



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Laboratorio 7 - Digital Media Research

2122-3-E4001N107

Learning objectives

The Digital Media Research lab aims at introducing students to digital sociology by conveying the basic skills of some of the most popular digital research methods in contemporary sociological studies. The course aims to offer useful tools for a critical study of digital cultures and practices.

Contents

The digital media research lab introduces digital sociology with a focus on the study of digital cultures and practices (individual and collective), proposing some essential elements related to the construction of the research process and the related digital methods.

Detailed program

The course provides an overview of the main analyses and debates concerning the social and cultural consequences of digital media in society. The topic of Digital Media Research is explored from the perspective of digital sociology. The workshop aims at offering a set of skills to address the study of social and cultural dynamics mediated by digital media through the use of digital research methods. It will focus on issues related to: what types of research can be conducted in and through digital media, how to formulate digitally informed research questions, how to proceed with online data collection and systematic analysis. In the workshop the digital is analysed in relation to the cultures and practices that take shape through digital media. Issues such as the formation of identities and discourses in and through social networking sites (considering the importance of the visual dimension), the construction of online networks, the production of digital archives, the spread of memes and the relationship with the public sphere, and the digital economy will be addressed.

Prerequisites

Teaching methods

Lectures and exercises based on the digital research methods examined during the course

Assessment methods

Student presentations are planned.

Textbooks and Reading Materials

List of books, not compulsory:

Caliandro, A., & Gandini, A. (2019). *I metodi digitali nella ricerca sociale*. Roma: Carocci.

Gambetta, D. (2018) *Datacrazia. Politica, cultura algoritmica e conflitti al tempo dei big data*. Roma: D Editore.

Gianpietro, M., & Bracciale, R. (2019). *La politica pop online. I meme e le nuove sfide della comunicazione politica*. Bologna: Il mulino.

Maneri, M., & Quassoli, F. (2020). *Un attentato quasi-terroristico. Macerata 2018, il razzismo e la sfera pubblica al tempo dei social media*. Roma: Carocci.

The list is being updated. Specific reading materials will be indicated and provided during the lessons.
