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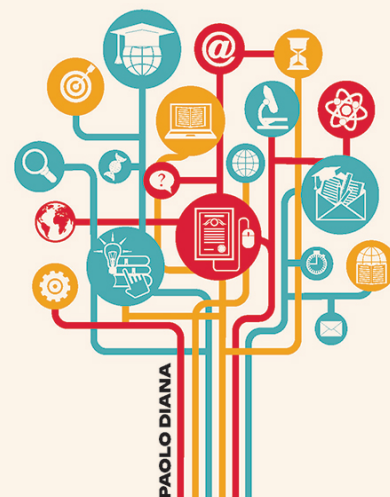
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CRITICAL PERSPECTIVES ON SOCIAL SCIENCE



**The Digital Shift and the Social Research**  
Methods and Practices

Paolo Diana

# The Digital Shift and the Social Research

*Methods and Practices*

CRITICAL PERSPECTIVES ON SOCIAL SCIENCE

*Paolo Diana succeeds in outlining, with clarity and simplicity, the key transformations affecting university teaching and research practices. The book offers insightful openings on topics such as narrative in social research and the emerging role of AI, always combining pedagogical innovation with methodological awareness.*

**Dr. Alessandro Porrovecchio**

Sociology of Health

University of the Littoral Opal Coast, France

## About the author

**Paolo Diana** is a Full Professor, PhD, at the University of Salerno, where he teaches Sociology and Social Research, Sociology of Sport, and Sociology of Health. He leads the research activities of the 'DiSoSWLab – Digital Society, Sport and Wellbeing Laboratory at DISUFF – Department of Human, Philosophical and Educational Sciences.' He is also the director of the scientific series 'Officinae: Methodological Knowledge and Empirical Research in Social Sciences' for Novalogos Editions. He is a co-editor in chief of the scientific journal 'Eracle: Journal of Sport and Social Sciences.' He is the author of numerous articles published in national and international scientific journals.

## Summary

'The Digital Shift and the Social Research: Methods and Practices' offers a comprehensive exploration of how the digital era, particularly in the wake of the COVID-19 pandemic, has transformed the field of social research. Drawing on both theoretical discussions and empirical studies, the book provides an in-depth analysis of the impact of digital tools on research methods, behaviour, and interactions, while addressing the ethical challenges that arise in online contexts. The first part of the book examines the expansion of traditional research methods through digital platforms, with a focus on how these innovations shape social norms and practices. The second part shifts attention to education, presenting strategies to improve student engagement and foster collaborative learning in the virtual classroom. The third part highlights groundbreaking case studies from the University of Salerno, illustrating innovative pedagogical approaches in teaching social research methodology. By integrating insights from across the fields of digital research, pedagogy, and ethics, this work challenges researchers and educators alike to rethink conventional approaches and adapt to the rapidly changing digital environment. Ideal for students, educators, and professionals, it serves as both a reference and a practical guide for navigating the evolving landscape of social research. Original and timely, this book will appeal to academics, practitioners, and researchers in social sciences, providing not only theoretical perspectives but also hands-on solutions for digital research and learning environments.

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**SUBJECTS** Sociology, Statistics and Quantitative Methods

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