

PIC·AIS

Sezione Processi e Istituzioni Culturali
dell'Associazione Italiana di Sociologia



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Media industries and grassroots cultural production in the digital era

Meeting between young Italian researchers and European scholars

September 20, 2012

Room: C012

Università Cattolica del Sacro Cuore, Via Carducci 28/30 Milano

Local event co-sponsored by Cost Action ISO906 together with PIC-AIS (Italian Association of Sociologists of Communication and Culture)	Board of discussants: Nico Carpentier (Free University of Brussels), Sonia Livingstone (London School of Economics), Peter Lunt (University of Leicester), Kim Schrøder (Roskilde University)
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Welcome introduction - 9:00

Fausto Colombo, Università Cattolica di Milano

Session 1 - 9:30 - 11:00

Discussant: **Sonia Livingstone, Nico Carpentier**

Giulia Airaghi, Università Cattolica di Milano

Participation and responsible consumption in the practice of contemporary

Angelo Jonas Imperiale, Università di Udine

Empathy and New Media: L'Aquila post-quake situation

Arianna Mainardi, Andrea Mangiatori, Marina Micheli, Francesca Scenini, Università degli Studi Milano Bicocca

Gender and geekness in online consumption and participation: results from a survey

Alessandra Micalizzi, Libera Università di Lingue e Comunicazione (IULM)

Video-memorials: a case of emotional grassroots culture

Session 2 - 11:30 - 13:00

Discussant: **Peter Lunt, Kim Schrøder**

Stefania Carulli, Sapienza Università di Roma

Non-profit 2.0 between social network and social capital

Mattia Gangi, Serena Gennaro, Christian Ruggiero, Sapienza Università di Roma

Participatory culture and collective satire: the Spinoza.it case

Mario Orefice, Università di Urbino

Structure of Communications and Narrative Construction of Social Movements within Social Networking Sites: Purple People's experience

Alessandro Porrovecchio, Università degli Studi di Torino

"I wanna be like Sailor Moon". Media and gender socialization process