



PARIS
LODRON
UNIVERSITY
SALZBURG

20 November 2025 | 4–5 pm
Unipark Nonntal | Room 3.205

Analysing everyday geographies

**Methodological tensions
between geometry and geography**

guest lecture by **René Westerholt**

Space, Place, and Representation

A three-part symposium on language, society, and the everyday

convened by Eugen Unterberger, Franz-Benjamin Mocnik,
and the DSP 'Language, Society & Digital Life'



in collaboration with EXDIGIT

Many approaches to statistical spatial analysis are oriented towards geometric space. This stems directly from the tradition of so-called spatial science and the quantitative revolution from the 1950s onwards, which still persists today and is reflected in the strong separation between geometrically oriented quantitative and non-geometrically oriented qualitative approaches in human geography (and the broader social sciences). However, some recent phenomena, such as geodata produced in non-scientific contexts (e.g. social media, crawled websites, blogs), challenge this perspective, as they often cannot be easily and unambiguously assigned to specific geometric units. If classical approaches to spatial analysis are applied to this data,

misinterpretations are to be suspected. This presentation will first examine the challenge outlined above in more detail. It will then present ideas on how the effects of non-scientific data generation contexts on spatial analyses can be understood and taken into account. Finally, the talk will conclude with an outlook on approaches for shifting statistical perspectives from abstract space to meaningful places.

René Westerholt

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