



LUND
UNIVERSITY

Annual Report 2025

LUND SOCIAL SCIENCES METHODS CENTRE





FACULTY
OF SOCIAL
SCIENCES

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Lund Social Sciences
Methods Centre

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Lund Social Science Methods Centre is committed to the application and development of social science research methods and the exploration of new ways of investigating society and human behaviour. We strive to provide a space in which we can cultivate and employ different social science methods and encourage interdisciplinary encounters from which our work can grow. By championing new ideas and promoting unexpected collaborations, the centre provides opportunities to further our methodological knowledge on how to best explore and analyse the most pressing societal concerns, historically and today.

Introduction

The activities during 2025 at the Lund Social Science Methods Centre has proven to be as dynamic and engaging as its first year. Several activities, including seminars, workshops and symposiums have been carried out. And just like the first year, these events have brought together colleagues from various departments across the university, fostering a collaborative and stimulating academic environment. In this report we aim to highlight these activities. We are also delighted to share the news that Professor Lars Coenen will take on the role as Director from September 1st 2026!

Lund January 19, 2026

Åsa Lundqvist, Director of Lund Social Science Methods Centre

Lisa Flower, Coordinator of the Qualitative Methods Lab

Nils Gustafsson, Coordinator of Skill School

Mikael Johansson, Coordinator of Experimental Methods

Robert Klemmensen, Coordinator of the Computational Social Science Lab

Lund Social Science Methods Centre 2025

Throughout 2025, the Methods Centre has actively been engaged in various activities. We announce all activities at our [website](#). Most of the activities are developed by researchers across the faculty, who can propose activities that align with their interests (['call for ideas'](#)). A key aspect of the Methods Centre is to enhance the consolidation of our methodological competencies. By bringing together our methodological knowledge, we aim not only to identify current and future knowledge gaps, but also to create opportunities for new and potentially unexpected research collaborations. To facilitate such collaboration, faculty members can join the Methods Centre via [Lucris](#), enabling affiliates to showcase their methodological expertise and connect with others who share similar interests. This initiative is carried out in close collaboration with the Faculty of Social Science's library.

During 2024, we hired two [research engineers](#), Minahil Malik and Maria Luchetta. They have provided support for the faculty's researchers who either have ongoing research projects involving relevant methods or are interested in broadening their methodological skills in Computational Social Sciences and experimental methods. Their support to researchers across the departments has been much appreciated and our aim is to continue to hire research engineers. Maria and Minahil ended their positions in the spring of 2025 when they were both enrolled as PhD students. Since then, we have hired a new research engineer, Edvin Andreasson, who started his position in September.

We are also delighted to share the news that the professorship and director of the Methods Centre have been filled. Professor Lars Coenen was ranked number one and was appointed professor in Human geography and Director of the Methods Centre in December 2025! He will start his position in September 2026.

One Methods Centre - four pillars

The overall ambition of the Methods Centre is to bring together researchers with diverse methodological expertise to foster synergies and generate new research questions and projects. Simultaneously, it is essential to develop and deepen competencies within specific methodological fields. Consequently, the Methods Centre is structured as an umbrella organization, comprising an overarching level and four distinct pillars.

Qualitative Methods Lab

The Qualitative Methods Lab serves as a vibrant hub of expertise for exploring and understanding human experiences and social phenomena and unravelling the intricate tapestry of society. Embodying a spirit of inquiry and discovery, the Qualitative Methods Lab encompasses a diverse array of qualitative approaches characterized by their focus on in-depth exploration and context. The methodologies gathered include, but are by no means limited to, ethnography, interviews, discourse analysis, participant-based approaches, case studies, narrative analysis, focus groups, action research, and documentary research. The Qualitative Methods Lab is an organic, open and evolving hub for all experts, researchers and lecturers with an interest in qualitative methods.

Webpage: [Qualitative Methods Lab](#)

Coordinator: Associate Professor Lisa Flower, Department of Sociology (Lisa.Flower@soc.lu.se)

Experimental methods

Experimental methods in the social sciences are invaluable for gaining a deep understanding of human behaviour, cognition, and social interaction. They offer a rigorous way to test hypotheses, establish causal relationships, and build explanatory models that hold significant theoretical and applied importance. The experimental methods pillar brings together researchers with an interest in

quantitative approaches to consolidate, share, and enhance expertise spanning a spectrum of methodologies.

Webpage: [Experimental methods](#)

Coordinator: Professor Mikael Johansson, Department of Psychology
(Mikael.Johansson@psy.lu.se)

Computational Social Sciences

Computational methods in the social sciences are used to predict different social outcomes. Computational methods offer rigorous ways to analyze large datasets to detect patterns in very diverse types of data. The computational pillar brings together researchers with an interest in using large unstructured data such as large amounts of text from social media, pictures, videos and sound to enrich our understanding of human cognition, opinion formation and behaviors. Furthermore, the pillar wishes to bring together researchers with an interest in natural language processing, machine learning, neural networks, network analysis and various machine learning techniques to enhance our understanding of human thoughts and behaviors.

Webpage: [Computational Social Sciences](#)

Coordinator: Professor Robert Klemmensen, Department of Political Science (Robert.Klemmensen@svet.lu.se)

Skill School

Every year, the Methods Centre organizes several method workshops. The aim of these workshops is to develop competence in research methods among the research staff and PhD Candidates at the Faculty of Social Sciences. This competence feeds directly into methods courses and research. Participants come from different departments and disciplines, which creates opportunities for networking and finding collaboration partners from other fields. Additionally, the workshops are open for participants from other faculties and universities, which further enhances the potential for networking. The

mix of internal and external workshop instructors establishes and maintains valuable contacts in method expertise for the Centre.

Webpage: [Skill School](#)

Coordinator: Associate Professor Nils Gustafsson, Department of Strategic Communication (Nils.Gustafsson@kom.lu.se)

Activities during 2025

Over the past year, we have organized many different events within the framework of the different pillars of the Methods Centre. We have organized seminars, workshops and symposiums, and colleagues from all departments of the faculty have participated in the various events. In addition, we have reached out to other faculties, and colleagues from the HT faculties, the Faculty of Law and LTH have participated in our activities. Skill School has conducted eight workshops.

[More information about all the different activities can be found here.](#)

Seminars

29 January

[Scientific Conversation – 2025 Kick-Off on Computational Social Science](#)

Panellists: Professor Hanna Bäck, Professor Marianne Gullberg, Professor Johannes Persson, Docent Alexandros Sopasakis, PhD Henrik Thorén – all from Lund University

13 February

[Practice-oriented document analysis: A method for investigating democracy](#)

Keynote: Professor Kristin Asdal, TIK Centre for Technology, Innovation and Culture, University of Oslo

29 April

[Challenges and opportunities to teach and learn research methods](#)

Panelists: Docent Lisa Flower, Docent Nils Gustafsson and Docent Johans Sandberg – all at Lund University

13 May

[Creative Methods Between Different Disciplines](#)

Panelists: Professor Cecilia Fredriksson, Docent Marie Ledendal, Robert William and Jörgen Dahlqvist from the Faculty of Fine and Performing Arts

Organizer: Lund Social Science Methods Centre in cooperation with CROCUS

14 May

[Which variables should I control for in regressions analysis?](#)

Keynote: Asst. Professor Paul Hünermund, Copenhagen Business School

8 September

[Reluctant Visibility and the Challenges of Studying Hate Online](#)

Keynote: Dr. Mathilda Åkerlund, Department of Journalism, Media and Communication, University of Gothenburg

10 October

[Research & Education during a war – Insights from Ukraine](#)

Keynote: Professor Karine Malysheva, Associate, Department of Experimental and Applied Psychology, and PhD student Illia Zarubin, Taras Shevchenko National University of Ukraine

16 October

[Systematic review as method: Exploring public user experiences of the justice system](#)

Keynote: Dr Anna Tsalapatanis, lecturer of Sociology and Social Policy at the University College London

20 October

[Shame and pride in online interactions: Following digital traces of elusive social emotions](#)

Keynote: Dr. Maja Sawicka, University of Warsaw

23 October

[The Political Origins of Critical Social Science](#)

Keynote: Professor Frederik Hjort, Department of Political Science, Copenhagen University

18 November

[Does method matter? An analysis of methodological approaches in Swedish Research Council \(Vetenskapsrådet\) research grant applications](#)

Keynote: Dr. Mona Hemmaty, Department of Society, Culture and Identity, Malmö University

9 December

[How to Publish in Science](#)

Keynote: Asifa Majid, Professor of Cognitive Science at the University of Oxford.

Workshops

22 January

[Digital ethnography as a flat methodology: how to research and write a project from start to finish](#)

Keynote: Professor John Postill, RMIT University of Melbourne

13 March

[Studying everyday cognitive experience: Neuroscientific methods in naturalistic settings](#)

Keynote: Professor Peter König, University of Osnabrück, Germany

22 May

[Visual Methods in the Social Sciences](#)

Keynotes: Associate Professor Nicole Milman-Doerr, Director of CoMMonS Research Center for Studies of Political Mobilisation and Social Movements, Department of Sociology, Copenhagen University

27 May

[Seminar and Workshop on Large-Scale Survey Design](#)

Keynote: Professor Jane Green, Nuffield College, University of Oxford

13 June

[Two Workshops with Gary Alan Fine on the Study of Group Action, Culture, and Frames](#)

Keynote: Professor Gary Alan Fine, Department of Sociology, Northwestern University

24 September

[Decolonial research praxis through creative methods](#)

Keynote: Professor Navtej Purewal, SOAS, University of London

24 October

[Methods that make a difference](#)

A full-day methods workshop designed to foster discussions and community building among sustainability researchers at Lund University and beyond

Symposium

12 December

[The emotional labour of academic work: Critical perspectives from the study of challenging populations](#)

Keynote: Postdoc Ryan Switzer, Department of Child and Youth Studies, Stockholm University

Skill School 2025

Skill School is the name of a series of methods workshops typically longer and more intensive than the other workshops the Methods Centre organizes. They are free for faculty staff and for all Lund University PhD students. Some workshops recur annually due to high and consistent demand. Most of the instructors come from the faculty and the wider university, with a few external guests invited each year. The Skill School programme in 2025 consisted of eight workshops, covering both quantitative and qualitative methods. They are listed below:

1. 15–19 September. **Coding for Dummies**. Workshop leader: Nils Holmberg, Lund University, Department of Communication.
2. 22 September. **From Data to Insight: Quantitative and Computational AI Methods**.
3. Workshop leader: Aleksandros Sopasakis, Lund University, Department of Mathematics.
4. 24 September. **Qualitative Analysis using AI**. Workshop leader: Tullia Jack, Lund University, Department of Service Studies.
5. 29 September –7 October. **Qualitative Analysis and Coding using NVivo**
6. Workshop leader: Benjamin Claréus, Kristianstad University.
7. 6-7 October. **Digital Ethnography**. Workshop leader: Kristin Annabel Eggeling, University of Copenhagen.
8. 6–7 October. **Intercultural Interviews**. Priscyll Anctil Avoine, Swedish Defence University.

9. 8–9 October. **Webscraping**. Workshop leader: Michael Bossetta, Lund University, Department of Communication.

10. 13–17 October. **Introduction to R**. Workshop leader: Chris Swader, Lund University, Department of Sociology.

Participation

The following statistics about participation are based on actual attendees (i.e. excluding late cancellations, no-show, etc.). The number of people who initially registered is higher. There is a no-show fee if you cancel later than two weeks before the workshop.

95 unique individuals participated in Skill School 2025, compared to 83 in 2024 and 69 in 2023. Because it is common to participate in several workshops, the number of filled spots was 150 (106 in 2024, 83 in 2023). This is close to the record from 2022 of 98 individuals and 147 spots, even if we offered no less than nine workshops in that year.

About 60% of participants come from the Faculty of Social Sciences with all departments represented which is very close to last year's numbers. A further 35% come from other faculties at Lund University. All faculties except the Faculty of Fine and Performing Arts were represented this year. Only one participant came from another university this year. 54% of participants are PhD students, in line with expectations.

General evaluation

The Skill School workshops were very well appreciated by participants and by instructors (according to evaluations and personal contacts), and the interest both internally and from other faculties demonstrate that they fill an important role for competence development, not least for PhD students across the university. We will offer eight workshops in 2026, including both qualitative and quantitative methods.

After previous feedback on our recurring workshop Introduction to Python, with some participants saying it was too basic, and other saying it was too advanced, we tried a novel approach with Coding for

Dummies, a very basic level introduction into coding in Python with AI assistance. Next year, we might try a more advanced-level coding workshop. The AI-related workshops have been popular, as previously, and there will very likely be one or two AI-related workshops also in 2026. Other recurring suggestions have been workshops in qualitative and quantitative content analysis and thematic analysis, which can be further options. Not least, one ambition is to connect the Skill School workshops more to other workshops offered by the Methods Centre, where a high interest in a seminar, talk or a short workshop might lead to a workshop offered as part of the Skill School selection.



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