

GIUSEPPE TIPALDO

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○ . RESUME

At the end of my second year of post-doctoral research, I'm presently involved in a still-on-going research program started in 2007 on the social impact of the co-incinerator under construction in the Gerbido area of Turin, Piedmont, Italy. Basically, it deals with civic culture, mass media coverage, risk perception, people's scientific literacy, and with their influence on the attitude towards high-tech and controversial industrial plants, an increasingly relevant theme, and not only within the social science field.

Over the last two decades, many studies have focused their attention on the phenomenon of local opposition to 'useful but unwanted' plant and infrastructure programs in many parts of the world, such as in Canada and the United States (Rasmussen, 1992; Seeliger, 1994; McGurty, 1997; Fischel, 2001; Blake, 2004; Saha and Mohai, 2005), France (Lafaye and Thévenot, 1993; Lolive, 1997; Trom, 1999; Catherin, 2000; Rootes 2003), Germany (Weidner, 1998; Rootes, 2003), Greece (Rootes, 2003), Great Britain (Welsh, 1993; Rootes, 2003), Spain (Muñoz, Durán and García, 1999; Rootes, 2003), Sweden (Rootes, 2003) and Japan (Lesbirel, 1998).

Looking at the Italian context then, mass media attention and public opinion have been drawn to projects such as the nuclear waste storage plant for Scanzano Ionico, the High Speed Train (TAV) in the Val di Susa area, the Dal Molin American Airport base near Vicenza and, most of all, the waste management catastrophe in Naples. These concerns, with limited scrutiny by the Italian media, are new and relatively rare in Italy when compared to similar events occurring over decades in North America and Northern Europe [Bobbio e Zeppetella 1999: 186], but they are not unique.

According to the NIMBY Forum Association's 6th Survey (year 2011), public opinion in Italy is currently protesting against 320 infrastructure and plant programs. The expression 'NIMBY syndrome' has been applied to what is considered to be self-serving and to local interests that motivate this opposition. NIMBY (acronym of Not In My Backyard) 'is a malevolent label reflecting the viewpoint of the stakeholders of the project. In fact, it suggests that opposition groups are animated by the self-centeredness of those who do not want a particular (industrial) plant near their house, but also who would not do anything if such plant was to be built near someone else's house' (Bobbio and Zeppetella, 1999: 186). The variant called LULU (Locally Unwanted Land Use) is actually more neutral (Schively, 2007), whereas the acronym BANANA (Build Absolutely Nothing Anywhere Near Anybody) is probably more suitable to describe a relatively new and interesting protest and opposition trend exceeding local community interests, refusing technologies or programs aside from where they will be settled.

No matter what label is used, experts and other institutional entities (local politicians, industrial lobbyists and mass media) often mischaracterize this public opposition as an unjustifiable and irrational fear of techno-

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scientific products and a lack of civic culture. According to them, if citizens were more literate on technical and scientific issues, they would inevitably conclude that experts are right and that their skewed risk perception is not plausible.

Using the case study of the Turin co-incinerator project, with a multi-technique methodological approach (combining longitudinal survey data, focus groups, participant observation and newspapers content analysis), the core of my research is to explore the relationships between civic culture (environmental values, trust, networks), mass media coverage of environmental issues, risk and scientific literacy, on the one hand, and attitudes towards local infrastructure programs, on the other.

Results from the research program, yearly contribute to build up a wide-range actions program in public communications, negotiations with local community and conflict resolution to make the incinerator settlement as lower controversial as possible.

More details to follow about: biography (I), current positions (II), research and work areas (III), other positions and teaching experiences (IV), extra academic works (V), degrees (VI), publications (VII), talks (VIII), memberships (IX), skills (X), languages (XI), contacts (XII) and references contact information (XIII).

I. BIOGRAPHY

Born in Turin, Italy, on February 15th 1980.

II. CURRENT POSITIONS

- 🎓 “Master dei Talenti della Società Civile by Fondazione CRT” Post Doctoral Research Fellow in Sociology, Department of Social Sciences, University of Turin, Italy - 2nd year
- 🎓 TRM s.p.a. Management Consultant for Strategic Communication and Dispute Resolution

III. RESEARCH AND WORK AREAS

- 🎓 Content Analysis, Automatic Text Analysis, Text Mining and Mass Media Analysis
- 🎓 Crisis Communication
- 🎓 Environmental Communication
- 🎓 Environmental Sociology
- 🎓 Methodology of Social Research (quantitative and qualitative methods)
- 🎓 NIMBY (Not In My BackYard) Syndrome, “Megaprojects” opposition, local environmental controversies and conflicts

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- 🎓 Public Opinion Studies and Political Communication
- 🎓 Sociology of Risk
- 🎓 Sociology of Waste
- 🎓 Strategic Communication Planning, Management and Public Relations

IV. OTHER POSITIONS AND TEACHING EXPERIENCES

- 🎓 2011, Professor of Mass Media Languages, Faculty of Letters and Philosophy, University of Turin
- 🎓 2011, Professor of Sociology of Communication, SAA Business School, University of Turin
- 🎓 2011, Assistant Professor of Sociology of Communication (course B), teacher of monographic lessons on Communication, Environment and opposition to «megabuilding» projects, Faculty of Letters and Philosophy, University of Turin
- 🎓 2010-present, Teacher in Content analysis techniques methodological laboratories, Doctorate School in Sociology, University of Turin
- 🎓 2010-present, Author and presenter of *Il Comunicatore 3D*, sequel of the weekly programme on Communication and Society for the webradio of the University of Turin (www.110.unito.it)
- 🎓 2009-2011, Professor of Content Analysis Techniques, Faculty of Letters and Philosophy, University of Turin
- 🎓 2009-present Professor of Television Drama Analysis Laboratory (selecting Prix Italia students' jury), Faculty of Letters and Philosophy, University of Turin
- 🎓 2007-08, Author and presenter of *Il Comunicatore*, weekly programme on Communication and Society for the webradio of the University of Turin (www.110.unito.it)
- 🎓 2006 - present, Assistant Professor in Communication, Environment and Territory, University of Turin, Italy
- 🎓 2006 - present, Assistant Professor in Methodology of Social Research, University of Turin, Italy
- 🎓 2006-present, Teacher in Environment-Risk-Communication training laboratories, Course of Communication Studies, Faculty of Letters and Philosophy, University of Turin

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- 2006 - 2010, Tutor in Sociology of Communication, SAA Business School, University of Turin
- 2005 - present, Communication Manager Consultant for public companies in the Turin Metropolitan District (Environment, Waste)

V. EXTRA ACADEMIC WORKS

- 2011, CIDIU S.p.A. | Urban waste management public company | Management Consultant | Press conference organisation
- 2011, TRM S.p.A. | Urban waste incineration public company | Management Consultant | Emergency Plan and Crisis Communication Strategies
- 2011, RAI Television Prix Italia and University of Turin | Students' jury selector and trainer
- 2011, Ascom Torino, Piedmont Region and Orange021 | Research Designer and Analyst for "TRETTO" Project (Termometro Ricadute Eventi Torino), evaluating the economical impact of the 150th anniversary of Italy's Unification main events
- 2011, CIDIU S.p.A. | Urban waste management public company | Management Consultant - Crisis Communication Guideline
- 2010, RAI Television Prix Italia and University of Turin | Students' jury selector and trainer
- 2006, CIDIU S.p.A. | Urban waste management public company | Manager Consultant - Vision Document
- 2005, TRM S.p.A. | Urban waste incineration public company | Manager Consultant - Integrated Communication Office start up

VI. DEGREES

- 2009 (June), Ph. D. in Compared Social Research, Department of Social Sciences, University of Turin, Italy. Final dissertation's title: *«Né qui né altrove!». Il «no» è uscito dal giardino. Un'esplorazione sociologica dell'opposizione (locale) alle grandi opere. [«Neither here nor elsewhere!». The «No!»'s come out of the backyard. A sociological analysis of the (local) opposition to «mega-building» projects.]* Advisor: prof. Maria C. Belloni. Keywords: Nimby-Syndrome, risk, waste, incinerator
- 2005, *Laurea Magistrale* (2-years Master's Degree) in Communication for Institutions and Enterprises, Faculty of Letters and Philosophy, University of Turin, Italy, *summa cum laude*, right of publication. Final dissertation's title: *«Sfera pubblica mediatizzata, immagini del rischio ambientale e impianti indesiderati. La costruzione del consenso intorno a un inceneritore dei rifiuti: Torino e Trento a confronto».* Advisor: prof. Sergio B. Scamuzzi. Keywords: Nimby-Syndrome, public opinion, content analysis, risk, waste, incinerator

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🎓 2002, *Laurea* (BA) in Sciences of Communication, Faculty of Letters and Philosophy, University of Turin, Italy

VII. PUBLICATIONS

Many publications and talks are accessible at the website <http://unito.academia.edu/GiuseppeTipaldo>

Legend:

AJ: Article in Journal | B: Book | CB: Chapter in Book | P: Proceedings

R: with referee

7. Tipaldo, G. (forthcoming) «Boh?». *Percorsi dell'incertezza verso la tecnoscienza. Studio di un caso rivelatore*, Quaderni di Sociologia [A] | R] - «Dunno». *Uncertainty towards technoscience: a revelatory case-study*
6. Tipaldo, G. (2011) «Né qui né altrove!». *Critica alle grandi opere: un problema di «cultura civica»?», Rassegna Italiana di Sociologia*, LII, 4, 2011 [A] | R] - «Neither here nor elsewhere!». *Critics against megabuilding projects: a matter of lack of «civic culture»?*
5. Tipaldo, G. (2011) *Among «Bananas» and «Backyards»: A Statistical Analysis of the Effect of Risk and Scientific Literacy on the Attitude towards a Waste Co-Incinerator in Italy*, *International Review of Social Research*, I (3), pp. 53-72 [A] | R]
4. Tipaldo, G. (2008) *Meglio i diamanti. Comunicare i rifiuti tra paura e indifferenza*, in Ragazzi, M. et Rada, C. (ed.), *Energia da biomasse e rifiuti*, Roma-Milano, Franco Angeli [CB]
3. Tipaldo, G. (2007) *L'analisi del contenuto nella ricerca sociale. Spunti per una riflessione multidisciplinare*, Torino, Stampatori [B | R]
2. Tipaldo, G. (2007) *Mostro o meraviglia? Un'analisi comparata della stampa nell'insediamento di un inceneritore di rifiuti urbani a Torino e a Trento*, *ComPol*, I, 2007, Roma-Milano, Franco Angeli, pp. 67-97 [A] | R]
1. Tipaldo, G. (2006) *La costruzione del consenso intorno a un inceneritore di rifiuti: Torino e Trento a confronto*, *Atti del XX Convegno Nazionale della Società Italiana di Scienza Politica - SISP*, Bologna, Dipartimento di Scienza Politica Università degli Studi di Bologna Alma Mater, CD-ROM [P | R]

VIII. TALKS

Legend:

C: Conference | P: Paper | S: Seminar

R: with referee

18. 2011 November 3, «Né qui né altrove!». *Il «no» è uscito dal giardino. Un'esplorazione sociologica dell'opposizione (locale) alle grandi opere. Il caso del combustore di Torino*, Presentation for the Milan Polytechnic, Incinerator Site, Turin [S]
17. 2011 October 27, «Environment, Risk and Communication: the Strategic Communication Plan and the Emergency Communication Plan», Master in Environmental Communication, IED (Istituto Europeo di Design) Turin [S]
16. 2011 September 23-24, «Among “bananas” and “backyards”: what lays behind the opposition to megabuilding projects?», 8th National Conference of Environmental Sociologists “Facing environmental risks: social representations and green economy”, Università Cattolica del Sacro Cuore, Brescia, Italy [P | R]

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15. 2011 September 7-10, «*Fear of the fire. The uneasy connection between environmental culture and society in waste management in Italy*», 10th Conference of the European Sociological Association “Social relations in turbulent times”, University of Geneva, Geneva, Switzerland [P | R]
14. 2011 July 5, «*The role of science and expertise in environmental disputes: the uneasy relationship between trust, expertise mass media and public opinion*» SCS National Summer School for Ph.D. Students, Agorà Scienza Centro Universitario, University of Turin, Turin, Italy [S]
13. 2011 June 14-15, «*Build Absolutely Nothing Anywhere Near Anybody!*». *Opposition against waste management projects: is there a lack of «civic culture»?*, International Conference on Integrated Urban Solid Waste Management, Scuola Superiore Sant’Anna, Pisa, Italy [P | R]
12. 2011 May 26-27, «*Neither here nor elsewhere!*». *Critics against megabuilding projects: a matter of lack of «civic culture»?*, International Conference “Social aspects of energetic issues, sustainable development, social organization and acceptance of alternative sources”, Department of Social Sciences, University “G. D’Annunzio”, Chieti, Italy [P | R]
11. 2010 November 5, «*Né qui né altrove!*». *Il «no» è uscito dal giardino. I mass media e l’opposizione locale alle cosiddette «grandi opere*», Doctorate School in Communication Studies, University of Turin, Turin, Italy [S]
10. 2010 October 25 and 29, *Content Analysis techniques in Social Research*, Doctorate School in Sociology, Department of Social Sciences, University of Turin, Turin, Italy [S]
9. 2010 October 26, *Termovalorizzatore di Torino: dalla diffidenza al dialogo?* BICA 2010, Borsa Italiana della Comunicazione Ambientale Forum 2010, Casa dell’Architettura, Rome, Italy [S]
8. 2010 September 2-4, *Among «Bananas» and «Backyards»: a sociological study on the possible NIMBY-effect of a waste-to-energy plant in the city of Turin*, EASST Conference 2010 “Practicing Science and Technology, performing the Social”, Faculty of Sociology, University of Trento, Trento, Italy [P | R]
7. 2010 May 4, «*Né qui né altrove!*». *Il «no» è uscito dal giardino. Un’esplorazione sociologica dell’opposizione (locale) alle grandi opere. Il caso del combustore di Torino*, Observa, Vicenza, Italy [S]
6. 2008 September 7-12, *Scienza e opinione pubblica: una simulazione e alcune riflessioni critiche sui processi negoziali*, Summer School of Agorà Scienza “La scienza è di tutti? La conoscenza scientifica come bene pubblico globale”, University of Turin, Turin, Italy [S]
5. 2008 April 22, *Mi rifiuto. Azioni in Comune per risolvere il problema dei rifiuti*, Azienda Fluviale del Po e dell’Orba, Crescentino (Turin), Italy [S]
4. 2007 *Environment, waste and Society*, Master in Sustainable Development and Promotion of Places, COREP, University of Turin, Turin, Italy [S]
3. 2007 June, *Comunicare il fuoco, esperienze di comunicazione della termovalorizzazione dei rifiuti in Europa*, Eco Efficiency Congress promoted by Provincia di Torino, Comune di Torino and TRM s.p.a. “I rifiuti hanno un valore, l’energia”, Turin, Italy [C]
2. 2006 September, *La costruzione del consenso intorno a un inceneritore di rifiuti: Torino e Trento a confronto*, XX Congress of the Italian Society of Political Science, University of Bologna, Bologna, Italy [P | R]
1. 2006 July, *Environment, waste and Communication*, Master in Sustainable Development and Promotion of Places, COREP, University of Turin, Turin, Italy [S]

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IX. MEMBERSHIPS

- 📍 European Sociological Association (ESA) - RN 12 “Environment, Risk and Society”
- 📍 Observa - Science in Society (www.observa.it)
- 📍 STS Italia - Italian Association for Science & Technology Studies (www.stsitalia.org)

X. SKILLS

- 📍 Macintosh OS X, iWork package (iPhoto and iWeb included), Office full package (Access included), Taltac2 (for content analysis and text mining) , Windows based OS - excellent
- 📍 Adobe Dreamweaver, IBM SPSS Statistics - good
- 📍 Photoshop - basic

XI. LANGUAGES

- Italian - excellent
- English - very good

XII. CONTACTS

Giuseppe Tipaldo
Department of Social Sciences
University of Turin
Via Sant’Ottavio 50
10124 Turin - Italy
Office: + 39 011 670 26 51
E-mail: giuseppe.tipaldo@unito.it
Web: <http://unito.academia.edu/GiuseppeTipaldo>

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XIII. REFERENCES CONTACT INFO

- 📍 Prof. Maria Carmen Belloni (http://www.unito.it/unitoWAR/page/dipartimenti2/D013/D013_personale?id=183152) | Full Professor of Sociology, Environment and Communication, Department of Social Sciences, University of Turin | carmen.belloni@unito.it | +39 011 670 26 50
- 📍 Prof. Massimiano Bucchi (<http://www.soc.unitn.it/sus/mb.htm>) | Professor of Science and Communication, Department of Human and Social Sciences, University of Trento | massimiano.bucchi@unitn.it | +39 0461 28 13 23
- 📍 Prof. Sergio Scamuzzi (http://www.unito.it/unitoWAR/page/dipartimenti2/D013/D013_personale?id=180112) | Full Professor of Sociology and Methodology of Social Research, Department of Social Sciences, University of Turin | sergio.scamuzzi@unito.it | +39 011 670 26 40