

## PERSONAL INFORMATION



**Name and surname** Massimo Airoidi

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**Sex** Male | **Date of birth** 17/11/1988 | **Nationality** Italian

## WORK EXPERIENCE

Nov 2015 – Present

**Visiting PhD student**

Department of Sociology, University of Amsterdam

*Developing and presenting PhD research project*

**Business or sector** Sociology and social research

Sep 2015 – Present

**Researcher and Blogger**

Public Opinion and Media Lab (POMLAB), Università degli Studi di Milano

*Qualitative and quantitative online social research, blogging.*

**Business or sector** Sociology and social research

May 2015

**Visiting PhD student**

Centre for Consumer Science, University of Gothenburg

*Studying music reception patterns through social networking site Instagram*

**Business or sector** Sociology and social research

Jan 2014 – Present

**PhD candidate in Sociology and Methodology**

NASP-GSSPS, Università degli Studi di Milano

*Developing a 3-years research project about cultural consumption and social media*

**Business or sector** Sociology and social research

May 2011 – Present

**Researcher and Blogger**

Centro Studi di Etnografia Digitale, [www.etnografiadigitale.it](http://www.etnografiadigitale.it)

*Qualitative and quantitative online social research, blogging.*

**Business or sector** Sociology and social research

Sep 2010 – Mar 2015

**Freelance Writer**

Fiera Milano Media SpA, P.le Carlo Magno 1, 20149, Milan.

*Writing and editing press articles for Italian magazines "Mixer", "Night Life Magazine", "Beverage & Grocery".*

**Business or sector** Media

May 2011 – Sep 2013

**Web Analyst**

Viralbeat, via Lomazzo 29, 20154 Milano.

*Qualitative and quantitative online market research, data interpretation, client presentations*

**Business or sector** Market research

## EDUCATION AND TRAINING

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- Aug 2015 Summer School**  
Essex Summer School in Social Science Data Analysis 2015  
Courses: “Quantitative Text Analysis”, “Mathematics”
- Sep 2010 – Dec 2012 Master Degree (110/110 cum laude)**  
“Scienze Sociali per la Ricerca e le Istituzioni” (Social Sciences and Social Research), Università degli Studi di Milano, Faculty of Political Sciences
- Jan 2012 – Jun 2012 Erasmus Programme**  
Aarhus Universitet, Department of Political Science and Government, Aarhus, DK
- Sep 2011 Summer School**  
“Digital Ethnography – Augmented Weekend” (Centro Studi di Etnografia Digitale, in collaboration with Università degli Studi di Milano and Copenhagen Business School)
- Aug 2011 Summer School**  
“New Media, New Mediterranean” (Societing.org, in collaboration with Università degli Studi di Milano and Copenhagen Business School)
- Sep 2007 – Mar 2010 Bachelor Degree (110/110 cum laude)**  
“Comunicazione e Società” (Communication and Society), Università degli Studi di Milano, Faculty of Political Sciences.
- Mar 2007 First Certificate in English - FCE (Grade “B”)**  
Cambridge University

## ACADEMIC EXPERIENCE

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Conferences, publications,  
teaching activities,  
seminars

- “The mediatization of politics in the new Hybrid media environment” (conference paper, with Rossella Rega and Sergio Splendore)  
AssoCompol 2015 Conference “La comunicazione come risorsa democratica”  
Università degli Studi di Salerno, Department of Political, Social and Communication Sciences  
(Dec 2015, 10-12)
- “Crowds and Value. Italian Directioners on Twitter” (published on Information, Communication & Society, with Adam Arvidsson, Alessandro Caliendo, Stefania Barina)  
DOI: 10.1080/1369118X.2015.1064462  
(Jul 2015, 28)
- “Applied Digital Methods” (lectures)  
Università degli Studi di Milano, Faculty of Social and Political Sciences  
Course in Communication Research  
Prof. Sergio Splendore  
(Jun 2015, 5-12)

**“Cultural consumption and empirical research” (lectures)**

Università degli Studi di Milano, Faculty of Social and Political Sciences  
Course in Communication Research  
Prof. Ferruccio Biolcati  
(Apr 2015, 29-30)

**Teaching Assistant**

Università degli Studi di Milano, Department of Social and Political Sciences  
Course in Communication Research  
Prof. Ferruccio Biolcati, Sergio Splendore  
(Mar 2015 – Jun 2015)

**Teaching Assistant**

Università degli Studi di Milano, Department of Social and Political Sciences  
Course in New Media and Communication  
Prof. Adam Arvidsson  
(Mar 2015 – Jun 2015)

**“Networked Society and Digital Media” (lecture)**

Università degli Studi di Milano, Faculty of Social and Political Sciences  
Course in New Media and Communication  
Prof. Adam Arvidsson  
(Apr 2015, 10)

**“Nuovi Media e Società in Rete” (seminar)**

“Conessioni” meeting  
Liceo G. Galilei, Gozzano (NO)  
(Mar 2015, 19)

**Master thesis co-supervisor**

“L’opposizione ai vaccini sul web, fra attivismo e informazione: il caso Comilva”  
Michele Bellone, supervisor Prof. Alessandro Delfanti  
Master in Science Communication, Scuola Internazionale Superiore in Studi  
Avanzati, Trieste  
(Feb 2015, 19)

**“L’immaginario musicale su YouTube: il caso della musica anni Ottanta in Italia”**

(conference paper, with Alessandro Gandini and Davide Beraldo)  
IASPM Italia Conference “Cosa resterà degli anni Ottanta? La popular music e il  
jazz in Italia tra il 1980 e il 2000”  
Parma, Conservatorio “Arrigo Boito”  
(Feb 2015, 13-14)

**“Youtube and the user-generated music categories” (conference paper, with  
Alessandro Gandini and Davide Beraldo)**

IASPM International Conference “A long way to the top: the Production and  
Reception of Music in a Globalized World”  
Erasmus University Rotterdam, Erasmus School of History, Culture and  
Communication  
(Nov 2014, 6-7)

**“Ethnography and the Digital Field: between Text and Context” (conference  
paper)**

ESA Midterm Conference “#ethnography: Trends, Traverses and Traditions”  
Universiteit Van Amsterdam, Amsterdam Institute for Social Science Research  
(Aug 2014, 27-29)

“Collaborative Crowds. A Digital Ethnography of Adolescent Fan Cultures on Twitter” (conference paper, with Adam Arvidsson, Alessandro Caliandro, Stefania Barina)

Social Media and the Transformation of Public Space Conference  
Universiteit Van Amsterdam, Amsterdam School for Cultural Analysis  
(Jun 2014, 18-20)

“Digital methods for social research” (lecture)

Università degli Studi di Milano, Faculty of Social and Political Sciences  
Course in New Media and Communication  
Prof. Adam Arvidsson  
(Jun 2014, 10)

### Teaching Assistant

Università degli Studi di Milano, Department of Computer Science and Communication  
Course in Sociology of New Media  
Prof. Bertram Niessen  
(Mar 2014 – Jun 2014)

“Online and Offline Identity” (lecture)

Università degli Studi di Milano, Department of Computer Science and Communication  
Course in Sociology of New Media  
Prof. Alessandro Delfanti  
(May 2013, 22)

“Digital Ethnography: A toolbox for investigating online consumer tribes” (seminar, with Alessandro Caliandro)

Copenhagen Business School  
Coordinator: Prof. Elanor Colleoni  
(Mar 2012, 21-22)

“Workshop Digital Ethnography” (seminar, with Stefania Barina)

Università di Urbino, CPO Pesaro  
Coordinator: Prof. Alex Giordano  
(Dec 2011, 15; Jan 2012, 10)

## IT SKILLS

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Excellent command of **Microsoft Office Tools** (Word, Excel, Power Point) and of **R packages** “tm” and “Quanteda”

Good knowledge of **R programming language**, **Gephi** and **DMI tools** (<https://wiki.digitalmethods.net/Dmi/ToolDatabase>)

Basic knowledge of **STATA**, **SPSS**, **Netlogo** and **NodeXL**