

## Foreword

*Domenico Secondulfo e Luigi Tronca\**

### **How to cite**

Secondulfo D., Tronca L. (2012). Foreword. [Italian Sociological Review, 2 (3), 124]  
Retrieved from <http://dx.doi.org/10.13136/isr.v2i3.37>

[DOI: 10.13136/isr.v2i3.37]

### **1. Author/s information**

\* University of Verona (Italy), Department of Time, Space, Image,  
Society - Section of Sociology

### **2. Contact authors' email addresses**

\* [domenico.secondulfo@univr.it](mailto:domenico.secondulfo@univr.it); [luigi.tronca@univr.it](mailto:luigi.tronca@univr.it)

### **3. Article accepted for publication (*data*)**

December 2012

**Additional information about  
Italian Sociological Review**

**can be found at:**

**[About ISR](#) - [Editorial Board](#) - [Manuscript submission](#)**

## *Foreword*

This special issue presents the results of the first three years of work by the *Osservatorio sulle Strategie di Consumo delle Famiglie* (Observatory on Family Consumption Strategies), founded in 2009 by Prof. Domenico Secondulfo and Prof. Luigi Tronca from the Sociology section of our TeSIS Department in Verona and by Dr Maurizio Pessato and Dr Iolanda Di Pelino from SWG. It all stemmed from the group work done by sociologists in Verona in the fields of sociology of consumption and social network analysis. Reflecting on the economic crisis, which seemed to be a temporary short-term phenomenon at the time, their idea was to create a device that could monitor the effort made by Italian families to adapt to the changing economic conditions by following their choices and strategies in the field of consumption, which we feel is more meaningful than income.

It was decided to conduct an annual national survey to understand and monitor the changing responses adopted by families as a result of the incipient economic crisis, rationalising, modifying and limiting their purchasing strategies. The aim was not only to follow the phenomenon on a year-by-year basis, but also to build up over time a uniform and comparable sequence of statistical information. The surveys were carried out on individuals resident in Italy aged 25 or over. The first survey was conducted in 2009 and was then repeated in 2010 and 2011. The samples, which were constructed by research company SWG, were extracted each time from a population of around 60,000 individuals profiled by the research company. The quotas that make up the samples, calibrated according to the population resident in Italy on 1 January in the year in which each survey was carried out, respected the proportions among the following parameters: gender, age group (25-34 years old, 35-44 years old, 45-54 years old, 55-64 years old, 65 or over), geographical area of residence (North West, North East, Centre, South, Islands). Interviews were always conducted through the CAWI (Computer Assisted Web Interviewing) system. With regard to the questionnaire used, it was decided from the beginning to keep a significant part fixed in order to be able to outline trends and diachronic comparisons, as well as synchronic “snap-shots” of the “struggle” between families and the world of purchasing and consumption. Every six months the Observatory sends a newsletter to a large and varied readership in different sectors of science and publishing, ranging from journalists to research bodies, university colleagues and advertising agencies.

We feel that a positive balance has been achieved at the end of the first three years of work, although improvements could undoubtedly be made. This will be our aim in the years to come. Above all, we have cast a meaningful eye over the economic and social events that are afflicting our country and have offered those who share this worry with us a constant set of information that at least repays the time required to read our work.

Verona, December 19th 2012

*Domenico Secondulfo*

*Luigi Tronca*