



RESEARCH

LECTURES IN

ECONOMIC GEOGRAPHY

24 January | 4-6 pm

Berliner Straße 48 | room 211



SOPHIE MÜTZEL

Sophie Mützel is Professor of Sociology, Media and Networks at the Department of Sociology, University of Lucerne. Her research interests lie in the areas of economic and cultural sociology, using in particular text and network analytic tools, and working on a variety of empirical research fields, including journalism, biotechnology, and gastronomy. She is currently starting a new research project on methods and skills needed for big data analyses. After her completing her PhD at Columbia University, she taught and conducted research at Humboldt-University Berlin and at the WZB Berlin Social Science Center. She has also been a research fellow at Harvard University and at the European University Institute.

Markets from stories

The study examines the emergence of a new market for “innovative breast cancer therapeutics” beginning with the late 1980s. It shows how actors cope with uncertainties at the time of market emergence, when it is unclear who relevant competitors are and what the products are, by creating first a market of expectations and then a new category. Analytically, the study focuses on narrative and evaluative dimensions in emergent processes. It uses thousands of press statements, media reports, scientific reports, as well as financial and industry analyses in a combination of qualitative and large-scale text analyses.



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