



MPSA 2026
Pre-Conference Workshop

Text Analysis in the Age of Generative AI: Recent Insights and Innovations

Instructor: Dr. Normand Peladeau, *Provalis Research*

Wednesday April 22, 2026

12:00 pm – 4:00 pm

Palmer House Hilton, Chicago, IL
Lobby Level, Honoré Ballroom

One of the current challenges for the political science discipline is how to approach the rapidly evolving landscape around artificial intelligence (AI), and familiarity with potential applications of AI to political science methodology is increasingly prescient.

In this workshop, we will explore the full spectrum of text analysis techniques used in political science, from traditional methods to the latest advancements in generative AI and large language models (LLMs). While the excitement surrounding new technologies is undeniable, older techniques still provide significant value and may even outperform newer methods in certain contexts. By critically examining the strengths and limitations of both established and cutting-edge approaches, we want to offer a balanced, realistic perspective on the role of recent developments in Natural Language Processing and AI. Topics covered will include text preprocessing, content analysis, supervised machine learning, sentiment analysis, word embeddings, topic modeling, and LLMs. Our goal is to help participants avoid common mistakes made by researchers, make better informed decisions, and understand when to embrace innovation, when to rely on traditional techniques, and how to effectively combine both for optimal results.

This free workshop is open to registered MPSA conference attendees. Space is limited and participants will be registered on a first-come-first-served basis.

If you would like to attend the workshop, please register [here](#).

About the Instructor:

Dr. Normand Peladeau is a methodologist and the founder and president of Provalis Research, a leading developer of text analysis and content analysis software. With extensive expertise in computer-assisted qualitative data analysis, he has developed innovative tools used by researchers, government agencies, and businesses worldwide to extract meaningful insights from textual data.