

Invitation to the emma 2026 PhD Workshop

Date	Pre-Conference Day – May 27, 2026, at 8.30 – 13.00
Location	LUT University, Business School, Lappeenranta, Finland
Deadline for registration	April 30, 2026 (guidelines see below)
Registration	https://www.lyyti.in/emma2026PhDWorkshop

We warmly invite doctoral researchers participating in the emma 2026 conference to join the PhD Workshop organized as part of [the emma 2026 conference](#). The workshop will take place on **May 27, 2026** (from 8.30 to 13.00), at **LUT University in Lappeenranta, Finland**. This year's workshop consists of two parts: A methods session and a traditional round-table format.

Why participate?

Doctoral research is not a finished product but an evolving process. This workshop offers a supportive environment to reflect on your research at its current stage and move it forward. You will gain methodological inspiration, discuss challenges, and receive feedback from senior scholars and peers. Whether refining your research design, working with data, or shaping your theoretical contribution, the workshop supports your next steps through collegial dialogue, reflection, and practical feedback.

While the workshop addresses all aspects of the research process, this year it places special emphasis on digital and computational methods. Digital methods are understood broadly, ranging from digitally native approaches engaging with online devices and platforms to computational social science methods, often combined with traditional qualitative and quantitative approaches in mixed-method designs. The workshop welcomes all doctoral researchers, regardless of whether digital methods play a central role in their work or whether their research is qualitative or quantitative. The aim is to inspire methodological imagination while grounding discussions in participants' research practices.

Workshop Structure: Part I & Part II

Part I: Methods Session – From Digital Data to Meaningful Analysis

Part I focuses on methodological reflection and research practices, making visible the exploratory, uncertain and iterative aspects of research. The goal is to broaden methodological perspectives while grounding discussions in participants' own projects. Through examples and discussion, participants are invited to reflect on how research decisions are made in practice and how data afford different analytical possibilities.

The session addresses the growing role of digital data in organizations. Organizations generate and store large amounts of digital material across communication platforms, collaborative tools, workflow systems,

and other digital environments. These digital traces form a rich and often underutilized data source that can, for example, complement interviews and other qualitative materials.

Part II: Feedback-Based Research Workshop

The second part of the workshop centers on participants' doctoral projects. The feedback sessions are open to students at all stages of their PhD and welcome projects employing both qualitative and quantitative methods. Participants are welcome to bring questions about any aspect of the research process. Given this year's emphasis on digital methods, we particularly invite questions related to methodological issues.

Participants will be divided into small groups of doctoral students, each joined by distinguished senior scholars from the media management field who will act as mentors. In the groups:

- Each participant presents their research project
- Key questions and challenges are discussed
- Constructive feedback is provided by both peers and senior scholars

How to register? Registration and Submission Guidelines

To participate in the PhD Workshop, you are asked to register and submit a **1–3-page summary of your research by April 30, 2026** via [this form](#).

Eligibility and costs: The workshop is open to PhD students participating in the emma 2026 conference and is included in the conference fee. The program includes a coffee break and lunch at 13-14.

The submitted summary should briefly outline your doctoral project and **highlight the key questions you would like to discuss**.

Please address the points below according to your project's stage:

1. Working title, name, university, and supervisor(s), and the current stage of your PhD
2. Background and motivation of the study
3. Research field, key concepts, and theoretical framework
4. Research gap, research questions, and intended contributions
5. Research design, data (collected or planned), and analysis methods
6. Current stage of the project and timeline
7. Key questions or challenges you wish to discuss

Your key questions are particularly important, as they guide the group discussions and ensure that the workshop directly addresses your current needs.

Organizers

The emma 2026 Doctoral Workshop is co-organized by LUT University and the Data Methods Initiative.

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Feel free to contact us with any questions. We look forward to welcoming you to LUT University in Lappeenranta for an engaging and supportive PhD Workshop on May 27, 2026.