohongshu.

16:00 - 17:30 Parallel sessions (Session 9) - Room (7.304)

CODED CULTURE: AI AND HUMAN CREATIVITY

Session Chair: Aleksej Heinze

- 1) Bar-Gil, O., Netnography of Digital Creative Dialogues: Artist Agency and Machine Intelligence in the Era of Generative AI.
- 2) Audrezet, A., Vintage humans? An exploration of the rhetoric on “AI vs human” creative productions on social media.
- 3) Katzinski, A., Kulla, M., Coding with AI: Reenacting Programmer Perspectives on Generative AI.
- 4) von Richthofen, G., Köhne, S., Golf-Papez, M., Tool, Threat or Partner? Perspectives on Generative AI from Online Advertising Communities.

17:30 - 17:45 Short Break

16:00 – 17:30 Plenary session: Collaborative Creative Exercise – Mindmapping - Auditorium (7.400)

Session Chair: Ulrike Gretzel

18:00 – 19:00 Plenary session: Theory and Netnography Panel - Auditorium (7.400)

Session Chair: Robert Kozinets

Panel Members: Russell Belk, Bernard Cova, Lisa Peñaloza

DAY 2 – MAY 29

LOCATION: **KEDGE BUSINESS SCHOOL LUMINY CAMPUS,**

Domaine de Luminy, Rue Antoine Bourdelle, 13009 Marseille

8:30 - 9:00 Registration - Auditorium (7.400)

9:00 - 10:30 **Parallel sessions (Session 10)** - Room (7.204)

FEAR OF CONSUMPTION / CONSUMPTION OF FEAR

Session Chair: Diego Rinallo

- 1) Scussel, F., Priori, E., Nascimento, T., The Vulnerability Incubator: Exploring the Cycle of Fear Appeal on Social Media.
- 2) Biraghi, S., Beccanulli, A.A., Fear and Consumption: Recovering or Relapsing? Investigating #Fearfood Challenge in Social Media Dynamics.
- 3) Gretzel, U., Scott, R., Fear, creativity and consumption: A netnographic exploration of ameliorative consumption behaviors.
- 4) Mattias, G., Bagna, G., Pera, R., Bread or Dread? Trust and Fear Among Coeliac Consumers.
- 5) De Simone, L., Campos de Oliveira e Moura, P., “AI’ Not organic”: How Fear and Deception Are Shaping Ethical Consumer Perspectives in the Age of Artificial Intelligence.

9:00 - 10:30 **Parallel sessions (Session 11)** - Room (7.302)

DISCOURSES OF VALUES, MEANING AND IDENTITY

Session Chair: Nicole Bridges

- 1) Mishra, T., Salunke, P., Cavusoglu, L., Unravelling Cringe Culture: Understanding the awkward allure of cringe through identity signalling.
- 2) Glaser, A., Gruen, A., Amadou, L., Life crafting in part-time agricultural work.
- 3) Esposito, V., Addeo, F., Lenzi, F.R., "Exploring the Hikikomori Phenomenon: A Netnographic Study of Withdrawal and Identity in Contemporary Youth".

4) Addeo, F., D'auria V., Esposito, V., Notari, F., A Netnographic Study about the Incel phenomenon in Italy.

9:00 - 10:30 **Parallel sessions (Session 12)** - Room (7.304)

GREENING THE FEED: SUSTAINABILITY COMMUNICATION

Session Chair: Lucina Odoi

1) de Souza-Leão, A.L., Sampaio, A.C., Patrocinio, G.K., Tweeting Greenfluencing: Greta Thunberg's Digital Activism and Ethics of Shared Responsibility.

2) Wong, C., Investigating how social media can be used as a tool of influence that impacts consumer behaviour in adopting more sustainable fashion consumption choices.

3) Anderson, M., Creating a Plastic Revolution: A netnographic study of the global plastics treaty.

4) Kerekes, M., Douissa, S.B., Eco-friendly weddings: Practices, aesthetics, and values.

10:30 - 11:00 **Mama Rada Greek Massilia Break: inclusive Meet my Mama catering company**

11:00 - 12:00 **Parallel sessions (Session 13)** - Room (7.204)

SOCIAL MEDIA SUBCULTURES

Session Chair: Rachel Ashman

1) Bellafonte, S., TikTok and the Platformization of Commerce from below: Dynamics of Economic Sustainability Among "Popular" Families in Southern Italy.

2) Lichota, J., Wijnhoven, F., Creating the vibe around beer on social media – the case of Beergeeks group in the Netherlands (and beyond)

3) Fenton, A., Dangerfield, A., Mistri, V., Omoroyi, T., Purnam to Personas: A Netnographic Approach to Enhancing Equitable Education for International Postgraduate Students from the Global South.

11:00 - 12:00 **Parallel sessions (Session 14)** - Room (7.304)

INCLUSION IN MOTION

Session Chair: Lena Cavusoglu

- 1) Aduhene, E., Flying with wheels: A longitudinal netnographic study of creative solutions for accessible air travel.
- 2) Bagna, G., Mattias, G., Avallone, F., Satta, A., Calm Amidst Chaos: Navigating Air Travel for Individuals on the Autism Spectrum.
- 3) Copland, S., Mulvey, M., Marnfeldt, K., Primossi, V., Mapping the Terra Incognita: Archetypes and Intertextuality in Ageing Narratives.

11:00 - 12:00 **Parallel sessions (Session 15)** - Room (7.302)

POPULARIZING, IDEALIZING AND COMPARTMENTALIZING

Session Chair: Ulrike Gretzel

- 1) Marchowska-Raza, M., Almaghrabi, T., Compartmentalising Identity: A qualitative multiplatform study into how social media affordances shape consumers' perceptions of privacy on social media.
- 2) Ravveduto, M., Notari, F., The Mafiosphere: An Empirical Netnographic Investigation of Criminal Narratives Through TikTok.
- 3) Humayun, M., Virtual Republics: Charting the Ideologies of Network States.

12:00 - 13:30 **Greek Massilia Lunch: Mama Rada, inclusive Meet my Mama catering company)** - HUB terrace

Special issue announcement – Gregorio Fuschillo

Music mix : Massilia sound system

Group Netnocon Photo

13:30 - 15:00 **Parallel sessions (Session 16)** - Room (7.204)

INFLUENCER CULTURE AND FASHION

Session Chair: Marie Kerekes

- 1) Ashman, R., Thompson, K., Patterson, A., Imaginative Interventions: A New Materialist Perspective on the Ethics of Influencer Marketing.

- 2) de Souza-Leão, A.L., Patrocinio, G.K., Morais, M.J., Simplifying, Performing, and Laughing: How Digital Humor Influencers Shape Everyday Life.
- 3) Coskuner-Balli, G., Ertimur, B., Enrolling Creators: Platform Logics in the Digital Fashion Market.
- 4) Junaid, S., Creative Netnography: Exploring CRM Strategies for SMEs in Metaverse Fashion Communities.

13:30 – 15:00 **Parallel sessions (Session 17)** - Room (7.302)

MEMETICS AND METAVERSES

Session Chair: Mariam Humayun

- 1) Kozinets, R.V., Gambetti, R.C., “Surprise, Mr. Brand”: Doing Netnography of a Memetic (Counter-) Culture.
- 2) Almaghrabi, T., Heller, M., Chelekis, J., “We can’t have anything to ourselves”: Collective Creativity and the Communal-Commercial Tension around Internet Memes within Black Twitter.
- 3) Malekpour, M., Maurer, O., Basile, V., Baima, G., Shopping in the Metaverse: Consumer insights from Netnography.
- 4) Fenton, A., Lei, H., Zhang, Q., Qian, S., Lantern culture in the digital age: augmenting and reimagining festivals through virtual experience.

13:30 - 15:00 **Parallel sessions (Session 18)** - Room (7.304)

AUTONETNOGRAPHY, EMBODIMENT, AND IDENTITY

Session Chair: Isabella Ciampa

- 1) Garwood-Cross, L., Schrödinger's Diabetes: An autonetnography of social media health information seeking between identification of health concern and diagnosis.
- 2) Cheah, C.W., Gao, Q.Y., Decoding Overtourism in Xi’an: A Netnographic and Interview-Based Exploration of Market Dynamics and Sustainable Strategies.
- 3) Remond, F., Fashion, Video Games, and the Grotesque: An Auto-Netnographic Exploration.
- 4) Zanette, M.C., Connective spaces for auto(n)ethnographic transformations.

15:00 – 15:30 **Mama Rada Greek Massilia Break: inclusive Meet my Mama catering company**

15:30 - 17:00 **Art & Netnography - Plenary Session and Collaborative Art Experience** - Room (7.304) - break out activity to Room 7.204

Session Chair: Silvia Biraghi

Panel Members: Lena Cavusoglu, Paola Gioia, Stephen O’Sullivan

17:15 Transit to Gala Dinner venue (Mercedes vans transport provided)

18:30 - 00:00 **Gala dinner at the Rowing Club – casual chic dress code.**

Introduction, Anne Gombault, director of KEDGE Arts School

An idyllic setting offering breathtaking views of the Old Port of Marseille, along with a vegetarian menu that reinterprets local Marseille cuisine.

Music Mix: Life on Mars

Guillaume Fédou, guest artist, artistic director, DJ, and documentary music filmmaker, will offer a tailored sound experience focused on Marseille music.

Transport from Gala Dinner to hotel at the end on your own.



DAY 3 – MAY 30

LOCATION: **KEDGE BUSINESS SCHOOL LUMINY CAMPUS,**

Domaine de Luminy, Rue Antoine Bourdelle, 13009 Marseille

9:30 – 10:30 Plenary Session - Social media and corruption and video call with Bridge GAP project team - Auditorium (7.400)

Session Chair: Aleksej Heinze

10:30 – 11:00 Mama Zoubida Moroccan Break: inclusive Meet my Mama catering company - Auditorium (7.400)

11:00 – 12:30 Parallel sessions (Session 19) - Room (7.204)

POLITICS AND IDEOLOGIES IN SOCIAL MEDIA DISCOURSE

Session Chair: Anne Gombault

1) Kindarji, V., "Like a bunch of God damn hypocrites": The Impact of Canadian Political reddit on Second-Order Beliefs.

2) Türkel, S., Uzunoğlu, E., Akin, A., Bilbay, T., Thicker Understanding of Media: A Netnographic Study of Refugee Perceptions.

3) Galev, T., Vial, V., Jimenez, A., Marchetti, R., Stanziano, A., Heinze, A., Framing corruption: A comparative study during national election campaigns in Bulgaria, France and Italy.

4) Serwanski, T., Heinze, A., Malevicius, R., The exoticization of Eastern Europe: a postcolonial netnographic study of Western imaginaries.

11:00 – 12:30 Parallel sessions (Session 20) - Room (7.302)

FANDOMS AND PARTICIPATORY WORLDS

Session Chair: Gregorio Fuschillo

1) Ciampa, I., Understanding Brand Storytelling Co-Creation in League of Legends.

2) De Dominicis, E., Sailing Modern Viking Fanbases Without A Compass: How we can get in touch with nordic narratives and living history communities by means of Viking routes across times and geographies.

3) Hoeger, L., Lobanova, M., Lowrey, T.M., You're Not on Your Own, Kid: Online Communication Emboldens Offline Gift-Giving and Friendship.

11:00 – 12:30 Parallel sessions (Session 21) - Room (7.304)

FROM LOCAL DANCES TO DIGITAL INKSCAPES: MAPPING RESPONSIBILITY AND EXPERIENCE THROUGH NETNOGRAPHY

Session Chair: Robert Kozinets

1) Ruggiero, M., Toni, M., Pratesi, C.A., Mattia, G., Because there's no "B World": The contribution of an AI-based App to Responsible Behavior.

2) Zarrouk, I., Aguida, S., Exploring the rich depths of netnography in e-tourism research.

3) Ribeiro, M.A., Flor Ribeirinha: From folklore group to creativity, inclusion and economic impact.

4) Weber, S., Reimagining the Art of Personal Storytelling Through Interactive Multimedia Tattoos.

5) Luyen, T., Shabbir, H., Liu, H., Shukla, P., Michaelidou, N., A Theory of Goals as Practices.

12:30 – 12:45 Netnocon26 and Netnocon27 announcements - Auditorium (7.400)

12:45 - 14:00 Moroccan Lunch: Mama Zoubida, inclusive Meet my Mama catering company - HUB terrace

Music Mix Maghreb: "Electro Chaabi"

RELIGION AND SPIRITUALITY IN NETNOGRAPHIC IMAGINARIES

Session Chair: Rebecca Pera

- 1) Fuschillo, G., Sanyal, J., The Dude abides: Suffering, healing and... “f*ck it, Dude, let’s go bowling”.
- 2) Gambetti, R.C., Kozinets, R.V., Gretzel, U., Mourning, mystifying, and memorializing: the consumption of pets’ death on digital platforms.
- 3) Zanette, M.C., Rinallo, D., Mimoun, L., Kozinets, R.V., From secrecy to visibility: What social media affordances do to witchcraft.
- 4) Mattias, G., Bagna, G., Confession and Catharsis: A Study of Symbolism and Self-Exploration in Digital and Tangible Spaces.

14:00 – 15:30 Parallel sessions (Session 23) - Room (7.302)

BUILDING BETTER WORLDS

Session Chair: Magda Marchowska-Raza

- 1) Grellier Fouillet, C., Gombault, A., Bourgeon Renault, D., Using social media to build a lifestyle community. The case of tourism entrepreneurs.
- 2) Nelson, E., Innovative Approaches in Educational Leadership: Using Netnography and Visual Analysis to Explore Principals’ Professional Identity in a Socially Mediated World.
- 3) Campbell, V., Bridges, N., Condie, J., Strategic Communication with Heart.

15:30 – 16:00 Mama Zoubida Moroccan Break: inclusive Meet my Mama catering company - HUB terrace

Collaborative Creative Exercise Voting

16:00 – 17:30 Plenary Session - Visual Arts, Images & AI - (Auditorium room 7.400)

Masterclass: Stéphane Muntaner, author of points of view

Session chair: Anne Gombault, KEDGE Arts School

How can we approach visual creation in these areas from a particular angle? Perhaps by looking for other points of view to solve the equation. The city, the public space and urban iconography are all areas of exploration where new imaginations are invented and graphic signs are reinvented.

Stéphan Muntaner, born in Marseille in 1970, is a celebrated graphic designer and visual artist. After early studies in fine arts, he launched his career in 1990, blending Mediterranean flair with graphic precision. He co-founded the studio Tous des K in 1992 and later created C-KTRE. Known for iconic album covers for IAM and collaborations with artists like Akhenaton and Massilia Sound System, his work spans music, festivals, and international arts projects. Muntaner has earned major accolades, including a Victoire de la Musique and a Grand Prix Cap'Com. Since 2022, he's explored AI-driven creation and had a film selected for WAIFF in 2025.

17:30 – 19:00 **Closing reception with Armenian aperitif**

Collaborative Creative Exercise Closing

Music Mix : Pour toi Arménie

MARSEILLE

CREATIVE VIBES



As France's oldest city and a vibrant Mediterranean port, Marseille pulses with cultural richness, diversity, and a bold creative spirit. With over 2,600 years of history, the city blends ancient heritage with modern energy, drawing inspiration from Europe, Africa, and the Middle East.

Art and music thrive in every corner—from contemporary galleries in renovated warehouses to street art in the heart of the city. Marseille's cultural calendar is packed year-round, and May is the perfect moment to catch open-air festivals, seaside performances, and local markets brimming with colour and sound.

Whether you're wandering through its historic quarters, exploring its multicultural flavours, or watching the sun dip behind the Calanques, Marseille invites you to feel—not just see—its unique cultural vibes.

TRENDIEST NEIGHBOURHOODS

Notre-Dame-du-Mont (Cours Julien & La Plaine)

Vibrant and artistic, this neighborhood is a hub for Marseille's creative spirit. Stroll through **Cours Julien**, where colorful murals, artisan boutiques, and sunny café terraces give off a relaxed, cosmopolitan vibe. Enjoy live jazz or poetry readings at intimate venues like **L'Espace Julien** or sip a local wine at **Prov'Oc**.

For those curious about nightlife, **Le Molotov** occasionally hosts eclectic concerts, but the real charm here lies in its laid-back café culture and street art walks.



NOTRE-DAME-DU-MONT

WHERE TO HAVE A DRINK:

- **L'Alchimiste** – Warm and refined, this bar highlights local craft beers and regional wines alongside select house cocktails. The ambiance is chic without being flashy, and their generous tapas plates (think burrata, charcuterie, grilled vegetables) make it a great early evening stop.

📍 14 Rue des trois Mages, 13006 Marseille

- **Labo'n Heure** – A playful, science-themed bar serving creative drinks in beakers and flasks, paired with gourmet tapas like mini burgers and spicy croquettes. It's welcoming, eclectic, and ideal for casual drinks with character.

📍 49 A Rue des 3 Frères Barthélémy, 13006 Marseille

- **Paloma** – Trendy yet intimate, Paloma offers elegant craft cocktails, a curated wine list, and flavorful Mediterranean-style tapas in a vintage-inspired setting. A perfect place to unwind after the day.

📍 17 Rue André Poggioli, 13006 Marseille

WHERE TO EAT:

- **La Cantinetta** – A beloved trattoria offering fresh, authentic Italian cuisine in a warm setting with a popular terrace.

📍 24 Cours Julien, 13006 Marseille

- **Mariposas** – A beautifully curated, 100% plant-based restaurant blending Mediterranean and Latin American influences. Its elegant plates, cozy patio, and eco-conscious philosophy make it a must for vegetarians and curious foodies alike.

📍 102 Cours Julien, 13006 Marseille

- **Livingstone** – A stylish and contemporary restaurant known for its inventive, seasonal cuisine and curated wine list—perfect for a relaxed yet elegant evening.

📍 5 Rue Crudère, 13006 Marseille

[Other ideas of what to do in the neighbourhood](#)

[Link](#)



LE PANIER

Le Panier

Perched above the Old Port, **Le Panier** is Marseille's oldest neighborhood and one of its most picturesque. With its pastel-hued facades, cobbled alleyways, and creative spirit, it's like walking through a living postcard.

This historic quarter blends artisan workshops, independent galleries, and traditional cafés with a new wave of local designers and gourmet spots.

Spend a morning browsing studios or visiting the **Centre de la Vieille Charité**, then linger for an aperitif in a sun-dappled square.



WHERE TO HAVE A DRINK:

- **Bar des 13 Coins** – A cozy, authentic neighborhood bar with a friendly atmosphere, perfect for tasting local wines and craft beers. Often frequented by locals, it's a great spot to soak up the Panier spirit.

📍 45 Rue Sainte-Françoise, 13002 Marseille

- **7 VB Café** – A vibrant coffee shop with excellent coffee, fresh juices, pastries and healthy snacks. Ideal for a relaxed daytime break or a casual meeting spot within the neighborhood.

📍 9 Rue Caisserie, 13002 Marseille

- **Le Barjac** – A lively cultural bar that combines drinks with music and art exhibitions. Known for its creative programming and welcoming crowd, it's a hub for Marseille's alternative scene right in the heart of Le Panier.

📍 21 Place de Lenche, 13002 Marseille

WHERE TO EAT:

- **Chez Étienne** – A no-frills, Marseille institution known for its wood-fired pizzas and hearty Provençal classics. Unpretentious, lively, and very local.

📍 43 Rue Lorette, 13002 Marseille

- **Le Clan des Cigales** – A hidden gem offering seasonal Mediterranean cuisine in a cozy, hidden pathway. Warm service and refined dishes make it a top dinner spot.

📍 8 Rue du Petit Puits, 13002 Marseille

- **Marafiki** – A vibrant and welcoming restaurant serving authentic Congolese cuisine with rich, soulful flavors. Expect hearty stews, plantains, grilled meats, and a warm family-style atmosphere in the heart of Le Panier.

📍 34 Rue du Refuge, 13002 Marseille

[Other ideas of what to do in the neighbourhood](#)

[Link](#)



VIEUX-PORT

Vieux-Port

The Vieux-Port is Marseille's beating heart—historic, dynamic, and always full of life. Visit landmarks like **Fort Saint-Jean**, **La Grotte Cosquer** or the **MUCEM**, an architectural marvel bridging history and modern art.

By evening, the port's promenade is perfect for a scenic walk, followed by dinner at seafood institutions like **Le Miramar** or **Chez Michel**.

You'll also find a few refined cocktail lounges if you feel like extending the night.

WHERE TO HAVE A DRINK:

- **Rooftop Hotel Hermès** – Perched atop the Hotel Hermès, this stylish rooftop bar offers panoramic views over the Vieux Port and the city skyline. Ideal for sipping expertly crafted cocktails or a glass of chilled rosé at sunset.

📍 2 Rue Bonneterie, 13002 Marseille

- **O Fadoli** – A vibrant and welcoming bar known for its creative cocktails, friendly atmosphere, and a good selection of local wines and craft beers. A great spot to unwind in the heart of the Vieux Port.

📍 8 rue Neuve Sainte-Catherine 13007 Marseille

- **La Caravelle** – A Marseille institution with a prime location on the quays, combining a jazz club vibe with a wide range of wines, cocktails, and tapas. Perfect for an elegant yet relaxed evening by the water.

📍 34 Quai du Port (1st floor of Hôtel Belle Vue), 13002 Marseille

WHERE TO EAT:

- **Le Miramar** – Famous for its bouillabaisse, this classic seafood restaurant offers refined Provençal dishes with breathtaking views over the port.

📍 12 Quai du Port, 13002 Marseille

- **Une Table au Sud** – Michelin-starred, this elegant restaurant serves contemporary Mediterranean cuisine with fresh local ingredients and panoramic views of the Old Port.

📍 2 Quai du Port, 13002 Marseille

- **Le Quartier Libre** –A modern bistro focused on fresh, seasonal ingredients with a creative twist. This vibrant spot offers a convivial atmosphere just a short walk from the Vieux Port.

📍 13 Rue Glandeves, 13001 Marseille

Other ideas of what to do in the neighbourhood

[Link](#)



CINQ-AVENUES

Cinq-Avenues

A charming, leafy neighbourhood with a refined local feel, Cinq-Avenues is ideal for those who prefer a quieter cultural pace.

The majestic **Palais Longchamp** — with its art and natural history museums—is a must-see, surrounded by beautifully landscaped gardens.

After your visit, relax at a nearby wine bar or enjoy a dinner with locals at a quality brasserie. This area also hosts small cultural venues and arthouse cinemas for a more intimate evening.

WHERE TO HAVE A DRINK:

- **La Cane Bière** – A cozy bar specializing in a wide selection of local and international beers, perfect for beer enthusiasts seeking an authentic neighborhood spot.

📍 32 Boulevard Philippon, 13004 Marseille

- **La Fréquence** – A stylish cocktail bar offering a variety of signature drinks and tapas in a relaxed atmosphere, ideal for evening gatherings. Close by the Palais Longchamp

📍 83 Boulevard Longchamp, 13001 Marseille

- **Grisbi** – A unique venue combining a bar, restaurant, and art gallery, featuring a charming interior and a shaded terrace for enjoying drinks and light meals.

📍 20 Rue Bénédict, 13004 Marseille

WHERE TO EAT:

- **Vorace** – A modern, vibrant restaurant focused on creative Mediterranean cuisine with fresh, seasonal ingredients. Known for its welcoming atmosphere and inventive dishes.

📍 172 Boulevard de la Libération, 13004 Marseille

- **Marché Noir** – This trendy spot offers a contemporary take on Mediterranean and world flavors, emphasizing quality produce and bold seasoning in a stylish yet casual setting.

📍 235 Bd de la Libération, 13004 Marseille

- **La Table Marseillaise** – A beloved local restaurant specializing in traditional Marseille dishes with an emphasis on fresh seafood and regional recipes served in a warm, authentic environment.

📍 8 Av. des Chartreux, 13 Bd de la Blancarde, 13004 Marseille

Other ideas of what to do in the neighbourhood

[Link](#)



LA POINTE ROUGE

La Pointe Rouge (closest from KEDGE Luminy)

For a change of scene, head south to the sea. **La Pointe Rouge** is a beachside area where Marseille slows down.

During the day, take a stroll along the marina, or enjoy a coffee with a sea view. In the evening, seaside restaurants like stunning sunset views over the Mediterranean.

While there are a few lounge bars with live music or DJ sets, the vibe is more chic than clubby—ideal for an elegant aperitif or an after-dinner drink by the water.

WHERE TO HAVE A DRINK:

- **Le Bar des Amis** – A seaside bar and café known for its fresh, seasonal menu and live music on weekends, offering a relaxed atmosphere by the water.

📍 23 Avenue de la Pointe-Rouge, 13008 Marseille

- **The Red Lion** – A British-style pub with a large selection of beers and cocktails, live music, and a vibrant atmosphere, located near the beach.

📍 231 Av. Pierre Mendès France, 13008 Marseille

- **Amicacciu Pub** – A lively Corsican-themed pub featuring a warm atmosphere, great selection of drinks, and regular live events.

📍 7 Avenue de la Pointe Rouge, 13008 Marseille

WHERE TO EAT:

- **Le P'tit Jardin** – A charming restaurant set in a cozy garden atmosphere, offering a menu of fresh Mediterranean dishes made from locally sourced ingredients.

📍 12-14 Av. des Goumiers, 13008 Marseille

- **Pascal's Kitchen** – A modern bistro specializing in French Thai semi-gastronomic cuisine, blending delicate flavors with fresh, seasonal ingredients in a welcoming atmosphere.

📍 46 Av. de Montredon, 13008 Marseille

- **Rouge et Roche** – Located on the seaside, this charming spot offers refined dishes inspired by local flavors, perfect for a relaxed meal with sea views.

📍 46 Av. de Montredon, 13008 Marseille

Other ideas of what to do in the neighbourhood

[Link](#)



LES GOUDES

Les Goudes

At the very edge of Marseille, where the city dissolves into the Calanques National Park, Les Goudes feels like a secret Mediterranean village.

Known for its dramatic coastal views, rugged limestone cliffs, and tranquil harbor, this former fishing outpost is a favorite for those seeking authenticity, seafood, and sunsets.

It's a place where time slows down, ideal for scenic strolls along the rocky coast, boat watching, or enjoying a quiet glass of wine or craft beer with the sea as your backdrop.

WHERE TO HAVE A DRINK:

- **20 000 Lieues sous la Bière** – A cozy and welcoming bar with a maritime flair, offering a carefully curated selection of local and regional craft beers. It's the perfect stop after a seaside walk, blending a relaxed ambiance with great taste.

📍 12 Bd Alexandre Delabre, 13008 Marseille

WHERE TO EAT:

- **Chez Paul** – A local institution serving ultra-fresh seafood and fish soup in a rustic atmosphere. The terrace is perfect for long, lazy lunches by the sea.

📍 35 Rue Désiré Pelapat, 13008 Marseille

- **La Marine des Goudes** – Known for its generous seafood platters, grilled fish, and Provençal dishes, this harbor-side restaurant offers fresh Mediterranean fare with unbeatable sea views.

📍 16 Rue Désiré Pelapat, 13008 Marseille

- **La Capitainerie des Goudes** – Formerly Le Nautica, this beloved spot continues to deliver traditional Marseillaise cuisine in a laid-back portside setting. Bouillabaisse and catch-of-the-day dishes are house favorites.

📍 22 Rue Désiré Pelapat, 13008 Marseille

[Other ideas of what to do in the neighbourhood](#)

[Link](#)



LE VALLON DES AUFFES

Le Vallon des Auffes

Located 20 minutes away from the Vieux-Port, this postcard-perfect fishing port tucked beneath a 19th-century viaduct is pure Marseille magic.

Time seems to pause here. Enjoy an early evening walk followed by dinner et some of the city's finest seafood spots.

The atmosphere is romantic and timeless — just the sound of waves and glasses clinking in the soft Mediterranean night.

WHERE TO HAVE A DRINK:

- **Viaghji di Fonfon** – A stylish bar offering expertly crafted cocktails and a selection of tapas, perfect for enjoying a relaxed evening by the picturesque fishing port.

📍 140 Rue du Vallon des Auffes, 13007 Marseille

WHERE TO EAT:

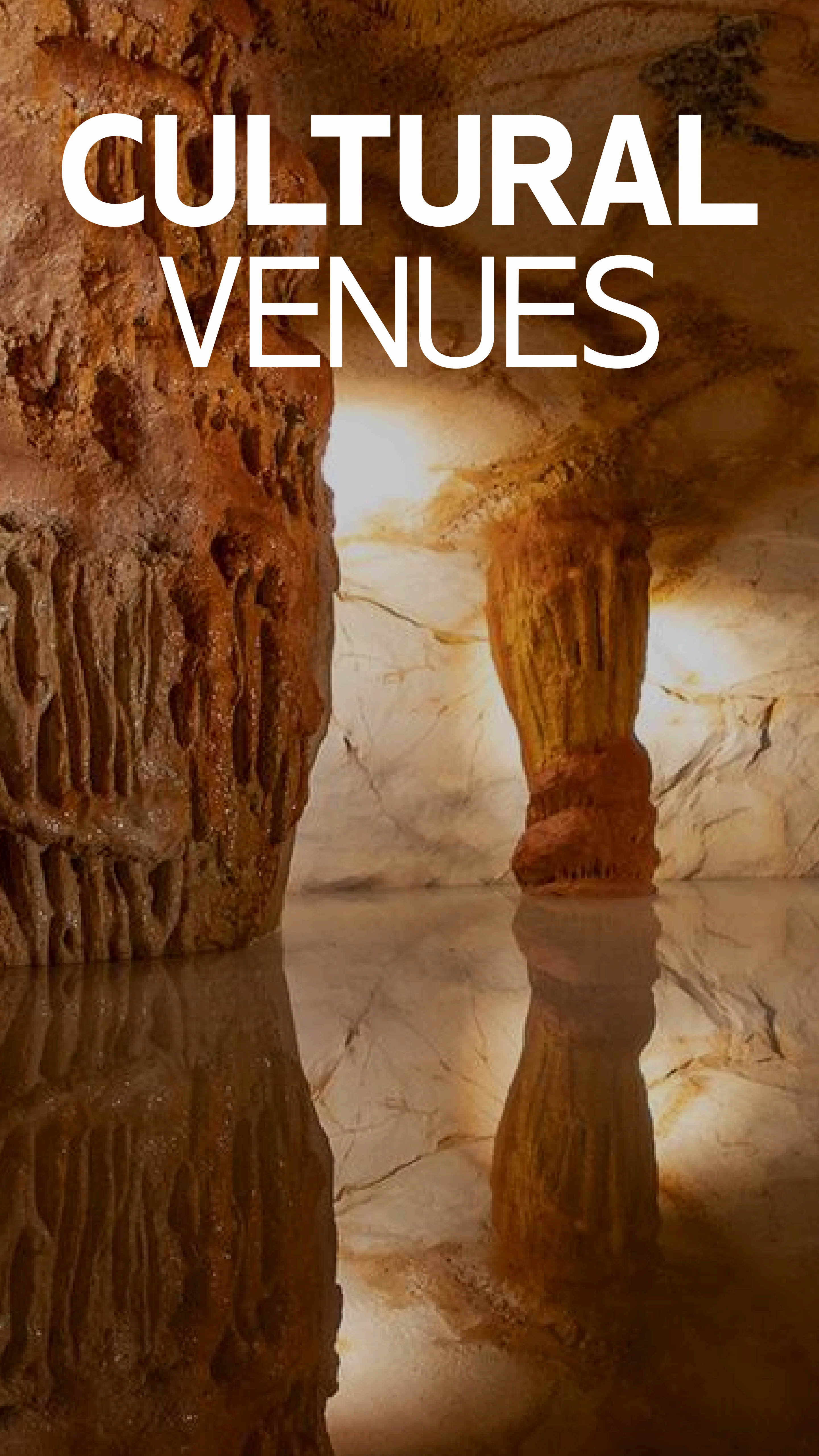
- **Chez Fonfon** – The quintessential seafood restaurant renowned for its authentic bouillabaisse and fresh Mediterranean fish, located right by the harbor with traditional Provençal charm

📍 140 Rue du Vallon des Auffes, 13007 Marseille

- **Chez Jeannot** – A historic pizzeria beloved by locals for its thin-crust pizzas cooked in a wood-fired oven, offering a warm, family-friendly atmosphere and traditional recipes passed down through generations.

📍 129 Rue du Vallon des Auffes, 13007 Marseille

CULTURAL VENUES



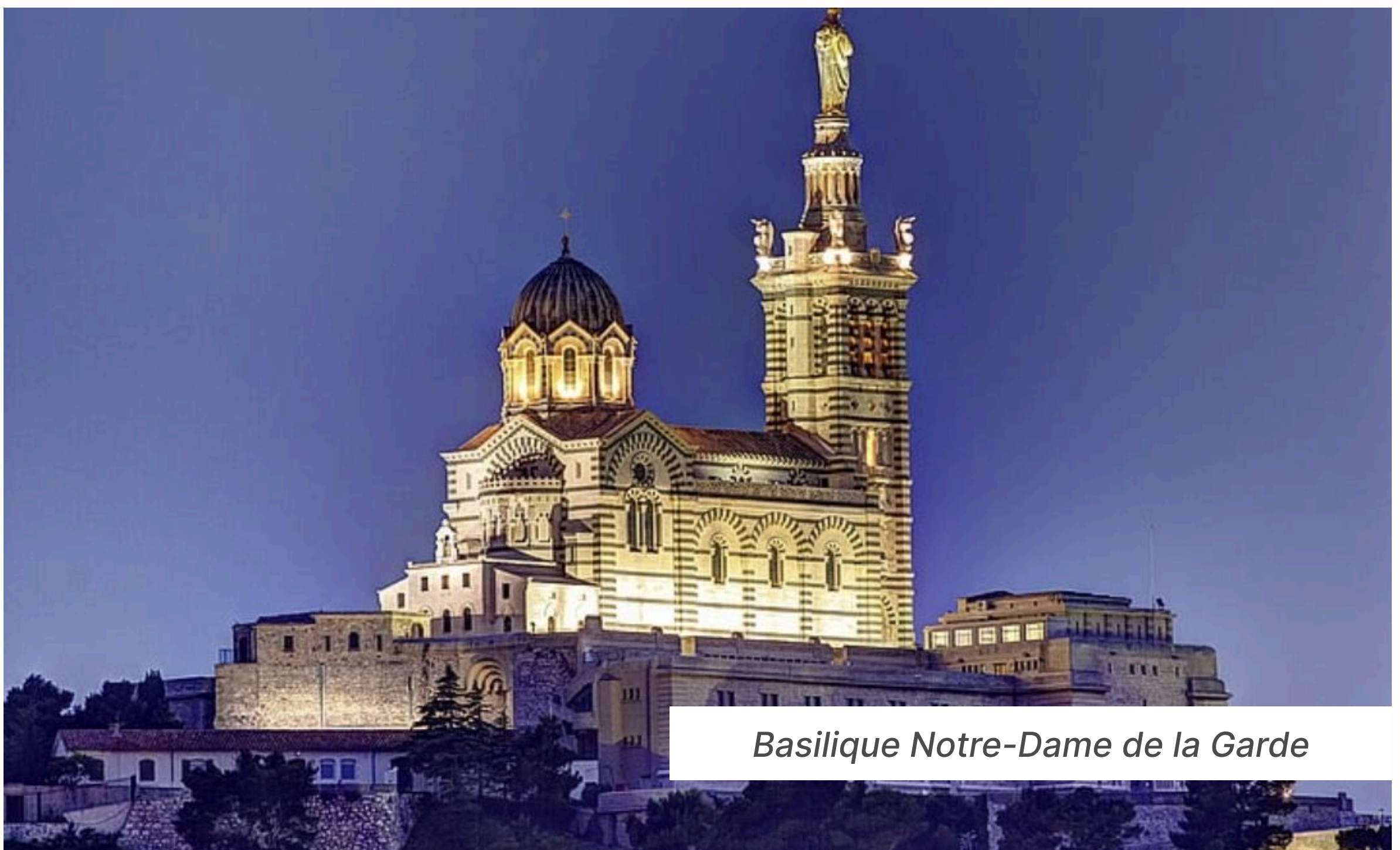
CULTURAL VENUES

With its rich history and vibrant arts scene, Marseille offers an incredible variety of cultural experiences.

It's impossible to cover everything, but here are some of the city's most iconic activities and must-visit cultural landmarks to help you make the most of your stay.

Basilique Notre-Dame de la Garde

Perched atop a hill, this iconic basilica is Marseille's spiritual symbol, offering stunning Byzantine architecture and panoramic views over the city and the Mediterranean.



Basilique Notre-Dame de la Garde

Le Mucem (Museum of European and Mediterranean Civilizations)

A striking modern museum on the waterfront, Mucem explores Mediterranean culture through multidisciplinary exhibitions combining history, archaeology, art, and anthropology.

Grotte Cosquer

Located near the Mucem, this underwater cave houses prehistoric cave paintings. Visitors can experience a virtual reality tour of the original site, offering a unique glimpse into early human art.



La Vieille Charité

A beautifully restored 17th-century hospice in the historic Le Panier district, now home to the Museum of Mediterranean Archaeology and the Museum of African, Oceanic and Amerindian Arts, along with temporary art exhibitions.

Opéra de Marseille

The city's historic opera house offers a rich program of opera, ballet, and concerts in an elegant 19th-century setting.

Frioul Islands

A short boat ride from the city, these islands offer nature trails, beaches, and historic forts, ideal for combining culture and outdoor adventure.

Palais Longchamp

An impressive 19th-century monument housing the Musée des Beaux-Arts (Fine Arts Museum) with classical and modern artworks, and the Natural History Museum. The surrounding gardens offer beautiful sculptures and fountains.

Cathédrale de la Major (La Major)

An imposing 19th-century cathedral blending Byzantine and Romanesque styles, located near the old port and the sea.

Musée Cantini

Specializing in modern art from the early 20th century, featuring works by Picasso, Matisse, Dufy, and other key figures of modernism.

La Friche la Belle de Mai

Formerly an industrial neighborhood and home to Marseille's old tobacco factory, La Belle de Mai has reinvented itself as a dynamic cultural enclave.

At its heart lies **La Friche la Belle de Mai**, a sprawling arts complex hosting contemporary art exhibitions, concerts, film screenings, a skate park, and one of the best rooftop terraces in town.

The area exudes a gritty charm, attracting creatives, artists, and locals seeking a different, more authentic side of Marseille.

Though still in transition, it's a fascinating place to explore for those interested in urban culture, street art, and alternative events.

Current exhibitions at La Friche de la Belle de Mai include the Âmes Vertes exhibition, questioning the relationships between humans, nature and art in the Anthropocene (until the 1st of June).



FRAC Sud – Cité de l'Art Contemporain

A contemporary art center featuring rotating exhibitions from its collection of over 1,000 works by international artists, housed in a striking building by architect Kengo Kuma.

Musée d'Art Contemporain (MAC)

Presenting 20th and 21st-century art with works by Jean-Michel Basquiat, Niki de Saint Phalle, and other notable contemporary artists.

Cinéplex Réformés

A modern cinema complex in central Marseille offering diverse film programming alongside cultural events and a rooftop terrace to enjoy the city skyline and a cocktail.

Theaters in Marseille

- **Théâtre National de la Criée** – Contemporary theater productions spanning classic and modern plays.
- **Théâtre du Gymnase** – Wide-ranging theater performances including drama and comedy.
- **Théâtre des Bernardines** – Diverse programming featuring local and international artists in an intimate setting.

Notable Music Venues:

- **Le Silo** – A large former grain silo turned concert hall, hosting major rock, pop, and electronic music performances with great acoustics.
- **L'Espace Julien** – A favorite live music venue with eclectic programming from jazz and blues to indie and world music.
- **Le Moulin** – Intimate venue known for jazz and blues concerts, popular among locals and visitors alike.