Data Science & Social Research 2019

Book of Abstracts

Second international conference on data science and social research

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Contents

Preface **11**

Committees **12**

Abstracts **13**

Investigating vaccine sentiment in Italy over a period of ambiguous immunizaton policy **15**
Danilo Ajovalasit, Veronica Dorgali, Angelo Mazza, Alberto D'onofrio and Piero Manfredi

Transitivity thresholds for Salo-Hamalainen index when the number of alternatives is greater than three **16**
Pietro Amenta, Antonio Lucadamo and Gabriella Marcarelli

Investigating the judges' performance in a national competition of sport dance . . **17**
Laura Anderlucci, Alessandro Lubisco and Stefania Mignani

Cognitive, social and psychological predictors of the graduate's disposition to entrepreneurship **18**
Pasquale Anselmi, Daiana Colledani, Luigi Fabbris and Egidio Robusto

Science mapping via dynamic topic modelling: an analysis on 30 years of social indicators research **19**
Massimo Aria, Michelangelo Misuraca and Maria Spano

Attractiveness of university degree programs: a social network analysis **20**
Silvia Bacci, Bruno Bertaccini and Alessandra Petrucci

Walkability assessment of urban areas through social media data mining **21**
Stefania Bandini, Andrea Gorrini and Giuseppe Vizzari

Extraction of cancer information from pathology clinical records using text mining **22**
Pietro Belloni, Giovanna Boccuzzo, Stefano Guzzinati, Irene Italiano, Bruno Scarpa, Carlo Rossi, Massimo Rugge and Manuel Zorzi

Spatial distribution of Multidimensional Educational Poverty using SAE **23**
Gaia Bertarelli, Caterina Giusti and Monica Pratesi

Social media data for social indicators: assessing the quality through case studies **24**
Silvia Biffignandi, Annamaria Bianchi and Camilla Salvatore

Google trends and Twitter: predictors or reactors? An application to bitcoin market determinants **26**
Silvia Biffignandi and Elena Pisanelli

The Role of Parties and Media for Income Inequality Perceptions. Evidence from the United States and the United Kingdom **27**
Chiara Binelli and Paul Matthew Loveless

Riskiness of Italian firms in the post-crisis period: an outlook through financial ratios **28**
Matilde Bini, Lucio Masserini and Alessandro Zeli

Media Bias and Crime Perception **29**
Riccardo Borgoni, Daniele Gualtieri and Alessandra Michelangeli

The Evolution of Inequality of Opportunity in Germany: A Machine Learning Approach **30**
Paolo Brunori and Guido Neidhofer

Mapping brand publics' social imaginaries on Instagram: how to use big data for exploring consumer culture **31**
Alessandro Caliandro and Guido Anselmi

Analysis of two-way ordinal contingency tables for social research **33**
Ida Camminatiello, Antonello D'Ambra and Luigi D'Ambra

Global optimization of a machine learning based forecasting pipeline **34**
Antonio Candelieri, Riccardo Perego and Francesco Archetti

Approximate dynamic programming for pumps scheduling optimization in urban water distribution systems **35**
Antonio Candelieri, Riccardo Perego and Ilaria Giordani

Modelling Housing Market Cycles in Global Cities **36**
Alessandra Canepa, Emilio Zanetti Chini and Huthaifa Alqaralleh

Divorce in Italy: a textual analysis of cassation judgments **37**
Rosanna Cataldo, Maria Gabriella Grassia, Marina Marino, Rocco Mazza and Vincenzo Pastena

Different sources of data for the Sustainability **38**
Rosanna Cataldo, Maria Gabriella Grassia, Marina Marino and Viktoriia Voitsekhovska

Mapping trending topics in social research methods **39**
Maria Carmela Catone, Paolo Diana, Giuseppe Giordano and Pierluigi Vitale

Composite indicators of the Soccer Players' Performance Indices **40**
Enrico Ciavolino, Maurizio Carpita and Paola Pasca

Modelling and testing on multivariate longitudinal data for nested design with application to player-by-player basketball analytics **41**
Livio Corain and Luigi Salmaso

Detection of mutimedia sexist contents **42**
Silvia Corchs, Elisabetta Fersini and Francesca Gasparini

Bayesian networks to discover similarities among subsets. Comparing European countries **43**
Rosario D'Agata, Simona Gozzo and Anna Maglia

Quality aspects when using mobile phone data in official statistics **44**
Fabrizio De Fausti, Roberta Radini, Luca Valentino and Tiziana Tuoto

A tourist tour planning for a smart tourism system in Calabria **45**
Annarita De Maio, Francesco Santoro and Antonio Violi

Web-based data collection and quality issues in co-authorship network analysis . **46**
Domenico De Stefano, Vittorio Fuccella, Maria Prosperina Vitale and Susanna Zaccarin

Supervised and Unsupervised Hate Speech Detection **48**
Emiliano del Gobbo, Alice Tontodimamma, Lara Fontanella and Luigi Ippoliti

The Balance of Inequality: A Rediscovery of the Gini's R Concentration Ratio and a New Inequality Decomposition by Population Subgroups Based on a Physical Rationale **50**
Giorgio Di Maio and Paolo Landoni

Dimensionality reduction techniques on the simplex for text mining **51**
Simone Di Zio, Lara Fontanella, Sara Fontanella and Luigi Ippoliti

Ubu Roi. The Rise of Italian Populism through the Analysis of Social Media Content **53**
Ignazio Drudi, Fabrizio Alboni and Giorgio Tassinari

360° university governance through big data **54**
Angela Maria D'Uggento, Rosa Ceglie and Massimo Iaquinta

Comparing goal-based and result-based approach in modelling football outcomes **55**
Leonardo Egidi and Nicola Torelli

Pooling viewpoints to obtain a single evaluation. The ROI-MOB indicator of Erasmus+ mobility effects **57**
Luigi Fabbris and Manuela Scioni

A personalized smart tourism recommender system based on social media data . **58**
Daniele Ferone, Elisabetta Fersini and Enza Messina

Excitable tweets: social computing and online sexism **59**
Antonia Anna Ferrante and Stamatia Portanova

Participants' behaviour at special events: sampling procedures and GPS technologies **61**
Mauro Ferrante, Domingo Martin-Martin and Stefano De Cantis

Automatic misogyny identification in online social media **62**
Elisabetta Fersini and Paolo Rosso

Digital news press mining through topic modeling, entity recognition and social networks analysis techniques **63**
Carlos G. Figuerola and Modesto Escobar

Spatial localization of mobile phone users and tourism flows in Sardinian destinations' network **64**
Annamaria Fiori and Ilaria Foroni

The challenges and limits of health open data in Italy **65**
Carlotta Galeone and Paolo Mariani

Grassroots-vs- influencers classification in analysis of Twitter news diffusion . . . **66**
Svitlana Galeshchuk and Ju Qiu

Block-chain oriented system for the management of processes **68**
Massimiliano Giacalone, Emilio Massa, Diego Carmine Sinitò and Vito Santarcangelo

Practices and journeys: insights into environmental issues **69**
Paolo Giardullo

Machine learning approaches for prescription patterns analytics **70**
Ilaria Giordani, Gaia Arosio, Paolo Mariani, Ilaria Battiston, Antonio Candelieri and Francesco Archetti

Modelling human preferences by Bayesian optimization **71**
Ilaria Giordani, Attilio Redivo, Antonio Candelieri, Bruno Galuzzi and Francesco Archetti

On the improvement of soccer match result predictions **72**
Silvia Golia and Maurizio Carpita

GLAM organizations' Digital Maturity Indicator: a statistical approach for Campania Museums **73**
Massimo Guarino, Maria Anna Di Palma, Antonino Mario Olivieri and Michele Gallo

Passing Networks and Game Style in Football Teams: Evidences from European Champions League **74**
Riccardo Ievoli, Lucio Palazzo and Giancarlo Ragozini

A new and unified theory for time series models with ARMA representations and varying coefficients: one solution fits all **75**
Menelaos Karanasos, Alexandros Paraskevopoulos and Alessandra Canepa

Modeling and simulating durations of a professional tennis match **76**
Francesco Lisi and Matteo Grigoletto

The global health networks: a comparative analysis of tuberculosis, malaria and pneumonia using social media data **77**
Milena Lopreite, Michelangelo Puliga and Massimo Riccaboni

Basketball spatial performance indicators **79**
Marica Manisera, Rodolfo Metulini, Marco Sandri and Paola Zuccolotto

Predicting Cycling Usage for Improving Bike-Sharing Systems **80**
Giancarlo Manzi, Silvia Salini and Cristiano Villa

Gaming Analytics through Players (GAP). Profiling Italian Players **81**
Ilaria Mariani, Alan Mattiassi and Emma Zavarrone

Company requirements and monetary evaluation in the Italian healthcare industry **83**
Paolo Mariani, Andrea Marletta, Lucio Masserini and Mariangela Zenga

The risk of inappropriateness in the Italian geriatric wards using national Hospital Discharge Data **84**
Paolo Mariani, Andrea Marletta, Marcella Mazzoleni and Mariangela Zenga

A missing value approach on Facebook Big Data: Like, Dislike or Nothing? **85**
Andrea Marletta, Paolo Mariani and Erika Grammatica

A Global Rank of the Delphi survey items on the future scenarios of the Family. **86**
Marco Marozzi and Mario Bolzan

Social Media Disasters. Big data issues in public communication field **87**
Francesco Marrazzo and Gabriella Punziano

Human activity spatio-temporal indicators using mobile phone data **89**
Rodolfo Metulini and Maurizio Carpita

The influence of cities on intergenerational social mobility **90**
Alessandra Michelangeli and Umut Turk

A supervised learning approach in the risk estimate of gambling in adolescents: a case study **91**
Gianna Monti, Laura Benedan and Manuel Mercandelli

Regularized semiparametric estimation of high dimensional dynamic conditional covariance matrices **92**
Claudio Morana

Smart work as an employee welfare practice: an explorative research project . . . **94**
Ariela Mortara

Virtual encounter-simulations: A new methodology for generating conflict data . **95**
Georg Mueller

From recognition to re-use: open data for confiscated goods **97**
Giuseppe Notarstefano, Umberto Di Maggio and Giuseppe Ragusa

Promoting cruise ship as "tourist destination" on Television: the case of Italy . . **98**
Antonino Mario Oliveri and Gabriella Polizzi

Measuring tourist satisfaction and dissatisfaction: adaptation of the 4Q methodology to the case of web based data. **99**
Antonino Mario Oliveri, Gabriella Polizzi, Anna Maria Parroco and Michele Gallo

Detecting multidimensional clustering across EU regions **100**
Pasquale Pavone, Margherita Russo, Francesco Pagliacci, Simone Righi and Anna Giorgi

Estimating high dimensional stochastic volatility models **101**
Matteo Pelagatti and Giacomo Sbrana

Exploring paths through placetellers performativity on Instagram **102**
Ilaria Primerano, Giuseppe Giordano and Pierluigi Vitale

Digital natives but not yet digital citizens: how the digital gap affects the educational poverty of young people **103**
Luciana Quattrociocchi and Gabriella Grassia

"Working smart" in a digital context: from digital technology to digital competences **104**
Aurelio Ravarini

GLAM ORGANIZATIONS' DIGITAL MATURITY INDICATOR: A STATISTICAL APPROACH FOR CAMPANIA MUSEUMS

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Digital Maturity is a complex phenomenon, involving vertical as well as horizontal processes throughout firms. Therefore, the use of multidimensional tools represents the most appropriate approach in measuring companies' digital transformation status (Chanias and Hess, 2016). In recent years, Digital Maturity Models (DMMs)were developed in order to get a current measure of an organization's as-is digital capability (Deloitte, 2018). However, DMMs' effectiveness relies purely on raw data without taking into account items' different difficulties. Moreover, though the vast majority of digital maturity models are mainly focused on manufacturing based organizations, an understanding of the challenges and opportunities identified in each stage of the maturity model can help any organization to identify how digital can lead to success and income generation.The main focus of this work is try to overcome the lack of DMMs applications to the Italian GLAM sector, providing an alternative and more accurate indicator of digital ability , through a widely-used statistical approach. More specifically, we perform a Rasch Analysis using the last national survey on cultural organizations promoted by the Italian Institute of Statistics (ISTAT) in 2016, containing several questions about digital preservation and the use of digital tools in Italian museums.

KEYWORDS: digital museums, cultural heritage, Rasch model

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