

ANR

NEWSLETTER - 3
2026

NEWS



Dear ANR Members,

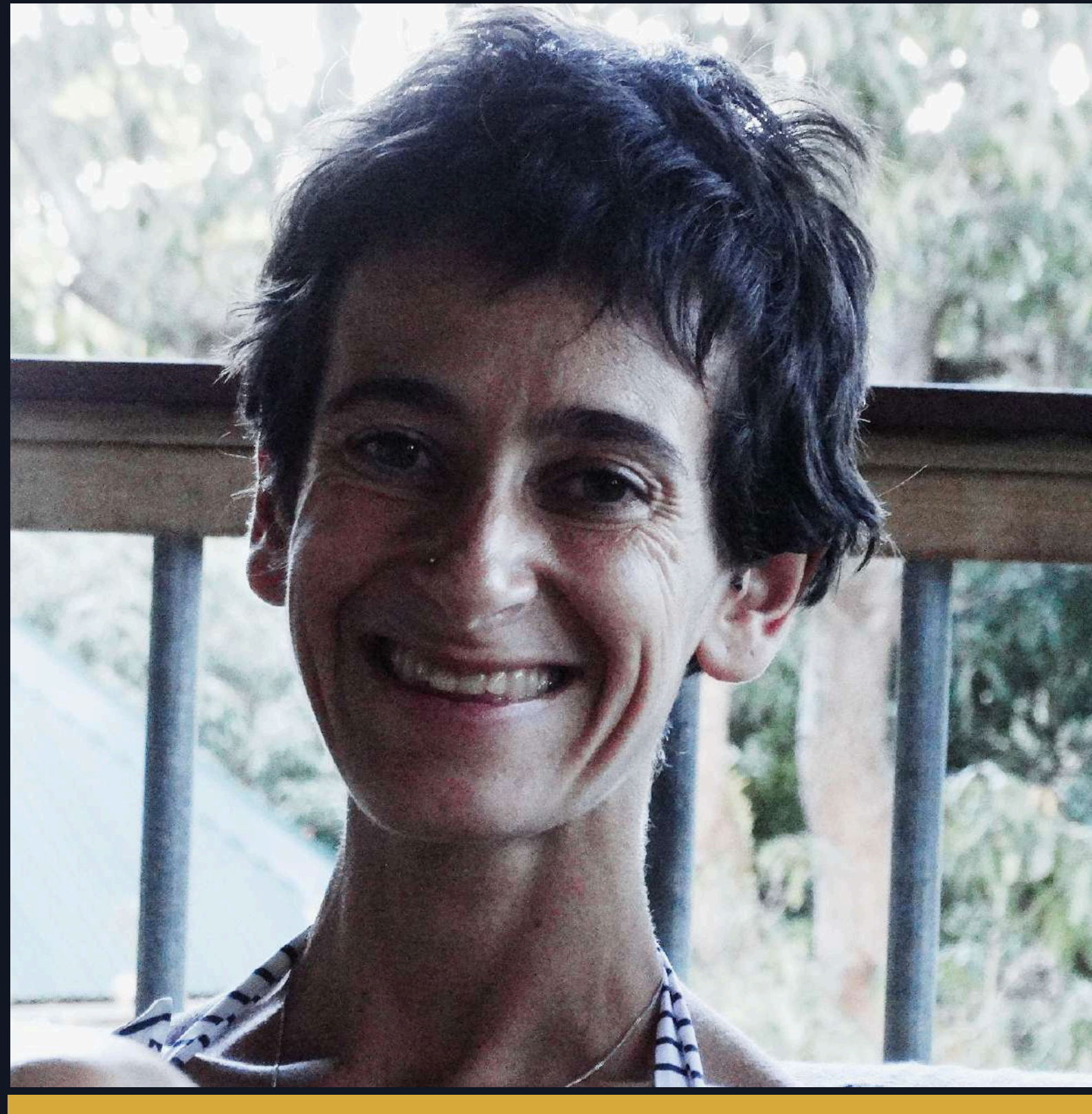
Netnocon 2026 is over, but the energy it created for the community still lingers. Seeing evidence of the friendships that have been created because of ANR, witnessing the outputs of the research collaborations you have established, meeting netnographers from different disciplines and various corners of the world, hearing your success stories, learning about the challenges you face, listening in on the meaningful conversations you have about netnography, and seeing new people discover netnography and become part of the ANR community motivates us immensely to continue our efforts. With the help of many of you, we have started planning additional virtual events for the rest of the year, and we hope you will be able to take advantage of them. Most importantly, we are already busy putting some pieces in place for Netnocon 2027. As we continue to celebrate the 30th anniversary of netnography, we would like to thank you for being such great advocates of the method and the community. We couldn't do any of this without you!

Rob, Ulli & Ross

Spotlight on ANR Members

This issue features Lucia Fanini and her netnographic work in ecology.

LUCIA FANINI



Lucia Fanini

Associate Professor in Ecology
Department of Biological and Environmental Sciences and Technologies
University of Salento

Lucia Fanini brings netnography into the field of ecology, using it to explore sandy beaches as complex social-ecological systems. By examining what people share online about ecologically significant features, she captures perspectives that conventional ecological research may not easily reveal. Her work has included analysing Instagram posts associated with the hashtag #beach and investigating public perceptions of an invasive dune plant whose attractive pink flowers may influence how visitors understand its ecological impact. Building on these studies, Lucia is now contributing to the international TIDELINES consortium, where netnography will be used to explore how beach visitors perceive and respond to beached wrack. For her discipline, this represents an innovative way of connecting ecological conditions with people's experiences, emotions, and interpretations.

For Lucia, the Association for Netnographic Research (ANR) is distinguished by its open-minded, welcoming, and supportive community. She particularly values the willingness of members to share their experiences and support early-career researchers. The relationships developed through ANR's annual conferences have strengthened her sense of belonging to a genuinely collaborative research network. Being part of the association has also helped Lucia place her interdisciplinary approach on a stronger methodological foundation. At the same time, the community motivates her to remain engaged with emerging ideas and developments in netnographic research.

30 YEARS OF NETNOGRAPHY



Don't forget that we are celebrating the 30th anniversary of netnography with a social media challenge: [#30YearsofInsights](#). Here is what we would like you to do:

Create and post by September 30, 2026

1. Create a post or a short video (15-30s) about any of the following:
 - Let us know what netnography means to you or how you discovered it
 - Tells us how netnography has influenced your research
 - Share a specific research insight that netnography has allowed you to gain
 - Share with us how you are going to celebrate netnography's 30th birthday
 - Show it if you can, don't just tell it
2. Post it on LinkedIn or Instagram between now and September 30, 2026.
3. Tag the Association for Netnographic Research.
4. Include the [#30YearsofInsights](#) hashtag.

The challenge is on! Can we get at least 30 posts? Should we dare dream about 100? Let's see how creative we can get. As a community, we will be voting on the most creative entry in October. We have a little surprise for the winner.

Robert Kozinets

May, Georgianna

ANR Events

NetnoTalks, Webinars, NetnoChats and NetnoConnect updates.

Thaysa Nascimento

BALDI Giovanni

Padmali Rodrigo

Alessia Grassi

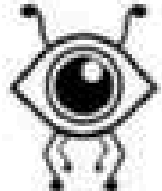
NETNOTALK

The ANR NetnoTalks series continues with great energy and excitement! ANR NetnoTalks celebrate recently published netnography articles and help us learn about the research and publication process. We are delighted to continue hosting exceptional netnographers and journeying with you into the world of publishing netnographies!

Netnotalk Recap :



Netnography - Data Analysis



COPPEAD
UFRJ

Total data collected.	
Data type	Quantity collected
TikTok Videos	380 videos
YouTube Videos	273 videos
Instagram Prints (posts and commentaries)	645 prints
Immersion Journals	More than 100 pages

Data analysis and interpretation

On July 9, 2026, we had the pleasure of hosting Dr. Thaysa Costa do Nascimento, Assistant Professor in the Marketing Department at COPPEAD Graduate School of Business, Federal University of Rio de Janeiro, Brazil. Thaysa discussed the fascinating netnography she recently published with her co-authors Isabela Carvalho de Moraes and Eliane Zamith Brito in the Journal of Business Research. The study examines how beauty influencers operate not only as tastemakers or cultural intermediaries, but also as socioeconomic intermediaries who help democratize consumption. Drawing on a multiplatform netnography of 20 Brazilian beauty influencers across Instagram, TikTok, and YouTube, Thaysa explained how influencers respond to their audiences’ economic constraints by recommending products and consumption practices that reconcile aesthetic aspirations with followers’ financial realities. Thaysa also highlighted the value of prolonged immersion, reflexive journals, researchers’ direct engagement with recommended products, and the integration of digital traces from different platforms in uncovering these evolving consumption dynamics.

You can read more about this insightful netnographic research in:

Nascimento, T. C. do, Moraes, I. C. de, & Brito, E. Z. (2026). Influencers as socioeconomic intermediaries: Democratizing consumption. Journal of Business Research, 204, 115873.

A big thank you to Thaysa for sharing her work and research experience with us and to everyone who participated in the event and contributed to the engaging discussion. The session offered a compelling illustration of how netnography can reveal the collaborative processes through which social media actors and their audiences reshape consumption practices in contexts marked by economic inequality.

UPCOMING NETNOTALKS

September 17 | 8 AM PDT / 5 PM CET / 8:30 PM IST

Dr. Anuja Anil Pradhan – Symbiosis Institute of Media and Communication, Symbiosis International (Deemed University), Pune, India, and University of Southern Denmark
Dr. Scott Jones – University of Birmingham, United Kingdom

Anuja and Scott will take us into the fascinating world of fantasy, imagination, and media re-consumption through their recently published study on how consumers bring the atmospheres of fictional story worlds into everyday life. Combining subjective personal introspection with netnographic observation of Reddit discussions, the study explores how fantasy fans draw on story worlds such as Dune and The Legend of Zelda to make ordinary activities feel more enchanting.

The authors show how consumers recreate imagined fantastic atmospheres through daydreaming, repeated media consumption, music, material objects, fan-generated content, and other transmedia resources. The study also reveals the joy, creative effort, and occasional tensions involved when fantasy worlds merge with mundane reality. We are particularly excited to host this discussion because the article illustrates how netnography can illuminate deeply personal, imaginative, and affective dimensions of consumption that extend beyond the original media experience.

Featured article

Pradhan, A. A., & Jones, S. (2026). Enchanting our lives: Fantasy story worlds and imagined atmospheres. Marketing Theory. <https://doi.org/10.1177/14705931261427818>

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 already being planned!

ANR WEBINARS

Mark your calendar

September 2/3, 2026 • Netnography Methods Sections

Our next Webinar is planned for September 2, 2026 at 9:00 PM PDT Los Angeles time (that is September 3, 2026, 6:00 AM CET (Milan), 8:00 AM GST (Dubai), 9:30 AM IST (Mumbai), 12:00 noon HKT (Hong Kong) and 2:00 PM AEST (Sydney)). It will be entitled “Netnography Methods Sections” and will discuss how to write netnography methods descriptions for theses and publications. Rob Kozinets will be leading the webinar and will be ready to answer your questions regarding how to report your netnographic research design.

November 3, 2026 • Netnography in Macromarketing Research

The following webinar is planned for November 3, 2026, at 9:00 AM PST (Los Angeles time), which is 6:00 PM CET in Rome and Paris. Organized in collaboration with the Macromarketing Society, it will be entitled “Netnography in Macromarketing Research” and will explore how netnographic methods and techniques can be used to investigate broader marketplace and societal issues, including sustainability, inequality, institutional change, and collective well-being. The webinar will be hosted by Giovanni Baldi (ANR) and Antonella Cammarota (Macromarketing Society) and will feature Rob Kozinets, Ulli Gretzel, and Ross Gambetti as speakers. They will be available to answer participants’ questions. Additional information about the webinar and its program will be provided following the September seminar.

As always, if you have any suggestions on what topics the ANR webinars should cover or which speakers to invite, get in touch with the ANR team!

ANR NETNOCHATS



The past few months have been full of great chats together! A big thank you to everyone who joined our recent NetnoChats 🧡

May: In May, Lucina Odoi and Marie Kerekes co-hosted a special Netnocon PowerPoint Retreat, giving participants dedicated time (and a little bit of collective motivation!) to prepare their presentations for Netnocon. 💻

June: Then in June, we took a break from research to chat about our hobbies with Marie. 🧶 🏔️ 🎨 🎸 It was a wonderful reminder that netnographers have many passions beyond the field!

July: The most recent NetnoChat happened on Wednesday, July 15. We gathered for a “Post-Netnocon Virtual Drink + Bring your Pet” session that offered a lot of fun and an opportunity to catch up and debrief after Netnocon 2026 🍹 🐶 🐱 🦜 🤖.

Next

Now it is time for a well-deserved summer break ☀️ We’ll be back after the holidays with fresh NetnoChats and more opportunities to connect! Until then, have a wonderful summer 🥰

Got questions? Ideas? Random inspiration?

💡 Feel free to reach out to Marie Kerekes, organizer and host of the Netnochat series, at mariek@netnographicresearch.org
See you very soon... hasta luego! 🧡



NetnoConnect Updates

Groups, conversations and collaborative spaces for netnographers.

NETNO Connect

TEACHING NETNOGRAPHY



On June 18, 2026, the Teaching Netnography NetnoConnect Group hosted a panel at NetnoCon 2026 in Izmir devoted to the teaching and learning of netnography across academic and professional contexts. The panel continued the conversation started with an ANR webinar organized by Lucina Odoi and Rob Kozinets a few months ago. Moderated by Lucina Odoi, the panel brought together six panelists offering complementary perspectives: Alyssa Abbonitalia, Master's student at Pacific University Oregon; Magda Marchowska-Raza, Assistant Professor at North Dakota State University; Lena Cavusoglu, Assistant Professor at Pacific University Oregon; Ross Gambetti, Professor at Università Cattolica del Sacro Cuore in Milan; Nayeli Tusche, Head of Qualitative Research & Innovation at Revolution; and Marco Fornaro, Chief Strategy Officer at MSL Publicis Groupe.

The discussion began from the student perspective, with reflections on what makes learning netnography especially meaningful and engaging. Magda, Lena, and Ross then shared what they found most rewarding about teaching the method, as well as examples of assignments, classroom exercises, materials, and activities that have proved particularly effective in helping students understand and conduct netnographic research. From an industry perspective, Nayeli and Marco addressed the knowledge and skills that university teaching of netnography should prioritize to prepare students for conducting netnography as a professional practice. The panel also explored how academics can explain the value of netnography to industry partners and communicate the advantages of collaborating on netnographic projects.

By bringing together the voices of students, educators, researchers, and industry professionals on the teaching of netnography, the panel highlighted the importance of experiential learning, methodological rigor, practical relevance, and closer dialogue between universities and organizations. Audience questions further enriched the session, making it a stimulating exchange of experiences and ideas about how to educate the next generation of netnographers.

For any questions regarding the Teaching Netnography NetnoConnect group, email Lucina at lucina.odoi@gmail.com.

Netnography Ethics

The Ethics NetnoConnect group met during one of the Netnocon lunch breaks. We discussed the ongoing challenges netnographers face when submitting ethics applications. As part of this discussion, we agreed that ANR should play a role in offering access to peer auditors, and it should make more resources available for netnographers struggling to get their ethics approvals.

Next steps: The group is planning its next online meeting for early September. If you would like to join this NetnoConnect group, email Ulli at ulrike.gretzel@imc.ac.at.

Netnography across Latin America

ANR has many members from Latin America, and we would like to see whether there is interest in bringing together the community of Latin American netnographers to discuss highlighting the netnography work done on or in Latin America, offering mentoring specifically for Latin American scholars, and creating publication opportunities.

Maria Collier de Mendonça and Flavia Cardoso have agreed to host the first meeting. Please contact Maria at maria.cmendonca@ufpe.br if you would like to be added to the list of meeting participants.

Netnography for Gender Research

Inspired by the many gender-focused presentations at Netnocon 2026, we would like to form a group to advance netnography for gender research. The first meeting will take place at the end of October and will be spearheaded by Carol Zanette.

If you would like to receive the invitation to the first meeting, make sure to email Carol at maria-carolina.zanette@neoma-bs.fr.

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

SIMA-SIM-BAM Summer School on Netnography Recap



The 2026 edition of the SIMA-SIM-BAM School of Research Methods, jointly organized by the Italian Management Society (SIMA), the Italian Marketing Society (SIM) and the British Academy of Management (BAM), was held in collaboration with the Association for Netnographic Research (ANR) in Florence, Italy, from June 8 to 10, 2026. Ross Gambetti, Matilde Milanesi, and Maurizio La Rocca were the official organizers. They welcomed Rob Kozinets and Ulli Gretzel, along with 30 scholars from across Europe, to discuss the latest developments in netnography. Under the umbrella of “Netnography: Qualitative Digital Research in an Age of AI”, the summer school participants learned about the scientific basis of netnography and its latest advances and then applied the newly gained knowledge to a research project.

It was an intense three-day summer school! The participants worked hard on their netnographies. They presented their amazing results on the last day, with many rich insights derived from the deep data they had explored. Grazie mille a tutti!

Netnocon2026 Recap

Cultural Crossroads in Izmir, Turkiye • June 17-19, 2026

CULTURAL CROSSROADS

The global netnography community gathered in Izmir, Türkiye, June 17-19, 2026, to present and discuss their latest netnographic research. This year's conference theme was "Cultural Crossroads", and the conference location offered a perfect setting for exploring netnography across cultures and disciplines.



Rob Kozinets, Ross Gambetti, Ulli Gretzel, Lena Cavusoglu, Romas Malevicius, Sema Misci Kip, Ebru Uzunoglu, Burak Dogu, Selin Türkel, Zeynep Aksoy, and Burcu Yaman Akyar served as this year's conference chairs. They worked tirelessly for over two years to create an inspiring, welcoming, and sustainable conference. They were supported by volunteers from the Izmir University of Economics and King's College London and backed by generous conference strategic partners and sponsors, including the Aegean Young Business Association (EGIAD), Pacific University Oregon, King's College London, Labcom, the Association for Netnographic Research, ABM Grinding Technologies, and Damsak Gida. A special thank you also to the Swissôtel Büyük Efes İzmir for serving as the conference hotel, sponsoring the opening reception, and providing daily shuttles to and from the conference.

Over 100 participants gathered to learn from the 88 paper presentations, 2 keynotes, and the panel on teaching netnography. We even had non-human conference participants this year who listened in on some of the discussions. Netno made an appearance on the conference t-shirts and in the form of a puzzle that conference participants could work on in a dedicated quiet room.



The conference presentations discussed the role of AI in netnography, the need for more historical engagement, auto-netnographic practices, fandom, influencer culture, brand activism, posthuman and more-than-human realities, gender, brand activism, privacy, toxicity and risk-taking, help-seeking, identity work, vulnerabilities, memes, truth work and sensemaking, ideologies, scandals, crises, the role of managers, and many, many more technocultural topics and methodological issues.



The social program was absolutely incredible this year. Our local hosts invited us to explore the conference destination through community tracks on Day 0 of the conference, leading us on tours of historic and artisan crossroads. The opening reception featured incredible views of the sunset over the Izmir Bay. Lunches and breaks at the conference were again 100% vegetarian in line with Netnocon's sustainability pledge. Mustafa Kılıç and his team from Major Catering introduced us to the many vegetarian delights Turkish cuisine has to offer. The gala dinner surprised us with workshops taught by local craftspeople that introduced everyone to weaving, painting, pottery, and beadwork. We were also treated to a bellydance performance and a wonderful DJ who got us all onto the spectacular dancefloor overlooking the water. The gala dinner ended with a celebration of the 30th anniversary of netnography. Netno manifested in the form of a cake, with a netnography tune composed by Rob Kozinets playing in the background. The conference closing reception gave everyone an opportunity to chat, connect, and debrief. But that's not all! The post-conference tour involved a bus tour with an amazingly knowledgeable guide and stops at the House of the Virgin Mary, a local restaurant, and the historic site of Ephesus.



ANR 2026 Scholarship Recipients



ANR 2026 Scholarship Recipients

Like in the previous years, ANR was able to award scholarships to junior scholars thanks to the generosity of the Netnocon partners and sponsors. Scholarship recipients were able to attend Netnocon without having to pay the registration fee and were offered free accommodation provided by Izmir University of Economics. Alex Fenton moderated the session that introduced the scholarship recipients at Netnocon. Seeing the diversity of the awardees in terms of their backgrounds and their research topics was again one of the most exciting aspects of Netnocon. They enrich our community tremendously. Please join us in congratulating the 2026 cohort of ANR scholarship awardees! And don't forget to encourage your students or colleagues to apply for an ANR scholarship award to attend Netnocon 2027 in Australia.

You can learn more about this year's awardees on the ANR website:
<https://netnographicresearch.org/netnocon-scholarships/>

NETNOCON 2026 Proceedings

If you could not attend Netnocon, you can still read up on the latest netnographies and enjoy the wide array of topics that netnographers around the world are currently researching.

The Netnocon Proceedings are available on the ANR website:
https://netnographicresearch.org/wp-content/uploads/2026/06/Netnoon-2026-Proceedings-published_June.pdf

Netnocon 2027

Riding Digital Waves • Sydney, Australia • 9-11 June 2027

SYDNEY, AUSTRALIA



RIDING DIGITAL WAVES

We are delighted to announce that the fifth annual Netnocon conference will be hosted by [Western Sydney University in Parramatta, Australia](#), from **9–11 June 2027**. We look forward to welcoming netnographers from around the world for an unforgettable academic, cultural and distinctly Australian experience.

The call for papers with additional details will be distributed within the next few weeks.

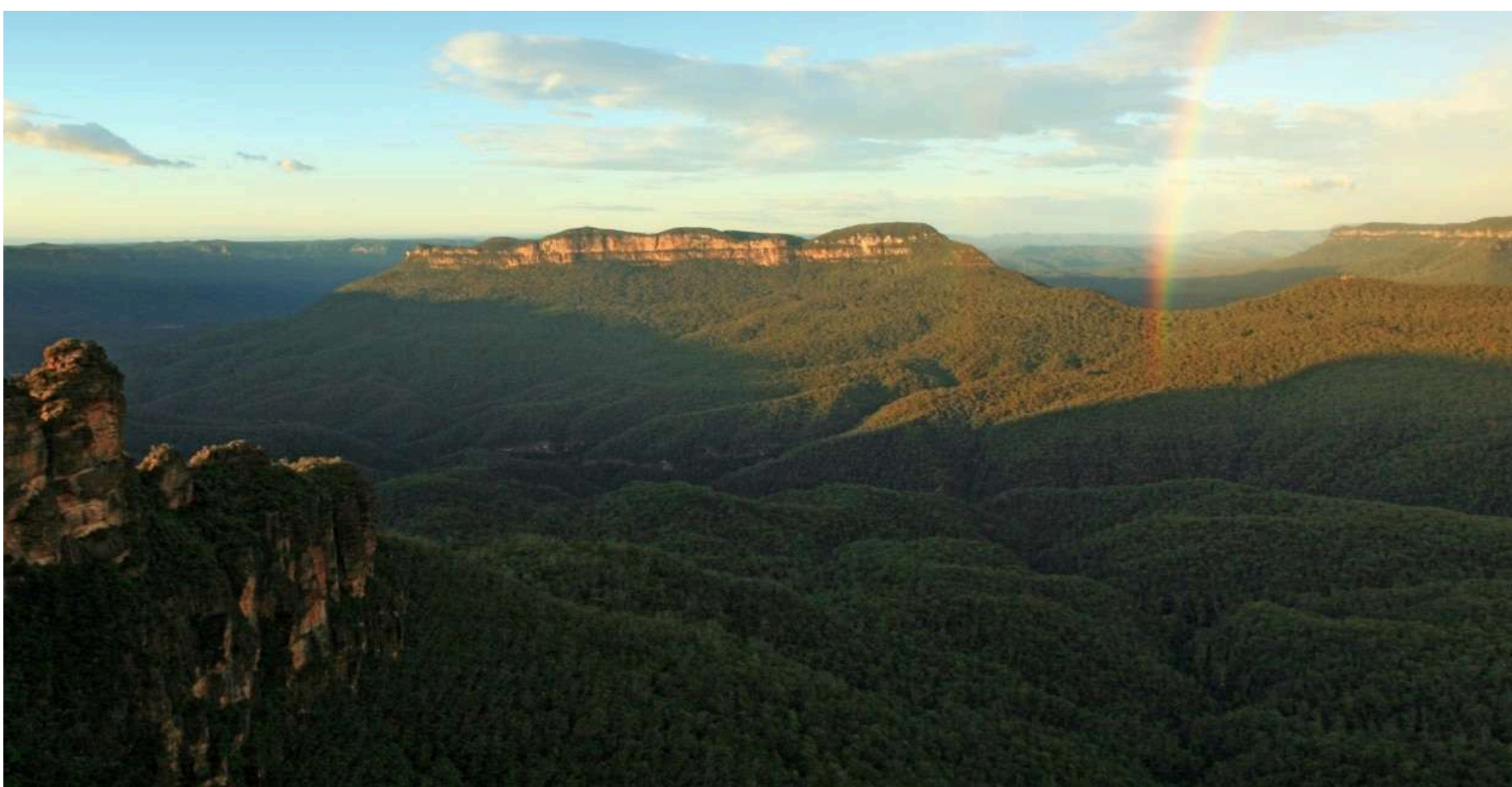
Netnocon 2027 will offer much more than a traditional academic conference. It will provide an opportunity to connect with a vibrant international community of scholars while exploring Sydney and experiencing some of Australia's most iconic attractions.

One of the highlights of the conference program will be a spectacular evening cruise on Sydney Harbour during the Vivid Sydney light festival. Delegates will be able to take in the illuminated Sydney Opera House, Sydney Harbour Bridge and surrounding landmarks as the harbour is transformed by light, colour and creativity.

While June marks the beginning of winter in Sydney, visitors can generally expect mild, sunny weather that is ideal for sightseeing and exploring. Average daily temperatures typically range from around 9–10°C overnight to a comfortable 17–18°C during the day. The crisp, cool conditions provide a wonderful backdrop for experiencing the city, the harbour and the wider region.

Netnocon2027 will take place **9–11 June 2027**. We cannot wait to welcome you to Western Sydney, and to Australia!

BEYOND THE CONFERENCE



Pre-conference experiences

Those arriving early will also have the opportunity to explore more of the region through a selection of guided pre-conference experiences designed especially for Netnocon delegates. These will offer the chance to encounter some of Australia’s unique wildlife - including koalas, kangaroos and wombats- while learning more about the country’s rich history, diverse cultures and distinctive way of life.

Academic program

At the heart of Netnocon 2027 will, of course, be an inspiring academic program bringing together leading netnographers from across the globe. Through keynote presentations, engaging discussions and opportunities for collaboration, the conference will create space for new ideas, meaningful connections and lasting research partnerships. Whether you are beginning your netnographic journey or are an established scholar, Netnocon 2027 promises to be an enriching and memorable experience.

Save the dates: 9-11 June 2027

NETNOCON 2028 in Salerno, Italy



It is official: **NETNOCON 2028** is coming to... Salerno, Italy! 🍕

We are delighted to organize the conference at the University of Salerno together with Host Co-Chairs Felice Addeo and Giovanni Baldi (ANR).

With roots extending back to the Schola Medica Salernitana, widely recognized as Europe's first medical school, today's university welcomes more than 30,000 students across 17 departments and two modern campuses.

Just a short distance from Salerno's lively waterfront, and within easy reach of Naples, the conference will be ideally positioned between the spectacular Amalfi Coast and the wild beauty of the Cilento Coast.

More details will be announced following the next NETNOCON, but get ready: **Salerno 2028** is going to shine! ✨

Publish v

Global Marketing

Marketing

ANR Publications

Special issues, guidebooks and recent netnography research.

sh open access

n on global marketing theories and

etc

If you have an idea for a special issue to promote a specific area of netnography, or to extend it to a particular discipline, get in touch with Rob to discuss it. Let's work together to promote netnography and to create publication opportunities for our community of netnographers.

CURRENT SPECIAL ISSUE OPPORTUNITY

Journal of Global Marketing

We had the pleasure of announcing this year's special issue at Netnocon 2026 in Izmir. It celebrates the conference theme of "Cultural Crossroads" and will be published in the Journal of Global Marketing.

The special issue, co-edited by Netnocon 2026 Scientific Committee chairs Rob Kozinets, Ulli Gretzel, Ross Gambetti, and Lena Cavusoglu celebrates the spirit of the Netnocon 2026 conference by advancing conversations at the intersection of culture, identity, markets and technology in today's connected world.



Submission Deadline: December 15, 2026

Journal metrics

The Journal of Global Marketing is abstracted/indexed in:

- 2025 Clarivate JIF: 4.6
- 2025 Scopus CiteScore: 9.7
- Q1 CiteScore Best Quartile Journal
- ABDC, Category B

Submissions can be empirical (qualitative netnographies, multi-method designs), conceptual/theoretical, methodological/reflective (protocols, innovations, tutorials), or policy/practice pieces with grounded evidence. All submissions undergo double-blind peer review per JGM policies. Articles must clearly speak to global/international marketing and contribute to theory, method, and/or practice.

 Target Publication: End of 2027 / Early 2028

More information about the journal and the special issue can be found [here](#).

SPECIAL ISSUE THEMES

Consumer culture & identity across borders

Refugee/migrant/diaspora consumption; transborder shopping, medical tourism and international financial strategies; cross-national fandoms and communities; digital belonging, cultural hybridity, glocalization, and intersectionality.

Global brands, platforms, entrepreneurs, and creators

Netnography for global NPD/innovation; platform affordances/algorithms; influencer/KOL and creator ecosystems in international strategy; migrant and transnational entrepreneurship.

Transnational movements & public interest

Digital activism; decolonial, indigenous and critical perspectives; ethical protocols for sensitive/global contexts.

Methodological innovation

Multi-sited/multi-language collaboration; immersive/VR/AR/metaverse contexts; advances in collection/analysis / interpretation; reflexivity and positionality.

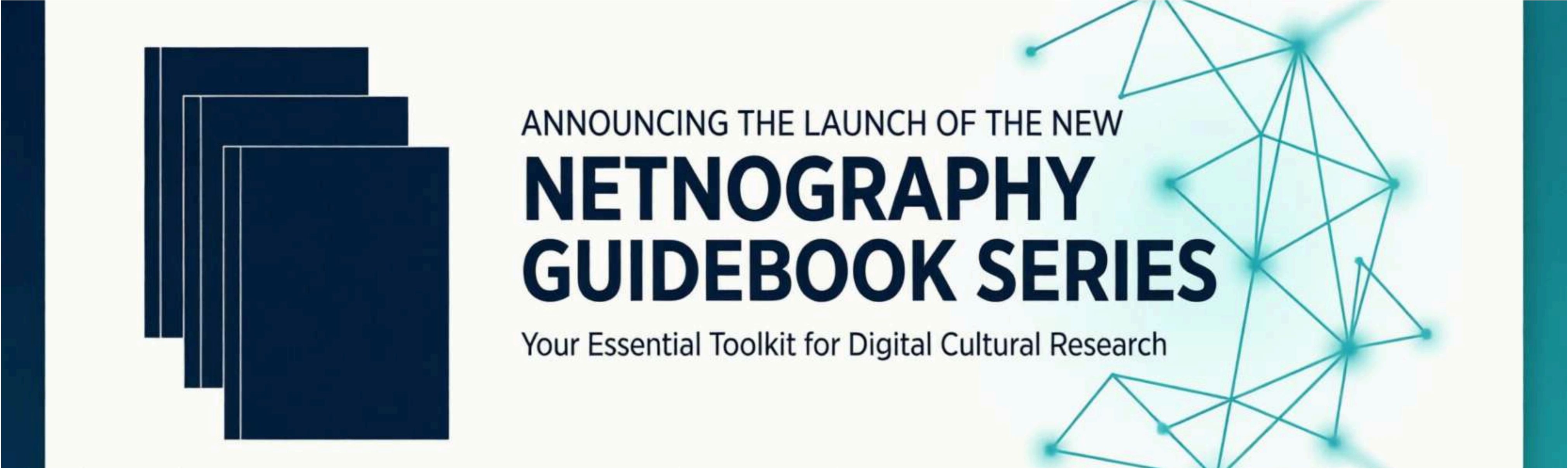
International education & mobility

Study-abroad markets; expats/digital nomads; cross-border learning communities; international travel and hypermobile lifestyles; border-crossing and customs experiences.

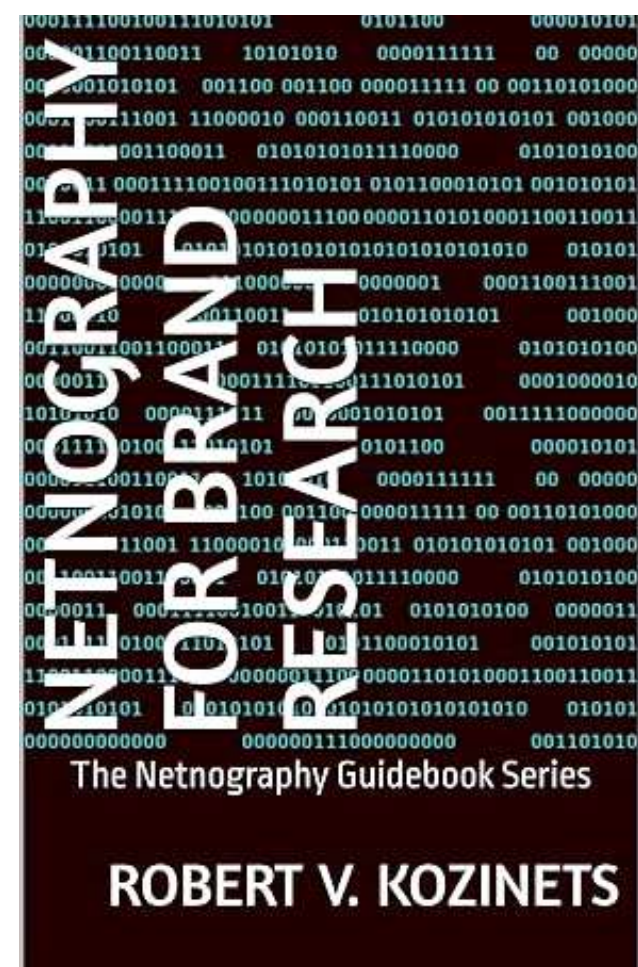
We look forward to receiving
your submissions!



GUIDEBOOKS & RECENT PUBLICATIONS



If you are looking for a shorter, discipline-specific primer on how to do netnography, either for teaching or for your own research, this new book series is for you! The guidebooks are about 15,000 words long and will be available on Amazon.com as e-books for a small fee to make them more accessible than the official netnography textbooks. All proceeds will be donated to ANR to fund Netnocon student scholarships. They will briefly discuss the netnographic movements and will offer examples specific to the research field for which they were written.



- The first guidebook in the series focuses on “Netnography for Brand Research” and was published in May 2026. It is available as a Kindle Edition for \$4.99.
- The vision is to make these guidebooks available for as many disciplines/fields as possible and to translate them into different languages. Here is where we need the help of the ANR community: for which research fields should they be written and which languages could we make available?
- If you have an idea for a research field that would benefit from such a short guidebook or if you would be able to help with a translation into a particular language, please contact Rob at rkozinets@usc.edu.

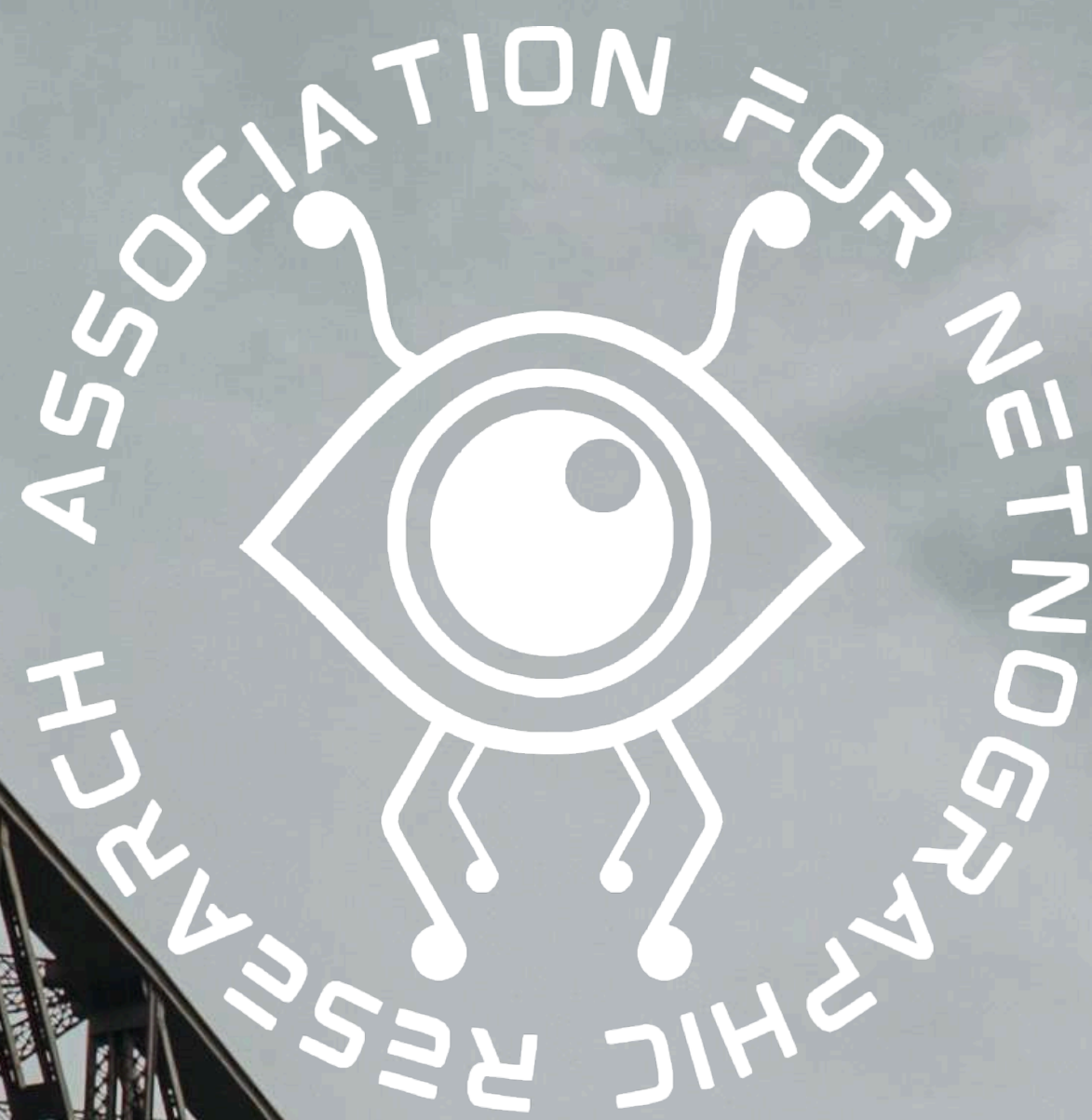
HOT OFF THE PRESS: Highlighting Recent Netnography Publications

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

- **Baldi, G., Biscaia, R., & Botti, A. (2026).** Being a ‘fan’ of a destination: Conceptualising ‘destination fandom’ in tourism. *Current Issues in Tourism*, ahead-of-print. <https://doi.org/10.1080/13683500.2026.2706182>
- **Han-Long, R., & Wengel, Y. (2026).** Temples as immersive experiencescapes: affective and platform-mediated young-adult visitation in China. *Tourism Geographies*, 1–19.
- **Leoni, G. (2026).** Netnography for accounting and accountability research. In *The Routledge Handbook to Qualitative Accounting Research Methods* (pp. 218-231). London: Routledge.
- **Marchowska-Raza M., & Kozinets R.V. (2026).** Methodology in motion: insights from the application of netnography. *Qualitative Market Research: An International Journal*, ahead-of-print. doi.org/10.1108/QMR-10-2025-0254
- **Medici, B., Borghini, S., & Gambetti, R. (2026).** Lonely and Sick: The Role of Social Media in Consumer Practices of Relief, Psychology & Marketing, <https://doi.org/10.1002/mar.70223>.
- **Quadri, M., Andreini, D., & Gambetti, R. (2026).** Always on, never still: navigating the tensions of value creation in livestreaming ecosystems. *Journal of Business Research*, 216, 1-14.
- **Singleton, J., Kervin, L., & Neilsen-Hewett, C. (2026).** Digital platforms and relational practice: A netnographic study of educator-family communication. *Early Childhood Education Journal*, 1-23.

See you in November

Our next ANR Newsletter will be published in November. 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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