# LABORATORIO SPERIMENTALE

DIPARTIMENTO DI LINGUE, LETTERATURE E CULTURE MODERNE

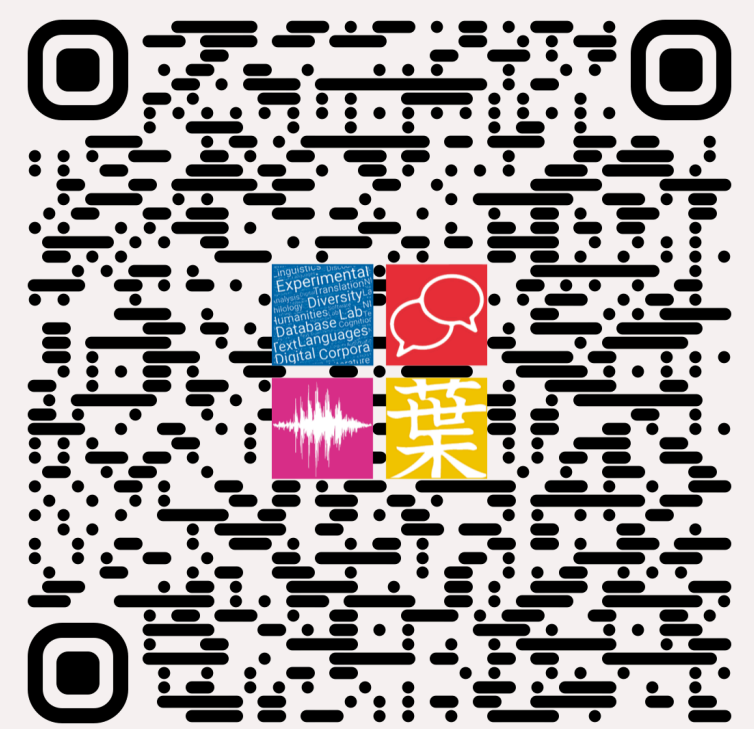ALMA MATER STUDIORUM UNIVERSITÀ DI BOLOGNA

# Brainrot while doomscrolling:
# Legal, ethical and technical implications of gathering and analyzing data on social media

The lesson aims to provide a general overview of social media environments, their structure, and multimodal affordances. Given their great societal impact in constructing discourse, a focus will be placed on digitally mediated communication (DMC) by describing old and recent prosumer practices on these platforms. Legal, ethical, and technical implications to consider while gathering data on social media for linguistic analysis will be discussed based on concrete examples and issues encountered during research. Finally, practical demonstrations will be provided on how to analyze and display the gathered data in graphs for scientific dissemination.

## About

Vincenzo Amendolara is a Subject Matter Expert (cultore della materia) for the international MA in Language, Society and Communication. He is a Ph.D. candidate in Modern Languages, Literatures, and Cultures, where he focuses on the critical analysis of how the climate crisis is multimodally and linguistically conceptualized on social media. His research is contrastive, comparing German, English, and Italian, and uses a corpus-assisted approach based on the theoretical framework of ecolinguistics. He is also currently working on the PRIN project "Minors on the move: Mapping forced migration from Nazism and its testimonies".

https://site.unibo.it/laboratorio-sperimentale/it/agenda/seminario-brainrot

23.10.2025 - h.10.00

## Vincenzo Amendolara
### *University of Bologna*

Studio 76, LILEC, via Cartoleria 5

Laboratorio Sperimentale
Dipartimento LILEC

Via Cartoleria 5 - 40124 Bologna
https://site.unibo.it/laboratorio-sperimentale

Telefono +39 051 2097190
E-mail lilec.lab@unibo.it