

## ABSTRACT

### **Common sense, media and relationship technologies**

by *Alberto Marinelli*

The paper considers the transformations of the common sense in a social context strongly pervaded by the communication technologies. The meaning of “common sense” in the social sciences – traditionally a natural attitude in the way of thinking that drives to the knowledge taken for granted in the everyday life by which the social construction of reality is built – is further enriched in the context of the medial development. The paper shows how the representations of mass media are intimately linked with the everyday life from the point of view of the production of common sense, becoming almost indistinguishable on the perceptive level. The production of common sense becomes one of the dynamics in the process of thinking made by individuals towards the medial representations, to the extent that being part of an audience gets part in the everyday life itself. On this basis the paper looks into the process that brings alongside all the typified representations as a whole, given by the medial representations, and the web technologies, strongly intrusive and based on the autonomy in the personal choices. Through the contributions presented to the meeting *Communicating the common sense* (Perugia – December 2006), organized by the AIS cultural and communicative Process Section, the meaning of common sense is reconsidered in the meaning and practice of the participated culture.

### **Ordinary World: technologic life gets daily**

by *Giovanni Boccia Artieri*

Thinking of the relationship between everyday life and medial technologies today stands for considering how cultural practices linked to the digital technologies are getting in everyday life.

Some formalities, some grammars, that the Web languages have given rise to, are getting progressively out from the early adopters’ elitish phase: we are progressively moving away from the Web technologies as generalist media and *mainstream* told us, and from forms of hetero-representation regarding how everyday life gets and will get in touch with the new media’ advanced forms. Today we are in front of evident accumulation and diffusion of practices where the individuals “play” with the forms of self-

representation, thanks to: a. diffusion of production and re-production technologies (from the digital cameras to the editing softwares) in everyday life; these technologies allow to make medial forms like those which are in the mainstream media, b. growth of un-intermediation systems and diffusion of contents (from the Web platforms to the social network systems) and c. appropriation of logics by which contents and languages are built; these contents and languages are in line with the mass media's ones but they are used in an interpersonal and widespread connection of individuals, as blogs and social network sites are teaching us.

**Semantics of social systems in the web mediated spaces: new perspectives of research for the social sciences**

by *Fabio Giglietto*

During the last few years Internet has been increasingly used by people as a read-write medium. Thanks to the dropped prices and skills necessary to afford and use technologies aimed to create digital contents, a large amount of people in the world is now able to produce persistent digital information. A large share of this information is today exposed to a mass audience on Internet. The aim of this paper is to present a vision and few examples of how this large amount of data might be used for sociological research. From the theoretical point of view this kind of researches draw on the concept of social semantics developed by Niklas Luhmann. Social semantics, once crystallized in books is today also available in online conversations. The networks of interpersonal communications, when computer mediated, becomes observable and, as a consequence, social scientists have access to invaluable new data. Today, the online data have four characteristics that tend to increase even more the sociological value of this conversations. As a matter of fact, the online network of communications is persistent, searchable, replicable and addressed to an invisible audience. Due to these properties online conversations may be analyzed with standard content analysis qualitative or quantitative techniques. The paper will present three examples of researches based upon the analysis of online conversations.

**The new senses of common sense. How Internet is changing the experience of common sense**

by *Davide Borrelli*

The peculiar features of the contemporary society include the atomization and liquefaction of the expressions of the collective conscience: the individuals are isolated monad, unable of an over-individual commitment. In this condition, the possibility itself of a common sense would be in doubt. But the ways of getting in touch used by the individuals, also under the web technologies, seem to give a more composite picture. By adopting the perspective of the *networked individualism* the individuals seem to be rather the *control panel* in many networks, where they can contribute to negotiate and build parts of common sense (for instance let's consider the *floksonomy* and *social bookmarking*). This is not the traditional common sense, but segments of meanings and shared representations that, as the ways of getting in touch, depend on the contingent up-to-dating that each subject decides to use. The web technologies involve ways of collaborative production of meaning, that lie only

partially over the label *user generated content*. Also in the practices of *downloading*, apart from these of *uploading*, elements of a new definition of the common sense are traceable. Actually the work of filtering and new elaboration by users to other users can be an advanced way of building shared symbolic contents in the web environments.

### **The user of file sharing beyond the common sense. The file sharing**

by *Davide Bennato*

The file sharing, that is the exchange of digital contents through softwares that allow to create *peer-to-peer* webs, is one of the more discussed and controversial sides of the relationship between new technologies and everyday life. Negotiating the *definitions of common sense* to apply to the phenomenon is one of the main battlefields on this matter. On one side, the *majors* involved in the multi-medial distribution try to shift the common perception of the phenomenon to a strong *deviance*, on the other side, the social subjects more involved in the *file sharing* refuse to perceive their behaviours as deviant, and try to lead the debate to the ethical dimension of sharing and gift. The paper proposes a new interpretation of the *file sharing*, which gets over the interpretations based upon economics by reviewing the main theoretic data coming from economics and proposing a strict integration between them and a sociological perspective.

### **Public communication and violence on women – A research in the Pesaro-Urbino Province**

by *Gea Ducci*

The matter of the violence on women has been particularly debated by the media and more generally by the national and international public opinion in the last years. Its specificity and importance have been progressively acknowledged on the institutional and legal ground, and a multi-dimensional, complex type vision of the phenomenon is developing (Mazzoli) in front of widespread actions by men against the psycho-physical integrity of women in the advanced modernity (Bourdieu).

The forms of genre violence described by the literature are different and ever more articulated, starting from the distinction among physical and sexual, psychological, economic and *assisted* violences (Romito).

Public communication (institutional and social – Rovinetti, Faccioli, Mancini) promoted by the institutions gets crucial in order to show off and spread the existence of integrated processes in single areas to allow women to way out of the violence e to make people more aware. The main obstacles in making social communications on this matter are undoubtedly the several stereotypes about the phenomenon.

A research developed by LaRiCA in the sphere of the Pesaro and Urbino Anti-violence Provincial Board has involved socio-medical personnel and Police Force in order to put in evidence criterion of recognition and recording of cases of violence on women currently adopted in the municipality of Pesaro. This research is a starting point to plan a dedicated integrated service system, a permanent observatory and targeted projects of public communication.

**Difficult children: parents/children relationship in the adolescence**  
by *Carmen Belacchi*

The attributes of Easy/Difficult mean something more about the relationship between a person and a given object than the specific and intrinsic features of the object itself. This work presents and discusses, in a contextual perspective, the parent/teenager relationship as an expression of reciprocal interaction and active role of both partners. Adolescence represents a crisis not just of children who are in search of their identity, but also of their parents and educators in general, who have to verify their social values and wishes. In particular, the influence of parental styles and friends' styles on the formation of self-estimate, self-efficacy, self-regulation and ego-resiliency are here focused. Psychological researches have shown these attitudes as central dimensions of a balanced personality, especially during adolescence. Lovingness, Presence, Watchfulness, Communication, Fluidity and Flexibility of the educational behaviours are the fundamental characteristics of an adequate parental style. Parents are put to the stiff test at the very moment of detachment, when the parental duty consists in allowing their children to depart from them so that they may live their own life.