



## COURSE DESCRIPTION SOCIAL MEDIA DATA ANALYSIS

**SSD: SOCIOLOGIA GENERALE (SPS/07)**

DEGREE PROGRAMME: HOSPITALITY MANAGEMENT (P31)  
ACADEMIC YEAR 2025/2026

### COURSE DESCRIPTION

TEACHER: DE LUCA PICIONE GIUSEPPE LUCA  
PHONE: 081-675148  
EMAIL: giuseppeluca.delucapicione@unina.it

### GENERAL INFORMATION ABOUT THE COURSE

INTEGRATED COURSE: U2629 - STATISTICS AND SOCIAL MEDIA DATA ANALYSIS  
MODULE: U2631 - SOCIAL MEDIA DATA ANALYSIS  
TEACHING LANGUAGE: ITALIANO  
CHANNEL:  
YEAR OF THE DEGREE PROGRAMME: III  
PERIOD IN WHICH THE COURSE IS DELIVERED: SEMESTER I  
CFU: 5

#### REQUIRED PRELIMINARY COURSES

**None**

#### PREREQUISITES

**None**

#### LEARNING GOALS

**The course aims to provide students with basic knowledge of the sociological approach to social media**

#### EXPECTED LEARNING OUTCOMES (DUBLIN DESCRIPTORS)

**Knowledge and understanding**

**The student must demonstrate that he possesses the fundamental knowledge concerning:  
a. Sociology and Social Media; b. Sociology and Storytelling; c. Sociology and Tourism.**

## Applying knowledge and understanding

The purpose of the course is to provide students with the skills to mature the ability to recognize the mechanisms of operation of touristic innovative companies and fit within them proposing new forms of management. Innovative enterprises can be designed, changed, shaped by social actors. It is important, therefore, that students competently learn to engage with them. The students must clearly present their arguments in relation to the main concepts by applying the language and vocabulary of the discipline. Each student is required to deepen the various topics beyond the texts and curricular teaching, actively participating in the debate on innovation and tourism through supplementary readings, in particular international media, and participation in seminars and cultural events.

## COURSE CONTENT/SYLLABUS

**First part/teaching units:** I Sociological Studies of communication in new media; II A Sociological Approach to Social Media Marketing; III Spaces of storytelling; IV *Stories* in current tourism practice: building on the experiential turn; V New directions in tourism storytelling; VI Emerging trends and web tourism.

**Second part/tours and case studies:** Visit to the Archaeological Museum of Naples: the power of storytelling; Presentation of the book by Antonio Emanuele Piedimonte: *Procida. Historical and literary guide to the secrets of the island. Myths, legends, stories, mysteries, nature and curiosities*, Millennium Edizioni.

**Third part/project works:** Analysis of tourism making in the islands of Naples *Procida* and *Ischia*;

## READINGS/BIBLIOGRAPHY

Cohen, S. A., Cohen, E. (2017), *New Directions in the Sociology of Tourism, Current Issues in Tourism*, 22, 2019, 153-172; De Fina, A., *Storytelling and audience reactions in social media*, *Language in Society*, 45, 2016, 473–498; Lund, N.F., Cohen, S. A., Scarles, C., *The power of social media storytelling in destination branding*, *Journal of Destination Marketing & Management*, 8, 2018, 271-280; Moscardo, G., *The story turn in tourism: forces and futures*, *Journal of tourism futures*, 2020, 168-173; Monaco, S., *Tourism and the new generations emerging trends and social implications in Italy*, *Journal of tourism futures*, 2018, 7-15.

## TEACHING METHODS OF THE COURSE (OR MODULE)

Lectures, flipped, project work

## EXAMINATION/EVALUATION CRITERIA

b) Evaluation pattern

-