

Anna Baratin

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Ciclo: XXXVII

Research Interest: sustainability; food; eco-influencer

Supervisor: Francesca Setiffi

Co-Supervisor: Paolo Roberto Graziano

Bio

I graduated in the two-year master in European and Global Studies at the University of Padova which is taught completely in English. I've decided to enroll in this course because it gave me the opportunity to work in a multicultural environment and the subjects are in line with the field of my interests. I've done an Erasmus experience at the University of Helsinki where I had the opportunity to improve my studies in the field of governance and globalization to gain a new point of view and a new way to approach academic life. I've had the opportunity to work with different people from different countries which allowed me to understand the importance of a multicultural environment. The environment and respect for it are the themes to which I am most attached, for this reason in my free time I like going hiking and doing photography.

Abstract of the research project

The project aims to reconstruct the complexity of the concept of sustainability through sociological and political research based on three levels of analysis. The first level concerns the idea of sustainability proposed by public institutions (European and national). The second level of study focuses on the interpretation of the concept of sustainability by companies (certifications and sustainability reports). The third level regards the sustainability practices of teenagers which are partly connected with the media narratives of eco-influencers. The legislative texts, the reforms and the projects adopted by the European Union and the Italian national context regarding sustainability will be analyzed. The methodology used for research on eco-influencers is the Netnography, which allows me to rebuild the networks through which the theme of sustainability is told in the platform being studied: Instagram. Once circumscribed the sample of eco-influencers that I will analyze, using software R and co-hashtag analysis system, I will create a mapping of semantic networks that illustrates the cultural imagination of a particular brand or social actor (in this case sustainability). The research will use techniques of quantitative analysis (questionnaires) and qualitative analysis (focus group), involving the reference sample while the work of constructing the sustainability report with Altromercato will be the basis for the creation of a case study.

Publications (selections)

Baratin, A., Bassoli, M. and Turri, V. M. (2022) Mapping of local gambling initiatives in Italy. [Data Collection]; doi: 10.25430/researchdata.cab.unipd.it.00000777.

Conferences (selections)

2023, August 28 – Presentation by Francesca Setiffi and Anna Baratin “Are the (eco)influencers activists, entrepreneurs, or a mix of the two? An exploratory study of digital social narratives on sustainability”. Mini Midterm Conference di ESA Rn05 Bonding Beyond Boundaries – Panel: Female Consumption Beyond Boundaries.

2023, April 13 – Presentation “Eco-influencer: comunicare la sostenibilità attraverso i consumi”. Pitch – Pic AIS, Envisioning the Future, Alma Mater Studiorum University of Bologna (Italy).

2022, May 27 – “Le narrazioni della sostenibilità alimentare. Uno studio esplorativo degli eco-influencer”, Ecologie quotidiane: valori, pratiche, media, AIS, Università La Sapienza di Roma (Italy).

Co-tutele and periods abroad

January 2020 – May 2020 – Erasmus at the University of Helsinki (Finland).

Education

September 2015 – November 2018 – Bachelor’s degree in Government of Administration – University of Padova (Italy). Thesis: “European Policies against international terrorism in the 70s. The beginning of European cooperation in the field of security and defense?”.

January 2019 – July 2021 – Master’s degree in European and Global Studies – University of Padova (Italy). Thesis: “Europeanization of Energy Policies: local energy communities in Germany and Italy compared”.