

**Workshop Title:****Qualitative Approaches in Political and Social Psychological Research****Workshop Description:**

This three-day intensive workshop focuses on applying key qualitative approaches in political and social psychological research. The workshop consists of lectures and practical exercises. Participants will work hands-on with diverse qualitative material using thematic analysis, critical discursive psychology, and visual/multimodal methods. Rather than focusing on data collection, this workshop is designed to deepen analytical and interpretive skills. The workshop will also discuss practical questions and challenges related to the research process, and present examples of topics, research questions and materials that are appropriate for this type of research.

**Day 1 – Basic Qualitative Methods**

10:00-10:30 Welcome & Participant Introductions

10:30–12:30 Session 1: Qualitative Approaches in Social and Political Psychology Research: An Introduction

12:30–13:30 Lunch

13:30-15:00 Session 2: (Reflexive) Thematic Analysis

15:00–17:00 Workshop 1: Practice & Discussion

**Recommended reading:**

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <https://doi.org/10.1191/1478088706qp063oa>

Braun, V., & Clarke, V. (2020). One size fits all? What counts as quality practice in (reflexive) thematic analysis? *Qualitative Research in Psychology*, 18(3), 328–352.  
<https://doi.org/10.1080/14780887.2020.1769238>

Sakki, I., & Hakoköngäs, E. (2025). Populism as political imagination: Theoretical approaches. In I. Sakki (Ed.), *Qualitative approaches to the social psychology of populism: Unmasking populist appeal* (pp. 3–24). Routledge. <https://doi.org/10.4324/9781003492276-2>

Willig, C. (2013). *Introducing qualitative research in psychology* (3rd ed.). Open University Press.

Sakki, I. (Ed.). (2025). *Qualitative approaches to the social psychology of populism*. Routledge.  
<https://doi.org/10.4324/9781003492276> (Open access)

Demasi, M., Burke, S., & Tileagă, C. (Eds.). (2020). *Political communication: Discursive perspectives*. Palgrave Macmillan. <https://www.palgrave.com/gp/book/9783030602222>

**Day 2 – Rhetorical and Critical Discursive Psychology (CDP)**

10:00–11:30 Session 3: Discursive Approaches in Social and Political Psychology Research I

11:30–13:00 Workshop 2: Practice (interview data) & Discussion

13:00–14:00 Lunch

14:00–15:30 Session 4: Discursive Approaches in Social and Political Psychology Research II

15:30–17:00 Workshop 3: Practice (social media data) & Discussion

**Recommended reading:**

Edley, N. (2001). Analysing masculinity: Interpretative repertoires, ideological dilemmas and subject positions. In M. Wetherell, S. Taylor, & S. J. Yates (Eds.), *Discourse as data: A guide for analysis* (pp. 189–228). Sage.

Goodman, S. (2017). How to conduct a psychological discourse analysis. *Critical Approaches to Discourse Analysis Across Disciplines*, 9(2), 142–153.

Sakki, I., & Pettersson, K. (2016). Discursive constructions of otherness in populist radical right political blogs. *European Journal of Social Psychology*, 46(2), 156–170.  
<https://doi.org/10.1002/ejsp.2142>

Tormis, H., Pettersson, K., & Sakki, I. (2025). A three-step approach to the critical discursive psychological analysis of prejudice in populist gender and sexuality discourse. In I. Sakki (Ed.), *Qualitative approaches to the social psychology of populism* (1st ed., p. 41). Routledge.

Sakki, I., Jaakkola, J., Hakoköngäs, J. E., Martikainen, J., & Rovamo, H. (2024). Lay narratives of nationhood: Time, place and emotion in the talk of populist radical right-wing supporters in Finland. *Nations and Nationalism*, 1–17. <https://doi.org/10.1111/nana.13067>

Pettersson, K., & Sakki, I. (2022). "You truly are the worst kind of racist!": Argumentation and polarization in online discussions around gender and radical-right populism. *British Journal of Social Psychology*, 62, 119–135. <https://doi.org/10.1111/bjso.12557>

Sakki, I., & Martikainen, J. (2021). Mobilizing collective hatred through humour: Affective-discursive production and reception of populist rhetoric. *British Journal of Social Psychology*, 60(2), 610–634. <https://doi.org/10.1111/bjso.12419>

Rovamo, H., & Sakki, I. (2024). Mobilization of shared victimhood in the radical right populist Finns Party supporters' identity work: A narrative-discursive approach to populist support. *European Journal of Social Psychology*, 54, 495–512. <https://doi.org/10.1002/ejsp.3021>

Rovamo, H., & Sakki, I. (2023). Lay representations of populism: Discursive negotiation of naturalized social representation. *Journal of Community and Applied Social Psychology*. <https://doi.org/10.1002/casp.2755>

Rovamo, H., Pettersson, K., & Sakki, I. (2023). Who's to blame for failed integration of immigrants? Blame attributions as an affectively polarizing force in lay discussions of immigration in Finland. *Political Psychology*, 45, 235–258. <https://doi.org/10.1111/pops.12917>

Pettersson, K., Payotte, S., & Sakki, I. (2023). Harsh punisher or loving mother? A critical discursive psychological analysis of Marine Le Pen's presidential Twitter campaign. *Ethnicities*, 23(6), 905–930. <https://doi.org/10.1177/14687968221148574>

Tormis, H., Pettersson, K., & Sakki, I. (2024). "Like we definitely have to go greener, but...": Analysing affective-discursive practices in populist environmental discourse. *British Journal of Social Psychology*. <https://doi.org/10.1111/bjso.12733>

Sakki, I., & Silfver, M. (2025). Navigating moral emotions in the lay discourse of the Finns Party. In I. Sakki (Ed.), *Qualitative approaches to the social psychology of populism: Unmasking populist appeal* (pp. 162–174). Routledge. <https://doi.org/10.4324/9781003492276-13>

Tormis, H., Mabrouk, M., Pettersson, K., & Sakki, I. (2024). Negotiating prejudice and equality: Analysing gender and sexuality discourse among supporters of populist radical right messages in

Switzerland and Finland. *Journal of Community and Applied Social Psychology*, 34(6), Article e2897. <https://doi.org/10.1002/casp.2897>

Sakki, I., & Castrén, L. (2022). Dehumanization through humour and conspiracies in online hate towards Chinese people during the COVID-19 pandemic. *British Journal of Social Psychology*, 61(4), 1418–1438. <https://doi.org/10.1111/bjso.12543>

Sakki, I., & Martikainen, J. (2022). “Sanna, aren’t you ashamed?”: Affective-discursive practices in online misogynist discourse of Finnish Prime Minister Sanna Marin. *European Journal of Social Psychology*, 52(3), 435–447. <https://doi.org/10.1002/ejsp.2827>

### **Day 3 – Visual and Multimodal Methods**

10:00–11:30 Session 5: Visual Approaches in Social and Political Psychology Research

11:30–13:00 Workshop 4: Practice (visual material) & Discussion

13:00–14:00 Lunch

14:00–15:00 Session 6: Multimodal Approaches in Social and Political Psychology Research

15:00–16:30 Workshop 5: Practice (video material) & Discussion

16:30–17:00 Closing discussion

### **Recommended reading:**

Martikainen, J., & Sakki, I. (2024). Visual humanization of refugees: A visual rhetorical analysis of media discourse on the war in Ukraine. *British Journal of Social Psychology*, 63(1), 106–130. <https://doi.org/10.1111/bjso.12669>

Martikainen, J., & Sakki, I. (2025). Visual rhetorical analysis to unveil populist appeal: The case of Jussi Halla-aho’s presidential campaign images. In I. Sakki (Ed.), *Qualitative approaches to the social psychology of populism: Unmasking populist appeal* (pp. 58–75). Routledge. <https://doi.org/10.4324/9781003492276-6>

Martikainen, J., & Sakki, I. (2021). Visual (de)humanization: Construction of Otherness in newspaper photographs of the refugee crisis. *Ethnic and Racial Studies*, 44(16), 236–266. <https://doi.org/10.1080/01419870.2021.1965178>

Pettersson, K., Martikainen, J., Hakoköngäs, E., & Sakki, I. (2023). Female politicians as climate fools: Intertextual and multimodal constructions of misogyny disguised as humor in political communication. *Political Psychology*, 44(1), 3–20. <https://doi.org/10.1111/pops.12814>

Pettersson, K., & Martikainen, J. (2025). Analysing subject positions in multimodal populist communication. In I. Sakki (Ed.), *Qualitative approaches to the social psychology of populism: Unmasking populist appeal* (pp. 76–91). Routledge. <https://doi.org/10.4324/9781003492276-7>

Jaakkola, J., & Sakki, I. (2025). Multimodal persuasion in right-wing populist TikTok discourse: Crafting a sense of ‘us’. In I. Sakki (Ed.), *Qualitative approaches to the social psychology of populism: Unmasking populist appeal* (pp. 92–113). Routledge. <https://doi.org/10.4324/9781003492276-8>

Sakki, I. (2025). Unveiling populist tactics on TikTok: A multimodal critical discursive psychology approach. In M. Becker et al. (Eds.), *Imagery of hate online* (pp. 153–172). Open Book Publishers. <https://doi.org/10.11647/obp.0447.07>

Pettersson, K., & Sakki, I. (2024). Double bind or political advantage? The negotiation of womanhood in the online discourse of female right-wing populist politicians. In G. Sensales (Ed.), *Political*

*psychology perspectives on populism* (pp. 405–435). *Palgrave Studies in Political Psychology*. Palgrave Macmillan. [https://doi.org/10.1007/978-3-031-44073-1\\_10](https://doi.org/10.1007/978-3-031-44073-1_10)

Pettersson, K., Martikainen, J., & Sakki, I. (2023). Flexible populist ideology during Russia's war in Ukraine: A multimodal analysis of internet memes. *Journal of Visual Political Communication*, 10(2), 173–197. [https://doi.org/10.1386/jvpc\\_00032\\_1](https://doi.org/10.1386/jvpc_00032_1)

Martikainen, J., & Sakki, I. (2021). How newspaper images position different groups of people in relation to the COVID-19 pandemic: A social representations approach. *Journal of Community and Applied Social Psychology*, 31(4), 465–494. <https://doi.org/10.1002/casp.2515>

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### **Final Assignment (to get course credits)**

As the final assignment for the course, write a methodological essay based on what you have learned during the course. In this essay, demonstrate your ability to design a qualitative research design—that is, show that you are able to formulate a research problem, choose an appropriate data collection method, select a suitable data analysis method, and consider the ethical issues related to the study.

**First**, select the topic of your PhD or alternatively, choose one of the following themes from the list and consider how it could be studied qualitatively:

1. Social media and parenthood
2. Visuality/Multimodality and disabilities
3. Workplace bullying and work community
4. Consumption habits and identity
5. Populism and intersectionality
6. Body image and masculinities

**Then**, choose one or more of the methods introduced in the course and design a research plan, in which you describe:

- The research questions you have formulated
- The principles for data collection and limitation (e.g., who or what is being studied, how the data is collected)
- The stages of data processing (e.g., transcription)
- The choice of research method and its application to the data analysis (select at least one method presented during the course)
- A reflection on the suitability and limitations of the analysis method
- Ethical considerations of the study (e.g., personal data, copyright issues)

**Note:** You do not need to collect or analyze real data. Instead, plan a feasible research design.

The essay must make use of at least one method introduced during the course and reference at least four articles/books. In addition, you may refer to lecture materials and other course literature.

**Length:** 1500-2000 words + references. No cover page or table of contents is required.

**Evaluation:** pass/failed