

ANR

NEWSLETTER - 4
2025

NEWS

Dear ANR Members,

The ANR Board is excited to present this fourth newsletter of 2025. So much has happened this year, and so much is still going to happen! Importantly, our next board meeting is scheduled for November 20, 2025. If you have any ideas or concerns you would like us to discuss, please let us know before November 19, 2025 by emailing Ross (rossella.gambetti@unicatt.it), who serves as the ANR Secretary.

Enjoy this summary of past and future activities that the ANR Team has put together for you!

Rob, Ulli & Ross





ANR Members Spotlight

ANR Network Continues Global Expansion

Our network continues to expand and evolve, bringing together researchers and practitioners from every corner of the world. As of November 3, 2025, the Association for Netnographic Research (ANR) connects 773 members across 72 countries, a powerful demonstration of netnography's global relevance and appeal. This diversity fuels our mission. From the United Kingdom (129 members) to India (97), and spanning the United States, France, Italy, Turkey, and beyond, our community represents a rich diversity of perspectives, methodologies, and research contexts. It's this geographical and disciplinary breadth that makes ANR such a dynamic space for collaboration and knowledge exchange. We're excited to witness the innovative research and partnerships emerging from this growing network. Together, we're not just studying digital culture, we're building bridges across borders and disciplines, creating a truly global conversation about the digital world we share.

Spotlight on ANR Memembrs



Vanessa Campbell
Western Sydney University

Vanessa uses netnography to support the not-for-profit sector, helping organizations amplify their socially beneficial messages despite limited resources. She is currently fascinated by TikTok, exploring how communities form and represent themselves on the visual platform. For Vanessa, the most valuable "hidden" benefit of ANR is attending Netnocon, which she describes as an inspiring atmosphere full of generous, supportive people. She emphasizes that the ANR community's collaborative spirit and encouragement have kept her enthusiastic and made her a better researcher.



Angela A. Beccanulli
Università Cattolica del Sacro Cuore

Angela has recently used netnography to study new photographic phenomena in Zoom-based tourism and to uncover the ambiguities of "Fear Food Challenges" on social media. She finds narrative-rich platforms like Substack particularly insightful for contemporary research. Angela highlights the "profound sense of connection" as ANR's key benefit, calling it an open and intellectually generous community. These connections have led to new collaborations, broadening her research into new areas like post-rituality, which she finds "profoundly enriching".

ANR Events & Publications

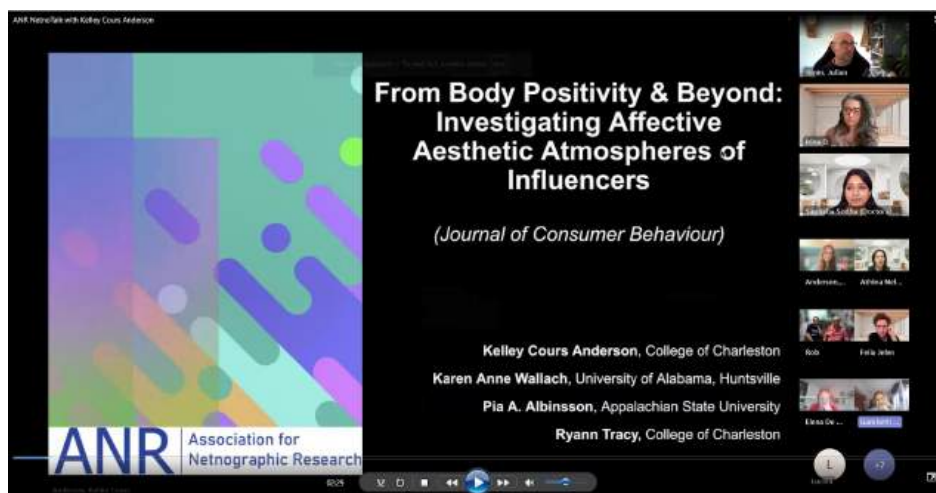


ANR NetnoTalks

The ANR NetnoTalks series continues to entice and inspire in 2025! ANR NetnoTalks celebrate recently published netnography articles and help us learn about the research and publication process. This year, we've been delighted to host four sessions with exceptional netnographers, and the journey is not over yet.

Latest NetnoTalk

On September 18, 2025, we had the pleasure of hosting Dr. Kelley Cours Anderson, Assistant Professor of Marketing at the College of Charleston, South Carolina. Kelley's research explores how emerging digital technologies shape consumption, well-being, and market development. In her compelling talk, Kelley took us into the powerful, polarizing world of body positivity, discussing her recently co-authored netnography study entitled "From body positivity and beyond: Investigating affective aesthetic atmospheres of influencers" that investigates how influencers and various market actors co-create an affective aesthetic atmosphere in social media platforms that challenges normative beauty standards.



You can read more about this intriguing netnographic research in:

Anderson, K. C., Wallach, K. A., Albinsson, P. A., & Tracy, R. (2025). From body positivity and beyond: Investigating affective aesthetic atmospheres of influencers. *Journal of Consumer Behaviour*, 24(3), 1373-1391.

A big thank you to everyone who participated. Your questions made the discussion really interesting and engaging.


What's Coming Next

We're excited to announce an upcoming NetnoTalk you won't want to miss!

 **December 4 | 9 AM PDT / 6 PM CEST**

Dr. Ania Rynarzevska, Ph.D. – Assistant professor of Marketing at Georgia College & State University, Milledgeville (Georgia)

Ania will walk us through the fascinating netnography that she conducted with her co-author Mark Pelletier that examines how online reviews communities on social media manipulate algorithmic processes, within the constraints of time and quality and despite the threat of censure, for monetary and psychological advantage.

 *Rynarzevska, A. I., & Pelletier, M. J. (2025). Reviews in the dark: A netnographic exploration of reviewer networks and the dynamics of online review manipulation. Public Relations Review, 51(3), 102584.*

 Teams link coming soon!

Catch Up Anytime

Recordings of past NetnoTalks are available exclusively for ANR members in the “Members Area” section of our website. <https://netnographicresearch.org/members-area/>


✨ We look forward to welcoming many of you to these enriching conversations. Stay tuned—more NetnoTalks are coming up!

ANR Webinar Series

The latest ANR webinar session on navigating peer review in netnography (as both author and reviewer), and the energy in the room (well, on Zoom!) set the tone for what's shaping up to be an exciting webinar season! Panelists Ania Rynarzevska, Marcus Giesler, and Rachel Ashman discussed the emotional challenges of receiving critiques, particularly when reviewers misunderstand netnography, which is a common problem given the method's evolution. Strategies for handling tough reviews include creating distance, leaning on co-authors, and using literature to build a "wall of support." The discussion also addressed some common misconceptions, such as confusing sample sizes in netnography with numbers of interview participants and demanding excessive study length, which panelists countered by emphasizing that the method involves internal triangulation (always including immersion!) and requires educating reviewers with a gentle but firm approach. One takeaway, especially for early-career scholars, is that they should try to view the review process (as much as possible) as a productive dialogue whose goal, ultimately, is to strengthen the research.

<Coming Soon>

Teaching Netnography

 December, 11th, 2025 🕒 1:00pm PST (Los Angeles) | | 4:00pm EST (New York, Toronto, Montreal) | 9:00 PM GMT (London) | 10:00 PM CET (Paris, Berlin, Madrid) | 8:00am AEDT (Sydney)- Friday December 12, 2025

Hosted by Rob Kozinets and Lucina Odoi, the webinar will be discussing netnography teaching needs, challenges, and available resources.

ANR NetnoChats

What a busy (and fun!) few months it's been for our NetnoChat community 🌟 We kicked off the summer with our NetnoWriting Retreat in July 🍷☀️ Then, after a little summer pause, we came back in full swing this fall with sessions that truly found their crowd:

- 🐝 NetnoChat #5 on Impostor Syndrome,
- 🔍 Our first Data Collection Retreat with Lucina and Marie in September,
- 🐾 Bring Your Pet to NetnoChat #7, and
- 🔍 Our second Data Collection Retreat with Lucina and Marie in October.

We're very happy to welcome you soon to our upcoming NetnoChats to wrap up 2025:

📅 NetnoChat #9 - November 13 — 8:00 AM PST | 11:00 AM EST | 4:00 PM BST | 5:00 PM CEST | 9:30 PM IST — Countdown to Netnocon 2026 Izmir (Live Q&A with Lena)

As the countdown to Netnocon 2026 in Izmir begins (June 17–19, 2026) and with the paper submission deadline on December 1, join us for a friendly and interactive Q&A session with Lena Cavusoglu!

Join us on Teams here:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_MWZIM2M5OTMtNTU1MC00YTJhLWFiNTktMDk5NDQzN2NkMTk3%40thre ad.v2/0?context=%7b%22tid%22%3a%22e615888c-2985-4a3a-826a-7bb1842fa50e%22%2c%22oid%22%3a%229797608e-0c53-4e11-be8a-8aa99acce4e2%22%7d

🍷 NetnoChat #10 - November 24 — 8:00 AM PDT | 11:00 AM EDT | 4:00 PM BST | 5:00 PM CET | 9:30 PM IST — Write your abstract for Netnocon2026 with Lucina and Marie!

After two inspiring sessions dedicated to data collection, it's now time to move to the next stage: writing your abstract! 🍷 With the Netnocon 2026 submission deadline (December 1) just around the corner, join Lucina and Marie for a focused yet relaxed writing session. Everyone will work on their own abstract, but we'll share the motivation, energy, and supportive vibe of the NetnoChat community. 🍰💻🌟

📅 NetnoChat #11 - December 18 – What Netnography Taught Me About Myself

As the year comes to a close, it's time to look inward. 🌟 In this reflective session, we'll explore how doing netnography not only deepens our understanding of online worlds but also teaches us about ourselves. Expect honest stories, laughter, and maybe even a few “aha” moments. 💬

Got an idea for a future NetnoChat? A theme you'd love to discuss, or a quirky format you'd like to try?

We're already dreaming up our 2026 season, and we'd love your input!

✈️ **Drop your ideas here:**

<https://docs.google.com/forms/d/e/1FAIpQLScvKrUOuyZ9DHy5XblZeuJxV4ftAF92gvl-zsyNqVXdhF4iZg/viewform?usp=dialog>

Do you have questions or suggestions for future NetnoChats? Feel free to write to Marie Kerekes (organizer and moderator of the NetnoChats) at mariek@netnographicresearch.com 📧

We can't wait to reconnect with you again soon! 🌱



Get ready for Netnocon 2026 in Izmir, Türkiye!

The conference will take place in a city shaped by countless civilizations over more than 8,000 years. With our theme, Cultural Crossroads, we'll examine how netnography helps us understand the intersecting identities, traditions, and digital expressions that define contemporary life. Izmir, where East and West, land and sea, and modernity and tradition intersect, offers the perfect setting for these conversations.



Netnocon is about community. This year, for the first time at Netnocon, we introduce Community Tracks that will immerse you in İzmir's living culture: learn to cook Turkish dishes with local chefs, explore religious crossroads by visiting historic mosques, churches, and synagogues, and shop the ancient bazaar where tastes, scents, and stories from centuries mingle. In addition, we'll share traditional vegetarian Turkish cuisine at our lunches and gala dinner, and we'll close with an optional post-conference trip to the ancient city of Ephesus. To get a glimpse of what awaits in İzmir, watch our event reveal video for a preview of the experience. And make sure to check out the program schedule to plan in enough time for all the conference activities! <https://netnocon.org/program/>


We are also thrilled to announce a special issue opportunity in conjunction with NETNOCON 2026. The *Journal of Global Marketing* will publish a special issue of selected papers under the theme “*Netnography at the Cultural Crossroads: Global Consumers, Markets, and Methods.*” You can use the conference as an opportunity to obtain feedback before submitting your work to the special issue.

Don't miss your chance: Netnocon 2026 Call for Papers closes December 1, 2025 and scholarship applications are due December 15, 2025.

Join us at the crossroads! Submit your paper, pack your curiosity, and meet us in Izmir for Netnocon 2026! In the meantime, do not forget to follow us on social media for updates: Instagram | X | Website | LinkedIn | YouTube

Here are the most important NETNOCON 2026 dates for you to mark in your calendars:

- December 1, 2025: Paper submission site closes (deadline for abstract/paper submission)
- December 15, 2025: Scholarship applications are due
- February 15, 2026: Reviews sent to authors and notification of abstract/paper acceptance
- February 15, 2026: Early bird conference registration begins
- March 4, 2026: Deadline for at least ONE author to register for the Conference
- April 18, 2026: Early bird conference registration ends
- May 14th, 2026: Registration closes
- June 16-20, 2026: Conference activities (main conference program June 17-19, 2026)
- December 15, 2026: Journal of Global Marketing Special Issue submission deadline.

 Find more details on the official website: netnocon.org



For anyone who's ever wondered if their work "fits," this comic created by our ANR social media volunteer Luciana offers a smile and a gentle reminder: if you're exploring people, meaning, or connection — Netnocon is for you. See you in Izmir!

Is Netnocon for Me?

Stage 1: The Question



Is Netnocon for me? My field isn't digital-first... it's just people being people — online and offline

Stage 2: The Scroll of Doubt



Everyone else seems to study metaverses, fandoms, and AI communities...

Stage 3: The Click



Netnography is about understanding **culture** and **connection** — wherever they happen.

Stage 4: Courage (and caffeine)



SUBMIT ABSTRACT

See you in Izmir!

NETNOCON 2028 Call for Conference Hosting Proposals

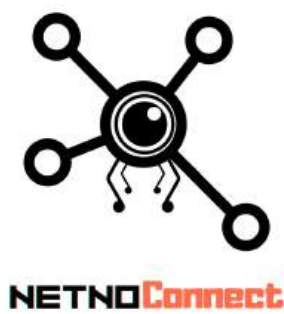
Don't forget that we are ready to receive your proposals to host the Netnocon conference in 2028. This is a wonderful opportunity for institutions to bring the only global conference dedicated to the advancement of netnographic research to their home turf. Netnocon conferences allow institutions to showcase their facilities and programs. They help their faculty, staff, and students learn about the latest trends in netnography, as well as build connections with netnographers from around the world. Netnocon conferences are also great occasions for engaging with community, industry, and government partners.

Please refer to the call for conference hosting proposals posted on the [Netnocon website](#) for details regarding venue requirements and hosting responsibilities.

The deadline for proposal submissions is **March 15, 2026!**

Please get in touch with Rob Kozinets if you have any questions about this call.

NetnoConnect Meetings



This summer, we created a new meeting series called “NetnoConnect” to help ANR members organize around and collaborate on specific topics or initiatives. Similar to a special interest group or task force, NetnoConnect meetings offer a venue for more focused discussions and the creation of smaller groupings of ANR members. NetnoConnect meetings are centered on a specific topic and provide an initial forum for ANR members to express their interest in working together on specific issues.

On August 28, 2025, Ulli Gretzel and Priyanka Borpujari hosted the first NetnoConnect meeting to discuss the Netnography Tarot Card Initiative with interested ANR members. The group decided to move the initiative forward and design a set of Major Arcana cards to inspire and guide netnographers. Ulli and Priyanka have started creating a template for the cards and have set up a collaborative workspace. If you would like to participate but were unable to join the NetnoConnect meeting, please contact Priyanka.

On September 23, 2025, Rob hosted a NetnoConnect session dedicated to Teaching Netnography. Participants shared experiences, course structures, and classroom activities across undergraduate, graduate, and executive programs. The group discussed opportunities to co-develop teaching materials, exchange syllabi and assignments, and explore joint workshops to support instructors adopting netnography in their curricula.

A shared workspace has been created to continue collaboration and resource development. Inspired by the enthusiasm shown by the NetnoConnect participants, Rob Kozinets, Lucina Odoi, and their guests will be discussing some core principles and ongoing efforts in the upcoming ANR Webinar. Members interested in joining the Teaching Netnography group are welcome to reach out to Lucina at lucina.odoi@gmail.com.

We are already planning the next NetnoConnect meeting. We think there is a real need to get netnographers around the globe together to discuss what the ethical challenges are that netnographers face and how we can best educate institutional review boards and journal editors. We would like to start a few research projects on this topic and develop resources. We think that a Netnography Ethics task force would help us move this agenda forward. If you would like to be a co-host for this meeting, send an email to Ulli at ugretzel@gmail.com.

If you have any ideas for future NetnoConnect meetings, please get in touch with Gio or Rob.

SPECIAL ISSUE Opportunities

We are ready to receive your submissions to the Special Issue in RAM (Recherche et Applications en Marketing) entitled "Reimagining the Digital: Netnography, Art, and Alternative Representations." This special issue invites contributions that explore the integration of creative methodologies within netnography and digital research. We encourage submissions in either English or French that adopt experimental and innovative research techniques, as well as conceptual and theoretical papers that reflect on the evolving role of creativity in netnography.

Paper submission deadline: January 15, 2026 🎯

For more details about the special issue, [click here](#).

For inquiries: Contact Gregorio Fuschillo at gregorio.fuschillo@kedgebs.com.



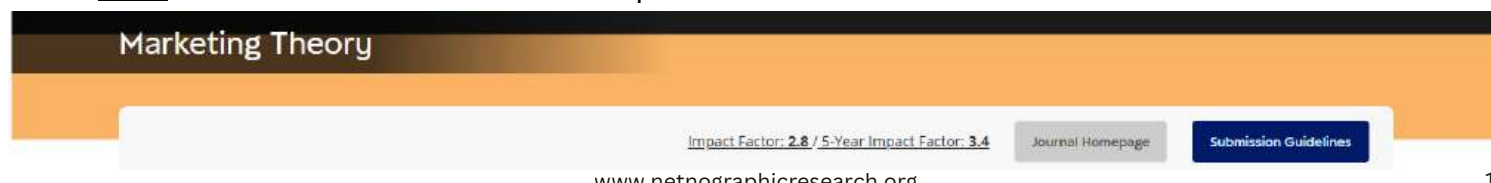
Not focused on netnography but open to netnography submissions is the following special issue co-edited by Gregorio Fuschillo, Rob Kozinets, Cristel Russell and Henry Jenkins for the journal **Marketing Theory**:

When Fandom Studies Meets Consumer Culture: Redefining the Boundaries of Marketing Theory

Abstract Submission Deadline: January 15, 2026 - Submitting a 1,000-word abstract to Gregorio Fuschillo (gregorio.fuschillo@kedgebs.com), Robert Kozinets (rkozinets@usc.edu) and Cristel Antonia Russel (cristel.russell@pepperdine.edu) is a key step in the process. Submitting an abstract is mandatory as the abstract primarily helps determine if your study fits the special issue's scope.

Full Paper Submission Deadline: September 1, 2026

Click [here](#) for more information on this special issue.



Marketing Theory

Impact Factor: 2.8 / 5-Year Impact Factor: 3.4

[Journal Homepage](#)

[Submission Guidelines](#)

ANR at ACR



The Association of Consumer Research Conference took place in Washington, DC, October 9-11, 2025. Two sessions were dedicated to netnography-based research. The first was a continuation of a special session held at NETNOCON 2025 in Marseille that focused on fear and consumption. Chaired by Silvia Biraghi and Ulli Gretzel, the session entitled “Mobilized Consumption: Fear as a Transformative Force” was comprised of three papers. First, Rebecca Pera presented her co-authored work with Giada Mattias and Giacomo Bagna. Their paper “Mind the Gluten: Fear as Cultural Capital” uses netnography to explore how fear builds cultural capital within celiac consumers. Second, Ulli Gretzel presented her netnography research with Rebecca Scott entitled “Fear as a Mobilizing Force: A Netnographic Exploration of Ameliorative Consumption Behaviors” on how fear mobilizes ameliorative consumption behaviors among consumers with electromagnetic hypersensitivity. Third, Silvia Biraghi and Angela Beccanulli presented their paper “Eating Fear: How Social Media Challenges Transform the Consumption Risk,” in which they use netnography to examine #fearfood challenges on social media as technocultural practices. Rob Kozinets served as the discussant of the session and challenged the presenters to think about the marketization of fear and the role of technology in perpetuating or mitigating it.



The second session was entitled **“Netnographic Advances for Consumer Research”** and was chaired by Rob Kozinets. Rob started the session with a brief introduction to netnography and its latest advances. He then presented a paper co-authored with Irina Dimitrova called “Immersive Netnography and AI-Driven Consumer Engagement in the Metaverse: Expanding the Toolkit of Digital Service Research.” Isabella Ciampa presented her paper “Playing the Brand: An Auto-Netnography of Socialization, Fandom, and Identity in League of Legends,” followed by Ross Gambetti’s presentation on “Taxonomic Netnography: Taxonomy Building for Technosocial Consumption.” To conclude the session, Lena Cavusoglu and Ulli Gretzel presented their paper “Mobile Netnography: Multi-Modal Elicitation of Data from Situ Consumer Experiences,” which they co-authored with Rachel Ashman. Together, the papers showcased the diversity of netnography approaches and the flexibility, depth, and rigor of the method.

Ross Gambetti, Ulli Gretzel and Rob Kozinets also presented the latest version of their netnographic work on pet loss and grief. Their paper **“Behind the Rainbow Bridge: Mythic Imaginary, Platformized Pet Bereavement, and the Contemporary Marketization of Grief”** was presented in a session on extraordinary experiences.

HOT OFF THE PRESS: Highlighting Recent Netnography Publications

Here are four recent netnography-related publications that illustrate the latest developments and applications of netnography. Congratulations to the authors!

Logan-McFarlane, A. (2025). # KateGate: How the passionate energy of publics’ social media posts affected the royal communications crisis. *Public Relations Review*, 51(3), 102590.

Sadat, A., Green, E., Forsythe, I., Munnely, S., Eaton, G., Wynn, M., ... & Dobson, E. (2025). Utilization of Netnography as a Health Care Research Methodology: Scoping Review. *Journal of Medical Internet Research*, 27, e78025.

Sanz Segura, R., Garcia de Paredes, I., & Manchado-Pérez, E. J. (2025). Expanding service design research: integrating netnography for qualitative studies in critical contexts. *Journal of Service Theory and Practice*, 1-15.

Södergren, J., & Vallström, N. (2025). Netnography to Study People with Disabilities: An Interview with Robert V. Kozinets. In *Disability and Digital Marketing* (pp. 127-143). London: Routledge.

Our next ANR Newsletter will be published in January. Until then, we hope to see and hear from you via our social media channels and during the upcoming online events!



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