DEPARTMENT
of COMMUNICATION
and SOCIAL RESEARCH

PhD IN
COMMUNICATION,
SOCIAL RESEARCH AND
MARKETING

SAPIENZA
Università di Roma

15-16 June 2021

What People
Leave Behind

INTERNATIONAL CONFERENCE

WHAT PEOPLE LEAVE BEHIND:
Marks, Traces, Footprints and their Significance for Social Sciences
ONLINE, 15-16 JUNE 2021

FILL OUT THE FORM TO PARTICIPATE:

https://forms.gle/bfL6XkCxoYtPfKac8

PROGRAM

DAY 1– TUESDAY, JUNE 15
(Central European Time)

2 PM– INSTITUTIONAL GREETINGS

Chair: Fabrizio Martire (Sapienza- University of Rome, Italy)

Maria Carmela Agodi, President of the Italian Sociological Association

Tito Marci, Head of the Faculty of Political Sciences, Sociology and Communication (Sapienza- University of Rome, Italy)

Alberto Marinelli, Chair of the Department of Communication and Social Research (Sapienza- University of Rome, Italy)

Antonio Fasanella, Coordinator of the Ph.D. in Communication, Social Research and Marketing (Sapienza- University of Rome, Italy)

3 PM– PLENARY SESSION
Chair: Lorenzo Sabetta (Sapienza-University of Rome, Italy)

KEYNOTE: Gabriel Abend (University of Lucerne, Switzerland):
 The Marks of a Decision

KEYNOTE: Hizky Shoham (Bar-Ilan University, Israel):
Trivial Justifications of Unmarked Rituals: "Primitive" Elements in Modern Culture

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4:45 PM– PARALLEL PANELS:

THE SPATIAL DIMENSION OF TRACES
Chair: Lorenza Parisi (Link Campus University, Italy)

Daniel Rose (Winston-Salem State University, USA):
Clues of Displacement: What Urban Renewal and Gentrification Have Left Behind in Winston- Salem, North Carolina

Daria Radchenko (Russian Academy of National Economy and Public Administration/ Strelka Institute, Russia):
Digital Anthropology and/or Digital Traces: Seeing the City Through the Eyes of Locals

Aluminé Rosso (Universidad Nacional de las Artes, Argentina):
What do Museums Visitors Leave Behind?

Scott Townsend (North Carolina State University, USA) and Maria Patsarika (American College of Thessaloniki, Greece):
Rethink/Remake: Expanding the Capabilities of "Cultural Probes" Through Interaction Principles for Long-Term Interventions in Communities

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TRACES AND THEIR MANY FACETS

Chair: Christian Ruggiero (Sapienza-University of Rome, Italy)

Nello Barile (IULM University, Italy) and Satomi Sugiyama (Franklin University, Switzerland):
Wearing Devices: What We Leave Behind and How it Shapes Us

Anne Monier (École Supérieure des Sciences Économiques et Commerciales, France):
Leaving a Trace: Donor Plaques as Physical Evidences of Generosity?

Gabrielle Martin (Rutgers University, USA):
"Damaged Goods:" The Sexual Assault Survivor as a Marked Social Identity

Anahí Viladrich (CUNY, USA):
Decrypting Sacred Traces: Veiled Forms of Latino Religiosity in New York City

Saryglar Syldysmaa and Spirina Anastasiia (Altai State University, Russia):
Foreign Migrants and the Host Community in Russia: Signs, Signals and Traces

TRACES, SURVEILLANCE, SECURITY, AND MORAL CONCERNS
Chair: Stefania Parisi (Sapienza-University of Rome, Italy)

Tatiana Lysova (University of Milano-Bicocca, Italy):
The Implementation of Video-Surveillance in Urban Spaces: Approaches of Surveillance and Security Societies

Seif Sekalala (Fort Hays State University, USA):
The Peril and Potential of Surveillance and Tracking Technologies in Developed and Developing Countries

Gianluca Bei (Sapienza-University of Rome, Italy):
"Discipline" and "Punish" in the Platform Capitalism: Users Control Through Digital Rating Processes

Mariella Nocenzi (Sapienza-University of Rome, Italy):
When the Footprint is a Carbon One. A Sustainable Paradigm for the Analysis of the Contemporary Society

Donatella Della Ratta (John Cabot University, Italy):
All That We Leave Behind and Vanishes. On the Enforced Disappearance of the Networked Image and Other Tales of Invisibility

Lorenzo Denaro (Sapienza-University of Rome, Italy):
The Power of Negotiation of Our Personal Datas

TRACKING POLITICS AND DEVICES: BETWEEN CONTROL AND AUTONOMY

Chair: Andrea Borghini (University of Pisa, Italy)

Enrico Campo (University of Milan, Italy):
Rethinking Attention Economy through Digital Traces

Ricardo A. Dello Buono (Manhattan College, USA):
Traces of International Mobility in Higher Education: What Does Cross-Cultural Academic Exchange Leave Behind?

James Hay (University of Illinois–Urbana-Champaign, USA):
On the Watch—Rewinding the Long History of Self-tracking in Regimes of Self-governance

Irene Psaroudakis (University of Pisa, Italy):
Alignment of Actions, Traces, and Networks. About an Anthropology of Lines for the Use of Mixed Methods

Emanuela Susca (University of Urbino, Italy):
Against the "Surveillance Capitalism": From Individual Strategies to Collective Action

Marina Vujnovic (Monmouth University, USA):
The Battle Over the "Right to be Forgotten": Digital Traces and the Political Economy of the Virtual

DIGITAL TRACES AS SOCIOLOGICAL OBJECTS

Chair: Enrica Amaturo (University of Naples-Federico II, Italy)

Davide Bennato (University of Catania, Italy):
Going Hunt the Tracks to Investigate Sociality. A Sociological Approach to Digital Traces

Marco Del Mastro (AGCOM, Italy):
What Citizens Really Know About Their Privacy Preferences. Are They Really Concerned or Indolent?

Biagio Aragona (University of Naples–Federico II, Italy):
Retracing Algorithms. How Social Research Methods Can Track Algorithmic Functioning

Giuseppe Tipaldo (University of Turin, Italy):
Media Research in the Digital Era: A Taxonomy of Objects and Techniques

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DAY 2- WEDNESDAY, JUNE 16

(Central European Time)

10 AM- PLENARY SESSION
Chair: Francesca Comunello (Sapienza-University of Rome, Italy)

KEYNOTE: Stefania Milan (University of Amsterdam, Netherlands)

KEYNOTE: Ilaria Pitti (University of Bologna, Italy):
How to Deal with Research Crumbs? Micro-Ethics at the Boundary Between Fieldwork and Everyday Life

11:45 AM- PARALLEL PANELS:

THE ROLE OF GOVERNMENT IN SHAPING MEMORY
Chair: Jill L. Tao (Incheon National University, South Korea)

Jill L. Tao (Incheon National University, South Korea):
Institutional Memory in Times of Change: the Cult of Personality versus the Technocratic State

Jesse W. Campbell (Incheon National University, South Korea):
Rules as Organizational Memory: Change and Evolution in the Public Sector

Hyejin Wang (Incheon National University, South Korea):
Happiness, Urban Environments, and Memory: The Case of Seoul, South Korea

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WHAT PEOPLE LEAVE BEHIND ONLINE
Chair: Simone Mulargia (LUMSA University of Rome, Italy)

Silvia Barbotto (University of Turin, Italy/ Universidad Autónoma de Yucatán, Mexico):
Traces of Facial Emanations in Multimedia Art

Gabriel-Constantin Nicola (University of Oradea, Romania):
Perspectives on the Relationship Between the Use of Video Games and the Learning Outcomes of Adolescents: Differences According to Gender and Socio-Economic Background

Vincenzo Romania (University of Padua, Italy)
Situated Sittlichkeit: Hermeneutics of Self-Externalisation and Ethics in the Web

Laura Arosio (University of Milan-Bicocca, Italy):
Running Through Traces and Documents: Running Maps & Running Art

Prend Kola and Isabella Mingo (Sapienza-University of Rome, Italy):
Consumer Generated Data and Brand Reputation: Sentiments, Emotions and Themes

Chiara Bernardi (University of Stirling, Scotland):
#Down Syndrome and Stereotypes: The imperceptible and, Yet, All Too Present Stereotyping of Learning Disabilities on Instagram

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DIGITAL PLATFORMS' TRACES

Chair: Giovanni Ciofalo (Sapienza- University of Rome, Italy)

Sarit Navon (Bar-Ilan University, Israel):
Tracing Mourning Footprints in a Digital Graveyard: Posthumous Facebook Profiles that Left Behind

Gaia Casagrande (Sapienza-University of Rome, Italy):
The (micro) Self-branding Practices on Social Media: Managing the Visible and Invisible Traces of Ourselves

Stefania Leone and Miriam Della Mura (University of Salerno, Italy):
Young SNS Users and Presentation of Self Between Volatility and Performance of Multimedial Content

Fiorenza Deriu (Sapienza-University of Rome, Italy) and Emilia La Nave (CNR, Italy):
Tools for Preventing Women from Gender Violence: NLP and Machine Learning Techniques to Classify Tweet Messages

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CHALLENGES OF INTERPRETATIVE TRACING: MOMENTS, MATERIALS AND MEANINGS
Chair: Tilo Grenz (University of Vienna, Austria)

Keith Robinson (Griffith University, Australia):
Tracing Indigenous Australian Songlines

Andrea Ploder (Konstanz University, Germany):
Interpretive Tracing in Historical Praxeology

Julia Wustmann (Dortmund University, Germany):
Scars as Traces – Negotiations of the (Il)Legitimacy of Aesthetic-Plastic Body Modifications

Paul Eisewicht (Dortmund University, Germany):
Traces of Competent Belonging

Tilo Grenz (University of Vienna, Austria):
Digital Traces as Process-produced Data: Grasping the Processual Nature of Cyberattacks

ALGORITHMS AND TRACES

Chair: Massimo Airoldi (EM Lyon Business School)

Stefano Agostini, Giovanna Gianturco (Sapienza-University of Rome, Italy) and **Peter Mechant** (Ghent University, Belgium):
Investigating Exhaust Data in Virtual Communities

Edmondo Grassi (University of RomaTre, Italy):
Me and the Algorithm. Ethical Mutation in the Era of Artificial Intelligence

Ana Pop Stefanija and Jo Pierson (Vrije Universiteit Brussel, Belgium):
Whose Traces are These? On Algorithmically Constructed Identities and Taking Oneself's Identity and Data Agency Back

Nicola Martellozzo (University of Turin, Italy):
Training Algorithms Through a Global Game reCAPTCHA as a GWAP for the Digitalization of Human Knowledge

Sebastian Bähr (Institute for Employment Research, Germany), **Georg-Christoph Haas** (University of Mannheim, Germany), **Florian Keusch** (University of Mannheim, Germany), **Frauke Kreuter** (University of Maryland, USA), **and Mark Trappmann** (University of Bamberg, Germany):
Social Networks on Smartphones. Congruency of Online and Offline Networks and their Effect on Labor Market Outcomes

Justyna Salamońska (University of Warsaw, Poland):
From Paper Letters to Digital Traces – Reflections on Following International Migration and Mobility

2.30 PM– PARALLEL PANELS:

MARKS, TRACES, AND FOOTPRINTS: SOME CASE STUDIES
Chair: Lorenzo D'Orsi (University of Catania)

Hynek Jerabek (Charles University, Czech Republic):
Trials that the Columbia Methodological School Left Behind in Post-War Europe

Amanpreet Randhawa (Punjabi University, India):
Critical Analysis of the Role of Mass Media in Understanding the History of India

Nitsa Dori (Shaanan Academic College, Israel):
Children's Toys and Games during the Shoah, as Reflected in Five Hebrew Books

Ratna Okhai (University of Central Florida, USA):
Government 3.0 and Service Provision: Examples of the Republic of South Korea

Antonio Momoc (University of Bucharest, Romania):
Oral History Interviews with Romanian Protesters. Traces and Footprints they Leave Behind on the Internet

Aysu Arsoy (Eastern Mediterranean University, Cyprus):
Reading Colonialism Through Trashed Artefacts: Made in Hong Kong Enamel Tray(s) at Famagusta, Cyprus

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EPISTEMOLOGY, METHODOLOGY AND TRACES

Chair: Silvia Cataldi (Sapienza- University of Rome) and Paolo Parra Saiani (University of Genoa, Italy)

Robin Porsfelt (Copenhagen Business School, Denmark):
Smoke and Fire: Indicative Reasoning under Conditions of Uncertainty

Marina Yesipenko (Charles University, Czech Republic):
Image Schemas: The Unperceived Communicative Clues to Global Meaning-Making

Gabriella Rava (Charles University, Czech Republic):
Traces and their (In)Significance

Giuseppe Michele Padricelli, Gabriella Punziano (University of Naples Federico II, Italy), and Barbara Saracino (University of Bologna, Italy):
Netnography and Digital Ethnography for a Comparison Between Virtual and Digital Methods in Social Research

Barbara Sonzogni (Sapienza-University of Rome, Italy):
Sentiment Analysis and "Personal Influence". A Theoretical and Methodological Comparison

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DIGITAL TRACES AND FOOTPRINTS AS STRATEGIC RESEARCH MATERIALS. BIG DATA AND SMALL DATA: BETWEEN AWARENESS AND RECURSIVITY

Chair: Alessandro Gandini (University of Milan, Italy) **and Guido Di Fraia** (IULM University, Italy)

Davide Bennato (University of Catania, Italy):
From Research to Investigation. Digital Traces and their Use in Data Journalism and OSINT

Nicoletta Vittadini (Catholic University of the Sacred Heart in Milan, Italy):
Digital Footprints, Algorithmic Media and Narrative Models of Social Media Users

Alberto Cossu (University of Leicester, England):
The Digital Traces of Crypto-Finance

Sara Monaci (Polytechnic University of Turin, Italy):
Digital platforms' affordances, dilemmas and potentials in the context of countering violent extremism social media campaigns

Elisabetta Risi and Riccardo Pronzato (IULM University, Italy):
Algorithmic prod-users. An empirical research on young users' generated contents on Facebook and Instagram

OLD CRIMES CAST LONG SHADOWS. WHAT COLONIAL VIOLENCE LEFT BEHIND

Chairs: Giovanna Leone (Sapienza-University of Rome, Italy) and Laurent Licata (Université Libre de Bruxelles, Belgium)

Rosa Cabecinhas (CECS/Universidade do Minho, Portugal):
Historical Education, Cultural Memory, and Gender Asymmetries: The Erased Traces of Women in the Visual Representations of the Colonial Past

Stefano Migliorisi (Sapienza-University of Rome, Italy):
From Silence to Shock: The Ambivalent Traces of the Colonial Invasions in Italian History Textbooks

Isora Sessa, and Alessia Mastropietro (Sapienza-University of Rome, Italy):
I Can See it on your Face: Aware and Unaware Traces of Emotional Reactions When Getting to Know Silenced Italian Colonial Crimes

Giovanna Leone, Alessia Mastropietro, Stefano Migliorisi, Rosa Maria Pazienza (Sapienza-University of Rome, Italy), **and Laurent Licata** (Université Libre de Bruxelles, Belgium)
The Bittersweet Taste of Colonial Times: Everyday Objects as Reminder of Silenced Italian Colonial Wars

DIGITAL FOOTPRINTS AND PERSONAL RIGHTS: WHERE IS LEGAL RESEARCH GOING?
Chair: Paola Marsocci (Sapienza-University of Rome, Italy)

Paola Marsocci (Sapienza-University of Rome, Italy):
Footprints, Data Economy and People Permanently at Work

Maria Romana Allegri (Sapienza-University of Rome, Italy):
The Right to be Forgotten in the Digital Age

Emma Garzonio (Sapienza-University of Rome, Italy)
The Transparency of Algorithms: Objectives and Implications of the Reform of
the European Digital Space

Simone Calzolaio (University of Macerata, Italy)
Ubi Data, Ibi Imperium: Public Law at the Stake of Data Localization

Marina Pietrangelo (CNR, Italy)
The Open Public Data between Transparency and Privacy

4.45 PM– PLENARY SESSION

KEYNOTE: Jeffrey Guhin (UCLA, USA):
Spooky Action at a Temporal Distance: Switchmen, Remnants, Repression,
and Ghosts

Francesca Comunello, Fabrizio Martire, and Lorenzo Sabetta (Sapienza-
University of Rome):
Concluding Remarks

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