The I-LanD Seminar Series

I-LanD Interuniversity Research Centre

Thursday, 26th March 2026

Analyzing Social Media Discourse: Qualitative and Quantitative Approaches

Microsoft Teams at **16:30-18:30 (CET time) Passcode:** 7Bn7Lf2X

Massimiliano Demata
University of Catania

Matteo Di Cristofaro
University of Modena and Reggio Emilia

Candice L. Edrington
University of South Carolina

Federica Formato
University of Brighton

Alexandra Georgakopoulou
King's College London

Philip Seargeant
The Open University

in conversation with **Anna Mongibello** and **Valentina De Brasi**
University of Naples "L'Orientale"

For further information, visit:
The I-LanD Research Centre
or email: **v.debrasi@unior.it**

Join the meeting

Social media have become spaces for communication, identity construction, and public debate, with heated discussions taking place online every day. These platforms contribute to the creation of cultural momentum while potentially influencing social and political engagement, thus offering a valuable opportunity for linguistic and discourse analysis. The seminar reflects on the interdisciplinary nature of social media studies through the presentation of different research traditions and methodological perspectives - both qualitative and quantitative. Bringing together scholars whose work has significantly shaped the study of language and discourse online, this conversation explores the hows and whys of analysing language in digital environments. As social media platforms continue to reshape public communication, understanding these dynamics has become a timely and necessary issue to tackle – both inside and outside of academia.

The I-LanD Research Centre is delighted to invite you to the seminar of *"The I-LanD Seminar Series – 4th Edition"*.
Innovative in nature, the I-LanD Seminar Series showcases convenors debating issues in their field(s) of expertise. The seminars aim to encourage speakers to reveal insights, introduce adopted methodologies, highlight pitfalls, and generally expand knowledge in a given area. Each co-host will briefly present their contribution to the theme of the seminar. At the end of each round, fellow convenors and audience members will ask questions on the topics presented, in order to foster an enriching and productive discussion.

The seminar "Analyzing Social Media Discourse: Qualitative and Quantitative Approaches", scheduled for Thursday, 26th March 2026, 16:30–18:30 (CET), will feature contributions from **Massimiliano Demata** (University of Catania), **Matteo Di Cristofaro** (University of Modena and Reggio Emilia), **Candice L. Edrington** (University of South Carolina), **Federica Formato** (Brighton University), **Alexandra Georgakopoulou** (King's College London), and **Philip Seargeant** (The Open University), in conversation with **Anna Mongibello** (University of Naples "L'Orientale") and **Valentina De Brasi** (University of Naples "L'Orientale").

We look forward to welcoming you to this inspiring discussion.