
THURSDAY

Use of AI in Social Sciences

AI in Qualitative Research

with Prof. Dr. Yves Jeanrenaud

The day will be opened with an input into AI in qualitative research by **Yves Jeanrenaud**. Generative AI has also significantly transformed qualitative research in recent years, and this process and its discussion are still ongoing. Hardly any programme is available without an AI function, and no journal can operate without an AI policy any longer. Following a brief digression into the technical background of generative AI, specifically Large Language Models (LLMs), this presentation aims to explore the epistemological pitfalls and opportunities associated with qualitative social research.

Yves Jeanrenaud is a sociologist by training and since 2026, he holds the chair for Gender and Diversity in Engineering and Computer Science at Osnabrück University of Applied Sciences. It is the university's first bridging professorship, jointly located in the Faculty of Engineering and Computer Science and the Faculty of Management, Culture and Technology. In his own words, he sees this dual position as "a chance to spread the topics of gender and diversity more broadly across the university". Yves' previous work at LMU Munich and TU Munich spans gender and STEM, biographical research, artificial intelligence and qualitative methods. He will introduce the current developments and the debates now running through the social sciences and brings considerable experience in interdisciplinary settings.

AI-assisted text analysis in social sciences

with Dr. Marco Galle

Marco Galle, a postdoctoral researcher, consultant for mixed-methods research, and lecturer at the University of Teacher Education Lucerne, will discuss AI-supported text analysis in the social sciences. Qualitative research works with material such as interviews, documents, and observations. In this type of research, analysis means interpretation rather than measurement. Asking an AI to code raises questions that have no equivalent in a laboratory protocol. For example, what happens to the process of gaining knowledge when a language model proposes categories? Marco will present the main arguments for and against using large language models in qualitative research before addressing the epistemological question of how their use affects the knowledge generation process, specifically analysis and interpretation. He will conclude by demonstrating the potential and limits of existing applications using the AI Assist add-on in MAXQDA.

Both sessions take an approach to AI from the social sciences, thereby mirroring the PublicationGod workshop. While the former session allows social scientists to observe the development of a manuscript in the natural sciences, the latter two sessions invite natural scientists to explore the analysis of interviews and documents, as well as the meaning of "AI support" in this context. The interesting part lies in the comparison of where our disciplines genuinely differ in how these tools affect our work and where we face the same problem with different terminology.