Massimo Airoldi, PhD in Sociology and Methodology of Social Research

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Website: www.researchgate.net/profile/Massimo_Airoldi

I am a sociologist and I work as Assistant Professor at the University of Milan, Department of Social and Political Sciences. My area of expertise is the digital study of consumer societies. My main research and teaching interests are cultural sociology, social media, critical algorithm/data studies, and computational/mixed methods. I am the author of *Machine Habitus: Toward a Sociology of Algorithms* (Polity, 2021). In May 2021, I obtained the *Abilitazione Scientifica Nazionale* (ASN) - fascia II, settore 14/C2 (*validity: 31/05/2021 – 31/05/2030*).

PROFESSIONAL EXPERIENCE

Dec 2021 –

Assistant Professor (RTD-B, SPS/08)
University of Milan, Department of Social and Political Sciences.
Main teaching activities: "Consumer Culture" (MA in Communication)

Sep 2018 – Dec 2021

Assistant Professor
emlyon business school. *Main teaching activities: "Consumer Behaviour and Identity in a Digital* World*", "Critical perspectives on digital culture".*

Sep 2017 – Aug 2018

Postdoctoral Researcher
Lifestyle Research Center, emlyon business school, lifestyle.em-lyon.com
Research and teaching activities

Sep 2017 – Dec 2017

Adjunct Lecturer of Big Data and Digital Methods
MA in Communication, University of Milan
Teaching activities in English

Nov 2015 – Feb 2016

Visiting PhD student
University of Amsterdam, Department of Sociology,
Developing and presenting PhD research project

Sep 2015 – Jul 2017

Research member
Public Opinion and Media Lab (POMLAB), University of Milan
Qualitative and quantitative digital research, related teaching activities

Jan 2014 – Jul 2017

PhD candidate in Sociology and Methodology of Social Research
NASP, University of Milan. Thesis title:
"Digital Distinction. Studying Musical Taste through Digital Methods"

May 2011 – Sep 2013

Digital Data Analyst
Viralbeat, digital marketing agency, www.viralbeat.com
Qualitative and quantitative digital consumer research

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EDUCATION AND TRAINING

Jul 2018
Summer School
PhD-level course on social theory
"Consumption Theory: A Canon of Classics 2018", University of Southern Denmark

Jan 2014 – Jul 2017
Doctor of Philosophy in Sociology and Methodology of Social Research
Network for the Advancement of Social and Political Studies (NASP), University of Milan

Jul 2016
Summer School
Quantitative text analysis and machine learning
"EITM Europe 2016", University of Mannheim

Jan 2016
Winter School
Online data collection and analysis
"Digital Methods Winter School 2016", University of Amsterdam, Department of Communication

Aug 2015
Summer School
Quantitative text analysis with R
"Summer School in Social Science Data Analysis", University of Essex

Sep 2010 – Dec 2012
Master of Arts (*110/110 cum laude*)
Sociology ("Scienze Sociali per la Ricerca e le Istituzioni", LM-88), University of Milan.

Sep 2007 – Mar 2010
Bachelor's Degree (*110/110 cum laude*)
Communication ("Comunicazione e Società", L-20), University of Milan

RESEARCH EXPERIENCE

Research affiliations
AIM Value Research Center, emlyon business school (https://aim.em-lyon.com/value-creation). Member, 01/09/2018 – 01/09/2021

Lifestyle Research Center, emlyon business school (https://lifestyle.em-lyon.com). Member, 01/09/2017 – 26/12/2021

Public Opinion and Media Lab (POMLAB), University of Milan (https://pomlab.unimi.it). Member, 01/09/2015 – 20/07/2017

Centro Studi di Etnografia Digitale, University of Milan (https://www.etnografiadigitale.it). Member, 01/05/2011 – 31/12/2016

Publications

Airoldi, M. (2022). *Machine Habitus. Toward a sociology of algorithms*. Cambridge: Polity Press.

Airoldi, M. (2021). The techno-social reproduction of taste boundaries on digital platforms: The case of music on YouTube. *Poetics*, 89: 1-13.

Airoldi, M. (2021). Digital traces of taste: methodological pathways for consumer research. *Consumption Markets & Culture*, 24(1):97-117.

Harju, L., Rokka, J., Raies, K., Lopes, M.M., Airoldi, M. (2021). Employee Well-Being Profiles During Covid-19 Lockdown: A Latent Profile Analysis of French and UK employees. *Frontiers in Psychology*, doi: 10.3389/fpsyg.2021.645300.

Airoldi, M. (2021). Book review: Gabriella Paolucci (ed.) Bourdieu e Marx. Pratiche della Critica. *The Lab's Quarterly*, doi: 10.13131/1724-451x.labsquarterly.axxiii.n1.7.

Airoldi, M. (2020). Lo spettro dell'algoritmo e le scienze sociali. Prospettive critiche su macchine intelligenti e automazione delle disuguaglianze. *Polis*, 34: 111-128.

Santoro, M., Airoldi, M., Riviera, E. (2019). Reading Wittgenstein Between the Texts. *Journal of Interdisciplinary History of Ideas*, 16(8): 1-43.

Barisione, M., Michailidou, A., Airoldi, M. (2019). Understanding a digital movement of opinion: the case of #RefugeesWelcome. *Information, Communication & Society*, 22(8): 1145-1164.

Airoldi, M., Gambetta, D. (2018). On the myth of algorithmic neutrality. *The Lab's Quarterly*, 20(4): 25-45.

Molteni, F., Airoldi, M. (2018). Integrating survey and Big Data into Research practice. *Sociologia e Ricerca Sociale*, 116: 103-115.

Airoldi, M. (2018). L'output non calcolabile. Verso una cultura algoritmica. In D. Gambetta (Ed.) *Datacrazia. Politica, cultural algoritmica e conflitti al tempo dei big data*. Ladispoli: D Editore.

Airoldi, M. (2018). Ethnography and the digital fields of social media. *International Journal of Social Research Methodology*, 21(6): 661-673.

Natale, P., Airoldi, M. (Eds.) (2017). *Web & social media: le tecniche di analisi*. Santarcangelo di Romagna: Maggioli.

Airoldi, M. (2017). *Oltre il virtuale. Studiare la società attraverso i dati digitali*. In: (a cura di) Natale, P.; Airoldi, M., *Web & social media: le tecniche di analisi*. p. 1-19, Santarcangelo di Romagna: Maggioli.

Airoldi, M. (2017). I metodi digitali. In M. Cardano, F. Ortalda (Eds.) *Metodologia della ricerca psicosociale* (pp. 329-343). Torino: UTET Università.

Airoldi, M. (2016). Analyzing Social Media with Topic Models: Sanremo 2016 on Twitter. *Studi Culturali*, 13(3): 431-448.

Airoldi, M., Beraldo, D., Gandini, A. (2016). Follow the algorithm: An exploratory investigation of music on YouTube. *Poetics*, 57: 1-13.

Arvidsson, A., Caliandro, A., Airoldi, M., Barina, S. (2016). Crowds and Value Italian Directioners on Twitter. *Information Communication & Society*, 19(7): 921-39.

Splendore, S., Caliandro, A., Airoldi, M. (2016). Twittare le news: giornalisti hard e testate soft. Uno studio di caso di tre redazioni. *ComPol*, 17(1): 87-106.

Airoldi, M. (2015). You might also be interested in: recommender algorithms and social imaginary, the case of YouTube. *IM@GO*, 6: 132-50.

Selected conference presentations and invited seminars (past 5 years)

"Interpretare la società digitale: per una sociologia degli algoritmi". *Invited seminar*, Sapienza University of Rome, Department of Communication and Social Research. November 2021, 9.

"Doing cultural sociology with digital traces". *Conference presentation*, Internet Research Methods for the Social Sciences, ULB Brussels, October 2021, 8.

"The Techno-Social Reproduction of Taste Boundaries on Digital Platforms: The case of music on YouTube". *Keynote speech*, Capturing The Societal Values Of Culture: Towards Inclusive and Participatory European Cultural Policies INVENT conference, Erasmus University Rotterdam, The Netherlands. September 2021, 24.

"Algorithms and Traces". *Chair of panel*, What People Leave Behind Conference, Sapienza University of Rome. June 2021, 16.

"Machines on my back. Platformized cultural circulation and the socialization of algorithms". *Conference presentation*, Science & Technology Studies Conference, Trieste, Italy. June 2021, 18.

"Sociology of AI". *Invited lecture*, AIM Seminar Series in Value Creation, Artificial Intelligence in Management Institute, emlyon business school, France. May 2021, 20.

"Digital Methods". (with J. Rokka). *Invited workshop*, PhD Program in Management, Innsbruck University School of Management, Innsbruck, Austria. January 2021, 12-14.

"Studying consumption and possession in the platform society". *Invited lecture*, Promotional Cultures & Communication Centre Seminar Series, Bournemouth University, UK. October 2020, 21.

"The Moral Foundations of the Guns' Proselytism in Brazil" (with B. Rosenthal). *Conference presentation*, Virtual 2020 ACR Conference, The Association for Consumer Research, Paris, France. October 2020, 1-4.

"Digital traces of taste". *Invited lecture*, Digital cultures and communication research, MA in Communication, University of Milan, Nov 2019, 29.

"Digital Logics of Distinction: a Field Analysis of Popular Music on YouTube". *Conference presentation*, American Sociological Association Annual Meeting, New York, USA. August 2019, 9-13.

"Sociology of Algorithms". *Invited doctoral seminar*, NASP, University of Milan. June 2018, 6.

"Methodological innovation for studies in digital possession". *Roundtable*, ICRW 2019, emlyon business school, France. May 2019, 10.

"Algorithmic consumer cultures" (with J. Rokka). *Conference presentation*, ICRW 2019, emlyon business school, France. May 2019, 10.

"Algorithmic life". *Invited lecture*, Sociology of Media, IULM University, Milan. Dec 2018, 19.

"Sunday Assemblies: From "Believing Without Belonging" to "Belonging Without Believing"? When Survey and Big Data Combine to Study an Under-Theorized Phenomenon" (with F. Molteni). *Conference presentation*, BigSurv18, Universitat Pompeu Fabra, Spain. October 2018, 25-28.

"Digital Consumer Culture Theory". *Roundtable*, CCTC 2018, University of Southern Denmark, Denmark. June 2018, 29.

"Digital Traces of Musical Taste". *Conference presentation*, Taste Research Day, emlyon business school, France. April 2018, 25.

"Doing Digital Sociology". *Invited doctoral seminar*, NASP, University of Milan. April 2018, 13.

"Music & Digital Platforms". Invited lecture at Middlesex University, UK. March 2018, 12.

"Making sense of digital data using Visual Network Analysis". *Invited seminar*, Digital Research Methods Workshop, Lifestyle Research Center, emlyon business school, France. Dec 2017, 5.

"Belonging without believing? A digital investigation of a Church without God" (with F. Molteni). *Conference presentation*, ISSR 2017, University of Lausanne, Switzerland. July 2017, 4-7.

"Introduction to R". *Invited doctoral workshop*, NASP, University of Milan. March 2017, 8-10.

Nominations and Awards	Doctoral thesis nominated for the 2018 ECSR Dissertation of the Year Award.
Editorial and reviewing tasks	Member of the editorial board *The Lab's Quarterly* (ISSN: 1724-451X; scientific journal for Area 14; http://www.thelabs.sp.unipi.it/informazioni). Peer *reviewer:* *Poetics; Information, Communication & Society; Social Media + Society; Social Indicators Research; Coumption, Markets & Culture; Marketing Theory; Social Movement Studies; Studi Culturali; Etnografia e ricerca qualitativa; Comunicazione Politica; Sociologia e ricerca sociale.* External PhD reviewer, PhD program in Sociology and Methodology of Social Research, NASP, University of Milan. Reviewer, Collaboration of Humanities and Social Sciences in Europe (CHANSE) research funding network.

Selected press articles about my research

Sinow, C. (2020). How old, ambient Japanese music became a smash hit on YouTube. ArsTechnica.

Jagota, V. (2020). How a Long-Lost Indian Disco Record Won Over Crate Diggers and Cracked the YouTube Algorithm. Pitchfork.

Airoldi, M. (2018). Intolerance on social media: #refugeeswelcome and the Paris terrorist attacks. The Conversation.

Rokka, J., Airoldi, M. (2018). Cambridge Analytica's 'secret' psychographic tool is a ghost from the past. The Conversation.

Murdoch, C. (2016). YouTube Users Are Reinventing The Way We Classify Music. Vocativ.

Baer, D. (2016). It Sounds Like YouTube Is Changing the Way People Listen to Music. New York Magazine.

IT SKILLS

R for text mining and NLP (advanced), *Gephi* (advanced), *KH Coder* (advanced), *DMI Tools* (advanced), *Netlytic* (advanced), *SPSS* (good)

LANGUAGE SKILLS

Italian: Native
English: C2 level
French: B1 level