LUNDS UNIVERSITET

Hur man skriver en bra forskningsansökan – några praktiska tips

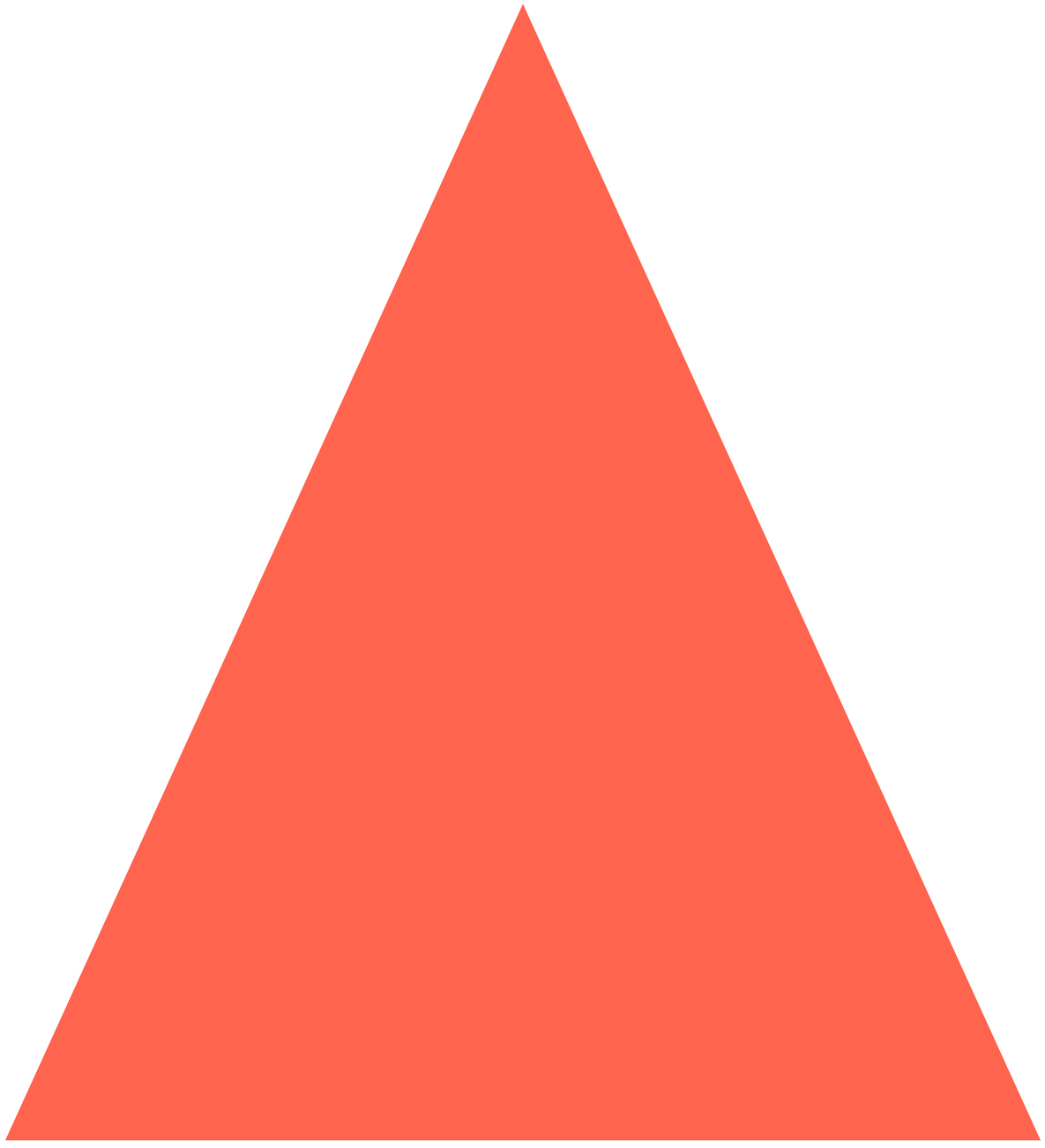
Professor Pelle Snickars
Institutionen för kulturvetenskaper

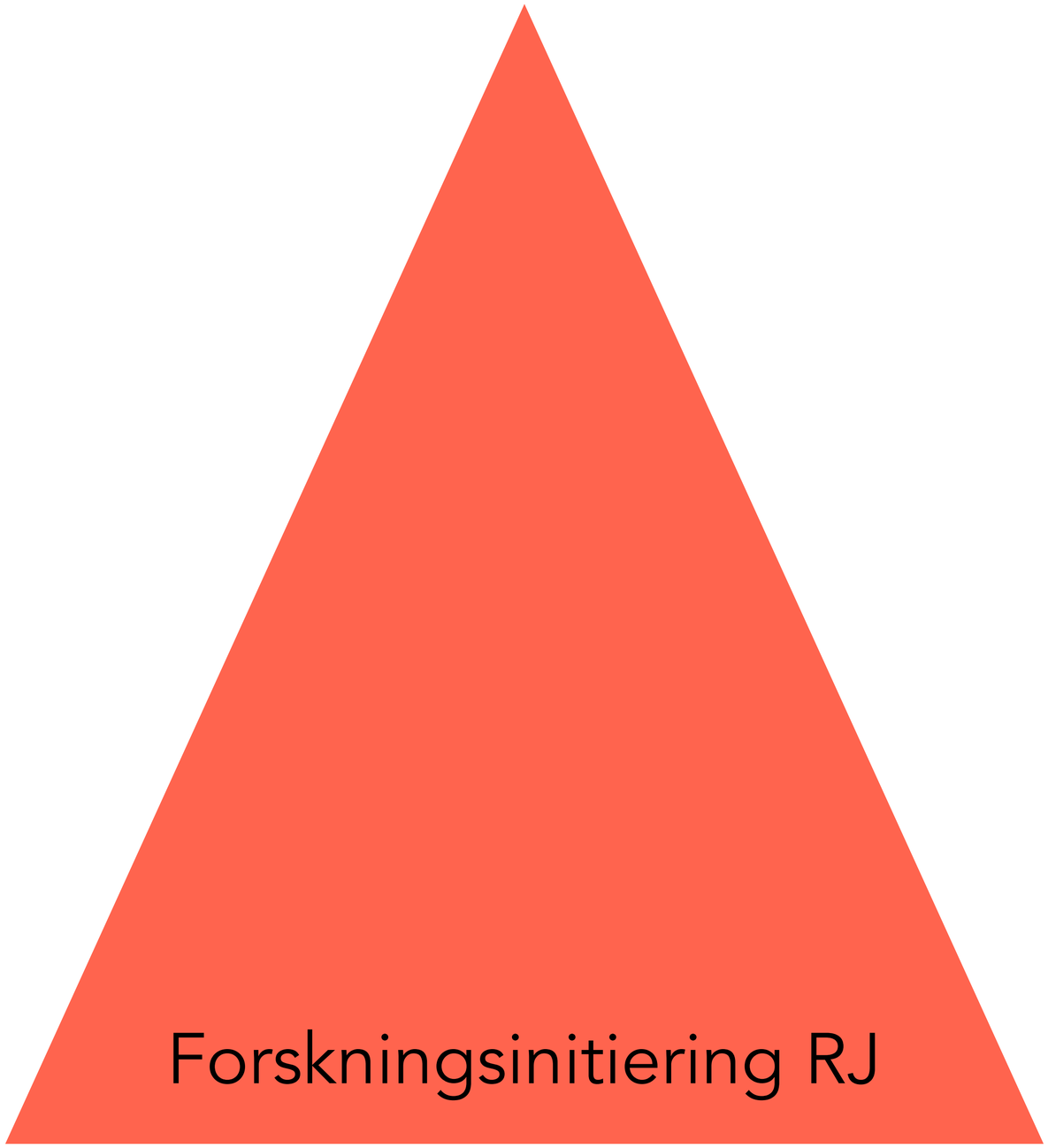
Forskningsansökningar som praktik

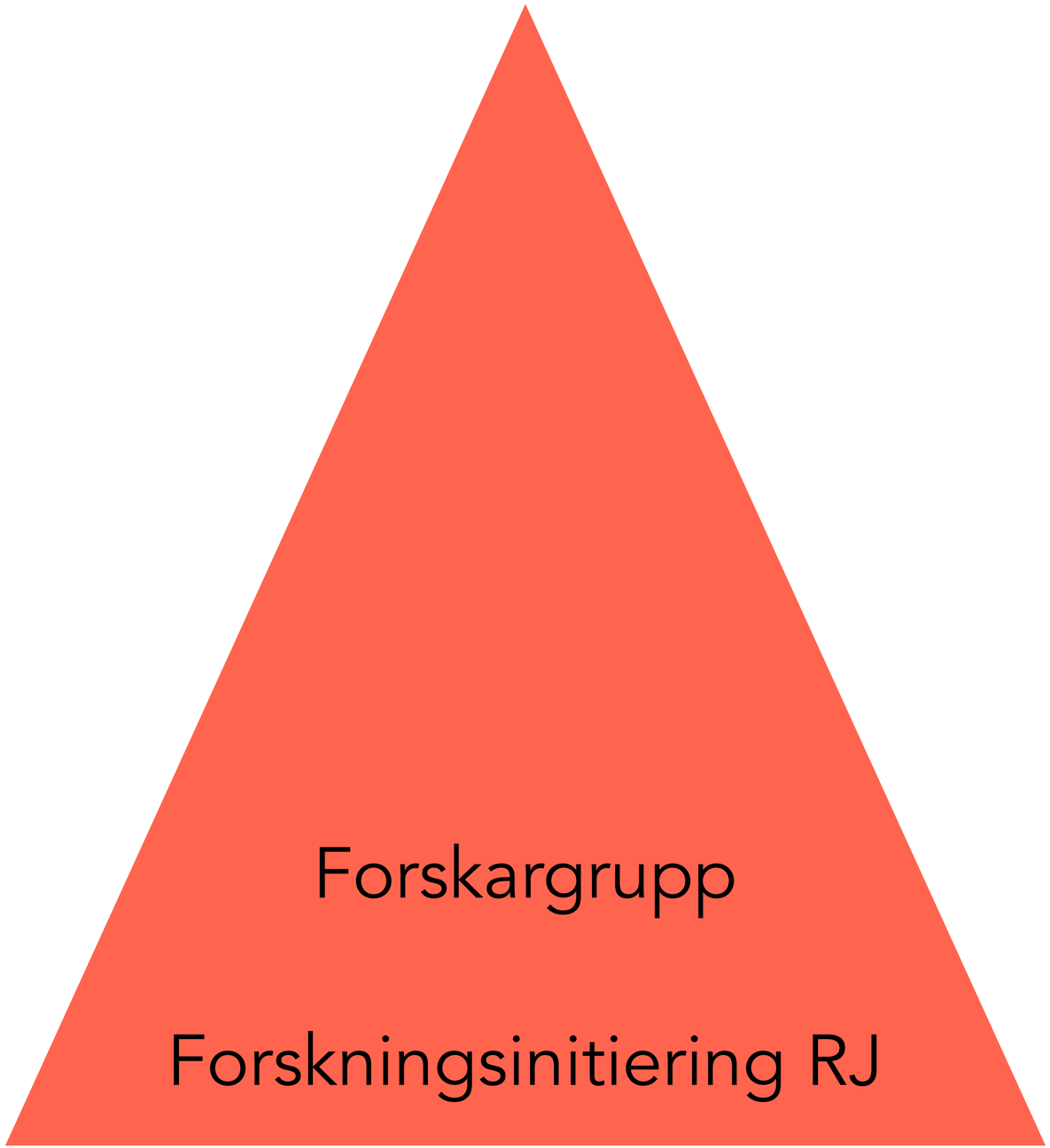
I det följande – alltså, en rad praktiska tips som dels kommer utifrån egna erfarenheter de senaste tjugo åren, dels utifrån granskningsarbete av ansökningar för RJ, Hera, Norges forskningsråd, SNSF – men framför allt FNR Luxembourg.

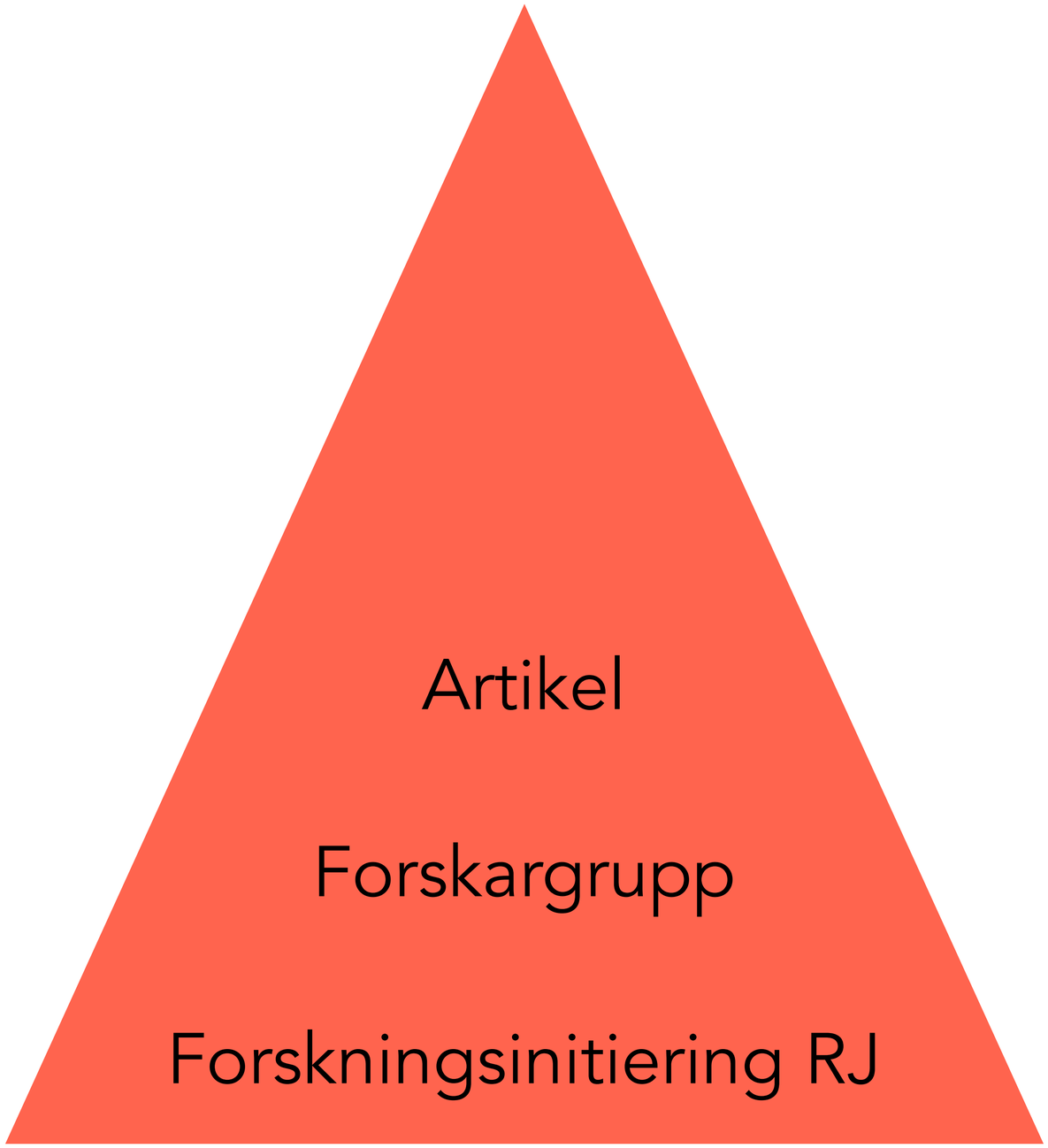
Ansökningsskrivande som process

En bra forskningsansökan bygger vidare på **tidigare meriter** – men utvecklar dessa.




Forskningsinitiering RJ


Forskargrupp
Forskningsinitiering RJ


Artikel
Forskargrupp
Forskningsinitiering RJ


Ansökan
Artikel
Forskargrupp
Forskningsinitiering RJ

SIVAS – Silicon Valley Sverige

En ny typ av historieskrivning håller på att få fäste i Sverige: den handlar om hur techföretag och nya digitala medier och tekniker – ofta med rötterna i Silicon Valley – har förändrat det svenska samhället sedan 1970-talet. Men trots Silicon Valleys stora inflytande vet vi förvånansvärt lite om hur relationerna mellan Sverige och Silicon Valley har sett ut historiskt. Idag är begrepp som *tech* och *start-up* vardagsmat, och ett företag som Spotify ett självklart inslag i berättelsen om Sverige. Hur blev det så? Forskningsprojektet Silicon Valley Sverige (SIVAS) kommer att utforska relationen mellan Sverige och Silicon Valley mellan 1970 och idag. Genom att vidga perspektiven från enskilda tech-genier och triumfatoriska företagshistorier kommer SIVAS ta sig an den här historien som en process vilken på ett genomgripande plan förändrade det svenska samhället. Silicon Valley förstås inte bara som en inflytelserik plats, utan som ett bredare begrepp som rymmer idéer om entreprenörskap, innovation, teknik, finans – och, i förlängningen, hela mänsklighetens framtid. SIVAS kommer att undersöka hur de här idéerna cirkulerade mellan Sverige och Silicon Valley, hur de institutionaliserades inom den växande tech-branschen, men också vid universiteten, inom *managementlitteraturen* och dagspressen.

Preliminary and previous results

Silicon Valley Sweden originates from an already established joint venture between Pelle Snickars and David Larsson Heidenblad at Lund University, where Snickars is professor of digital culture and Larsson Heidenblad is deputy director of the Lund Centre for the History of Knowledge (LUCK). In 2022, LUCK organized a workshop around the emergence of the Swedish knowledge society (1980–2005), with a focus on media, tech and digitization activities. A year later—with a research initiation grant from Riksbankens Jubileumsfond (RJ)—Snickars and Larsson Heidenblad organized a workshop entitled Silicon Valley Knowledge with Jonas Andersson and Annelie Drakman among the participants. A second RJ-funded workshop took place during autumn 2024. These gatherings have functioned as pilot studies for SIVAS, and made it apparent that studying Silicon Valley's historical impact on Sweden requires a multidisciplinary approach.

Ansökningsskrivande som process – forskargrupp

Forskningsprojekt med en sökande lider ofta av att uppgift och forskningsfråga är alltför omfattande för en person.

Genom att samarbeta med andra kan forskningsfrågan göras mer omfattande och delas upp i olika **arbetspaket** – och det är roligt att samarbeta.

Forskningsledare

Silicon Valley Sverige (VR 2026-30) 6,8 milj. SEK

Sweprint (VR 2026-30) 25,7 milj. SEK

Moderna tider (RJ 2022–25) 6,7 milj. SEK

Välfärdsstaten analyserad (VR 2019-23) 22,9 milj SEK

Digitala modeller (Vitterhetsakademin & RJ 2016-19) 8,3 milj. SEK

Strömmande kulturarv (VR 2014-18) 8,8 milj. SEK

Digitala lägg (Torsten Söderbergs stiftelse 2014-16) 1,9 milj. SEK

Filmarkivet.se – en filmhistorisk plattform (RJ 2014-16) 3,25 milj. SEK

Medsökande & PI

DIGARV-program koordinering (VR 2019-25) 3,0 milj SEK

European History Reloaded (EU JPI 2018-21) 3,1 milj. SEK

EUscreenXL (EU ICT PSP call 2012-15) 3,5 milj. SEK

EUscreen (EU eContentplus 2009-15) 3,5 milj. SEK

Ansökningsskrivande som process – forskargrupp

Forskningsprojekt med större volym kan också omfatta **utvecklare (DH)** + postdoc + doktorander. Samarbeten inom projekt är enligt min erfarenhet också den allra bästa miljön för forskarutbildning.

Ansöka vart?

I regel har **beviljandegraden** varit högre när det sker riktade utlysningar – även om den trenden möjligen är på väg bort.

Alltid hänga med vad som händer på vr.se & rj.se + kanske formas & forte.

Jag har också gjort flera ansökningar som inte bara handlar om forskning utan också **forskningsinfrastruktur**.

RJ Infrastruktur för forskning 2026

Riksbankens Jubileumsfond utlyser stöd för infrastrukturer som syftar till att möjliggöra och främja framtida forskning inom samhällsvetenskap och humaniora. Stödet riktar sig till infrastrukturer av nationell eller internationell signifikans. Det medför finansiering av infrastrukturer som kräver större investeringar än vad som kan hanteras inom ramen för enskilda forskningsmiljöer eller forskningsprogram.

Område
Humaniora och samhällsvetenskap

Ansökning öppnar
13 april, kl 09:00

Ansökning stänger
12 maj, kl 15:00

Söks av
Enskild forskare med svensk anknytning

Beviljas för
Maximalt sex år

Förväntat ansökningsbelopp
10–30 miljoner kronor

Beslut om finansiering
26 november

Projekt startar
Senast 1 juli 2027

Rådet för forskningens infrastrukturer – RFI

Vetenskapsrådets råd för forskningens infrastrukturer, RFI, finansierar forskningsinfrastruktur som ger forskare tillgång till avancerade verktyg, som till exempel databaser, forskningsanläggningar, biobanker och storskaliga beräkningsverktyg. I rådet sitter tretton ledamöter med kompetens inom forskningsinfrastruktur från flera olika områden.

Inventerar, prioriterar och fattar beslut om bidrag

RFI inventerar och prioriterar behovet av forskningsinfrastruktur i Sverige och ansvarar för utlysningar om bidrag till forskningsinfrastruktur. RFI fattar även beslut om vilka ansökningar som ska beviljas bidrag.

RFI har tre rådgivande grupper och ett e-infrastrukturutskott som stöd i arbetet med planering och prioritering av forskningsinfrastruktur.

Följer upp och utvärderar forskning på området

RFI följer upp, utvärderar och tar fram strategier för området. Ett exempel är ”Vetenskapsrådets guide till infrastrukturen” som pekar på nya behov av forskningsinfrastruktur och ger förslag på åtgärder för att förbättra befintlig forskningsinfrastruktur, och tillgången till den. RFI arbetar också för att öka nationell och internationell samverkan och samordning kring forskningsinfrastruktur.

Ansöka vart?

Hur mycket ska man tänka på vem som ska **granska ansökan**? Inte alls.

Däremot bör man skriva fram en ansökan som inte är alltför ämnesspecifik – ett tips är att tänka på läsaren som en kollega i ett annat ämne.

Ansökningsskrivande som praktik

Sätt av mycket tid för själva skrivandet – för en genomarbetad ansökan krävs **en månads aktivt arbete**. Seniora forskare som bedömmer ansökningar ser direkt om texten inte är genomarbetad.

Ingen av de texter jag skriver är så noggranna som ansökningar. **Fila på varje mening**. Gör texten tät – det ska kännas och synas att ansökan är till fullo genomarbetad.

arranged conferences and management courses. Since membership magazines, press clippings, and publishing archives have been preserved, task 3.1 will also be able to investigate if Silicon Valley-literature was met with any resistance within the Swedish business community.

Given Larsson Heidenblad's research interest on how neoliberalization and financialization entered everyday life and mundane financial practices in Sweden (Larsson Heidenblad & Husz 2023), task 3.2 will examine the political making of the so-called OTC-list in the early 1980s. This new stock exchange was modelled on the American NASDAQ—where tech companies such as Apple and Atari were listed—and sought to enable small and young firms better access to capital. The issue of capital formation was an intense political topic in Sweden at the time; collective solutions (wage-earner funds) stood against private alternatives (stock market). The key entry point for task 3.2 is the governmental report, *Tillväxtkapital*—i.e. growth capital— published in 1981, and the political discussions surrounding it, in both parliamentary records, the daily press, and business trade papers. Yet, once the new stock exchange was up and running it attracted a lot of attention; companies saw a listing as a means to get funding and media attention.

Private venture capital-firms are one of the most distinguishing features of Silicon Valley (Mallaby 2022). In Sweden, such firms were introduced in the early 1980s, following the installment of the OTC-list. While task 3.3 will foremost examine the establishment of private venture capital firms from the mid 1990s and onwards (within stage II of SIVAS)—the before mentioned investor Christer Gardell, for example, started his hedge fund Cevian Capital in 1996—Larsson Heidenblad is also interested in earlier examples of how investment firms were modelled on Silicon Valley undertakings. Pioneers within the Nordic venture capital industry, Four Seasons Venture Capital, was established in 1983. Via financial memoir literature, it is also possible to discern organized study trips to Silicon Valley, where prospective Swedish investors learned to think like Californian venture capitalists (Fridh 2022)—a California dreamin' of sorts. Task 3.3 will also map and analyse startup fairs arranged in Sweden with invited speakers from Silicon Valley—a task with interdependencies to Drakman's task 2.2. Importantly, task 3.3 will also highlight (recurrent) scepticism and critique towards the venture capital-model among business leaders and politicians, especially during economic downturns when venture capital funded companies imploded. Of particular interest are investments in the high-tech sector, and the backing of individual visionary entrepreneurs, evident from discussions in the business trade press in the 1990s and early 2000s.

WP4 The boring and the imaginative (Snickars)

During the winter of 1980 Apple ran its first ad campaign in the Swedish daily press, including a description of the company's history as the perfect American dream. Such commercial promotion of computational creativity stood in sharp contrast to the often tedious usage of grey numerical machines in Sweden at the time. Within WP4, SIVAS will foreground the contrast between the mundane routines of Swedish computer work, with the promise of Silicon Valley that computers would unlock humanity's true creative potential. This dichotomy was prevalent particularly in the 1980s. Still, when the Swedish ICT-Commission—promoting information technology, with the prime minister as chair—published their first report in 1994, they incorporated similar commercial aspirations in the title: *Wings to man's ability*. WP4 will be devoted to three case studies: during stage I of SIVAS, task 4.1 will focus on how Apple established itself in Sweden during the 1980s, and during stage II, task 4.2 will investigate the foundation and the work within the ICT-Commission in the mid 1990s. Moreover, task 4.3 will, via digital methods and experimental media archaeology, examine the rise of piracy in Sweden—with interdependencies to Andersson's task 1.3—culminating with the launch of The Pirate Bay in 2003.

In 1980 the exhibition Hello Computer! opened at the Science and Technology museum in Stockholm. All materials from this exhibition have been preserved, offering a glimpse of how computing was exhibited at the time, and also how collaborations with U.S. tech companies were manifested within larger ideological frameworks. One such company was Apple Sweden. Task 4.1 will examine how Apple launched itself; as early as 1980, some twenty Swedish retailers across the country were selling the Apple II. The story of Apple is of course well-known (Rogers & Larsen 1985; Isaacson 2011), but Snickars will investigate the particular (hi)story of Apple in Sweden, an illustrative example of how Silicon Valley entrepreneurial ideas gradually permeated and spread through a small state computer culture. One focal point is the collaboration between Apple Sweden and Lund University, a 1984 joint venture linked to the Apple University Consortium, which Lund was the first European university to join. With interdependencies to WP3, another focal point of

task 4.1 is Apple CEO John Sculley's book, *Odyssey: from Pepsi to Apple* (1987), a publication on corporate cultures and management, instantly translated into Swedish, and picked up by numerous businessmen. Another interdependency of task 4.1 is the connection to WP2 and Drakman's interest in creativity, since the marketing of Apple Sweden frequently used buzzwords as personal productivity, knowledge society and imagination.

Given Sweden's large tech sector, and reputation of being one the world's most innovative countries, WP4 will furthermore cross-examine how such a development took place over time. If Sweden is sometimes described as the Silicon Valley of Europe, a central component laying the foundation was the national ICT-Commission, established by the conservative, business-friendly government in the mid-1990s as part of a deregulated media and tech market. Task 4.2 will use the ICT-Commission as a case study, focusing especially on the so-called Home PC Reform in the late 1990s, enticing 850,000 Swedes to buy their first subsidized computer with internet connectivity. During the almost ten years that the ICT-Commission was in operation (1994–2003), a large number of reports were written, stored on a publicly available website—a true novelty in 1994. Since the Swedish Internet Foundation has preserved this website, Snickars will collaborate with the foundation in a web archival examination of all available empirical sources.

Even if SIVAS is primarily an archive driven research project, historical source materials will also be analyzed with digital humanities methods. Snickars has extensive experience of working with such methods together with developers at Lund University. Taking the cue from experimental media archaeology, Snickars will in task 4.3 engage in an imaginative series of 1980s microcomputer simulations in order to better understand the introduction of the PC, early software, and their usage (Fickers & van den Oever 2022). Task 4.3 will use some fifty episodes of the radio program, *The world of computers*, broadcasted 1984–86, with a lot of information on Silicon Valley and U.S. tech. The acoustic model Whisper will be used for speech-to-text analyses of all programs. Intriguingly, *The world of computers* also contained a section where code for programs were transmitted; if computer enthusiasts taped the (noisy) signal, they could run programs on their home computers. Task 4.3 will emulate the broadcasted code (via emulators accessible on GitHub), and present these software programs anew. The transmission of such programs were arguably an early example of file sharing, and Snickars will also examine the rise of piracy in Sweden—an important but darker side of Silicon Valley—via early national bulletin board systems (BBS), to the emergence of the Swedish file-sharing community, and The Pirate Bay (TPB), launched by the Swedish Pirate Bureau in 2003 as a digital performance act (Snickars 2025). As has been pointed out, TPB in several ways laid the foundation for Spotify (Snickars et al. 2019).

International and national collaboration

A distinguished international advisory board will be attached to SIVAS, consisting of professor Fred Turner, a cultural historian of tech at Stanford University, and one of the world's foremost experts on Silicon Valley; assistant professor Laine Nooney, a computer industries historian at New York University; and professor Jeppe Nevers, a business historian at the University of Southern Denmark. The advisory board will guarantee the growth of SIVAS into a research team of the highest academic excellence, for example by facilitating access to U.S. source material. The board will meet twice yearly with the SIVAS group on Zoom. Since SIVAS will primarily analyze Swedish actors and companies, a national reference group is also attached to the research team, consisting of entrepreneurs and journalists with experience of working in—and reporting from Silicon Valley. The reference group includes Björn Jeffery, independent analyst of tech in *Svenska Dagbladet*, and former CEO and co-founder of Toca Boca (one of the most successful mobile kids brands in the world); Essy Klingberg, journalist of culture and tech at the same newspaper, and Miriam Olsson Jeffery, a tech reporter at *Sydsvenska Dagbladet* who spent the last decade working in Silicon Valley. The latter three also took part in the two RJ-funded workshops in Lund. Like the advisory board, the reference group will meet twice yearly.

Regarding academic output, SIVAS will result in some fifteen peer review articles in journals such as *History and Technology*, *Media, Culture & Society*, *Journal for the History of Knowledge*, *Media History*, *History of Intellectual Culture*, and *Journal of Digital History*. For tasks with joint interests, co-written articles will be prioritized. Three collaborative publications will also be conducted: one edited volume, one special issue in a relevant journal, and one co-authored monograph for publication by a renowned international university press. In parallel with scholarly publishing, the SIVAS research team will also write essays for a broader public in newspapers as

Ansökningsskrivande som hantverk

Följ alltid instruktioner – men var också **kreativ**. **Anslaget till ansökan** är allra viktigast.

Arbeta kulturjournalistiskt – sälj in projektet i det allra första stycket!

Scientific questions

The scale of empirical material used among humanists traditionally, be they literary scholars or historians, has usually been small—some would even say tiny. A number of newspapers, maybe a few books or a small body of printed texts have often been compiled to act as empirical evidence and verification of one's reasoning. Archival research is frequently tedious—but also anecdotal; qualitative humanistic research practices can be haphazard. Most humanists (but far from all) have consequently refrained from scaling-up the nature of their arguments towards more general assumptions. Yet due to digitisation efforts at heritage institutions, issues of scale have during the last decade surfaced within the digital humanities and computational social sciences (Guldi 2023; Hedström & Bearman 2017). Through different computational research methods—ranging from simple n-grams to more complex topic models, or neural word embeddings—it is possible to examine and analyse empirical materials consisting of hundreds of millions of words or large scale datasets of historical print. Analysing history at scale, however, requires access to massive amounts of digitized texts, and the subsequent compilation, data derivation, and curation of these into datasets. Even if automated, the latter process is technically complicated and time consuming.

Research plan

In mid February 2025 the Swedish hedge fund manager Christer Gardell was interviewed on Swedish public service tv about the topic of Elon Musk, and the new U.S. Department of Government Efficiency (Doge). “It is a great idea also for Sweden,” Gardell claimed. A Swedish businessman would be able to cut a lot of spending within our government apparatus: “the business community is used to finding efficiencies and simplifications” (SVT 2025). Gardell is usually perceived as one of Sweden’s most successful investors. He is the co-founder of Cevian Capital, one of the largest hedge funds in Europe, with some $12 billion in assets, and with major investments in for example the Nordic telecommunication giant Telia.

It is perhaps not surprising that a representative from the business community believes he knows more about how to run a state than democratically elected representatives, nor is it astonishing that a businessman like Gardell—from a traditional business-friendly right-wing perspective—believes that government spending can be reduced. What is new is that a Swedish businessman publicly welcomes the way Silicon Valley has entered the White House, supporting the idea that a country can be governed like a tech company. In the early 1980s Gardell was a student at the Stockholm School of Economics (SSE), precisely at the time when this university started building relations with Silicon Valley. American tech and business ideals were at the time instrumental in remaking conceptions of Swedish finance, technological advancement and innovation, with the SSE as one institutional example among many—in 2020, Gardell made a $5 million donation to the school to fund a professorship in financial economy.

When it comes to innovation, creativity, technological development and business, Silicon Valley has influenced Sweden for decades. Californian technology, entrepreneurship and business ideas have had an enormous direct and indirect impact, transforming modern Sweden in unprecedented ways—with the current rise of the tech right as a final outpost. In fact, almost at the same time as Gardell made his claim, the privately funded Swedish Tax Benefit Commission arranged a seminar entitled: “Is there a need for a Swedish Doge?” (Lundbäck 2025). Such American tech influences have been apparent for years, yet we still know surprisingly little about the historical relationship between Sweden and Silicon Valley. Importantly, the impact is not limited to computers alone, but consists of novel ideas around the societal role of tech and media, entrepreneurship, venture capital—and (more recently) alleged societal efficiency.

The project proposal Silicon Valley Sweden (SIVAS) will investigate the ways U.S. tech entrepreneurship, business ideas, and tech philosophy have transformed modern Sweden, and how key Swedish societal actors have reacted, and related to such developments. The central research question is how Silicon Valley knowledge, tech and business know-how shaped Swedish society and digital culture from the 1970s until today. The scope and complexity of such an endeavor is beyond the capabilities of any single researcher, hence SIVAS will create an interdisciplinary research team consisting of four scholars with expertise in media history, media and communications studies, business history, history of knowledge, and history of ideas. SIVAS is devoted to investigating previously disregarded actors and institutions who facilitated knowledge transfer from the U.S., and caused manifold repercussions in Swedish society.

Purpose and aims

The Netflix series *The Playlist* (2022) tells the story of how Spotify revolutionized the music industry thanks to a combination of business acumen and technological know-how. Although Spotify—today the largest media corporation in Scandinavia—was once hailed as the solution to piracy, the streaming service in fact began as a partly illicit enterprise that grew out of a tech savvy population in general, and the Swedish file-sharing community in particular (Snickars et al. 2019; Andersson 2014). It hence comes as no surprise that another tv-series, *The Pirate Bay*, was screened on Swedish television in late 2024; “an exciting story about a short era that fundamentally changed the music, film and gaming industries” (SVT 2024).

Projektbeskrivning / Project description

Purpose and research assignment

Media historians usually argue that the past is only available to us through media—be they antique graffiti, disintegrating newspapers, sepia-toned photographs, or last year's YouTube clip. All humanistic infrastructures (such as libraries) can hence be seen as media archives, where media-specific conditions regulate what is discursively stored (Ernst 2013; Snickars 2020). Today, however, cultural heritage institutions are not simply storage facilities but dynamic repositories of digitized content that can be explored with computational methods in new and fascinating ways.

In 1991, Manuel de Landa forecasted a coming age of robots dedicated to understanding their historical origins; he even envisioned "specialized robot historians" committed to trace their genesis, writing "a different kind of history" than humans (de Landa 1991: 2). Similarly, Hannes Alfvén's 1966 Swedish science fiction novel, translated as *The tale of the big computer* conjured up a future where computers not only ruled the world but also had the power to write its past. All likely a computer ("en data") narrated Alfvén's story: "When a historian has reached his own time, he ought perhaps to lay down his pen ... But how do computers view the problem of man?" (Alfvén 1968: 121).

Today, we find ourselves in a situation where machines can be assigned the task of seeing and modeling the human past. What once had a sci-fi character is nowadays a scholarly reality. The project proposal Modern Times 1936—acronym MODERN-36—departs from the fact that the past is not only mediated but increasingly numerically stored and hence prone to computational analysis in ways once envisioned by Alfvén and de Landa. Yet—and this is the overarching research question—what exactly is it that software sees, hears, and perceives when technologies for pattern recognition are applied to sonic and visual media historical sources? MODERN-36 will examine machinic ways of interpreting expressions of modernity in media archival materials from 1936, intentionally zooming in on a comparatively non-spectacular year in Swedish history. Coincidentally, this was also the year when Charlie Chaplin's film *Modern Times* premiered, with the little tramp struggling in an increasingly industrialized world—a film that has an iconic status as a critical comment on modernity.

Ansökningsskrivande som hantverk

Använd alltid en **akronym** för projektet – enklare då att skriva fram en aktiv ansökan där projektet säger sig vilja ditten och datten ....

SIVAS will create a dynamic, multidisciplinary and diversified scholarly research environment, consequently one single underlying theory will not steer all scholarship. However, SIVAS will be using a theoretical framework informed by history of knowledge research, as well as theories developed within the domain of cultural histories of media. Of importance for SIVAS is the notion of circulation, a key concept in the history of knowledge scholarship, emphasizing how knowledge has been conveyed, circulated and altered (Östling & Larsson Heidenblad 2023). Similarly, historians of technology are turning away from diffusionist models of technology transfer, and instead advocate the study of global circulation of technologies and their local adaptation (Oldenziel & Hård 2013). By shifting the analytical focus from discoveries and origins to empirical studies of how tech and business know-how were transferred to new locations, SIVAS will use theories of knowledge circulation to address a broad range of Silicon Valley actors: marketers and developers, journalists and bloggers, venture capitalists and politicians. Then again, knowledge around tech, computers and their capacities also developed within a socio-cultural context, where once so-called new media got its significance in relation to a broader media landscape. Cultural historical media research is characterized by an empirical bottom-up approach (Snickars 2020; Snickars 2024), and SIVAS will use such perspectives—sometimes disputing taken for granted notions and historical periodization—forming a common theoretical ground for the research team.

In terms of methods SIVAS will use both traditional humanistic hermeneutic methods, but also perform a number of interviews, as well using digital methods taken from the field of experimental media archaeology. Besides working with the more general research tasks and scholarly endeavours described above, the SIVAS project design is organized in four conceptual work packages, each led by one scholar within the research team: WP1 Ruptures and continuities (Andersson), WP2 The local and the global (Drakman), WP3 The state and the individual (Larsson Heidenblad), and WP4 The boring and the imaginative (Snickars). Each work package includes three distinctly separated tasks (case studies), but there are also several interdependencies between WPs (and tasks) that will offer the SIVAS team plenty of opportunities to work together. Of importance is the periodization of SIVAS. While researchers might work with different cases, the time plan of the project is key to establishing an affluent research team. Consequently, SIVAS is organized in two stages I and II—roughly separated by the introduction of the web in the mid 1990s. Stage I will cover the period between 1970–95, and stage II between 1995–2025. All SIVAS participants will concentrate on working with tasks within stage I during the first two years, and then collectively switch to stage II during the last two project years. This will create chronological linkages, strengthening the multidisciplinary research group, and its focus on how Silicon Valley knowledge, philosophy, tech and business influenced Swedish society and digital culture.

Ansökningsskrivande som hantverk

Strössla inte med **referenser** i ansökningstexten – de bryter upp förståelsen. Och aldrig mer än tre referenser tillsammans. Och alltid maximalt en sida referenser – angivna i förtätad form.

References

For some titles by Snickars, Larsson Heidenblad, Drakman & Andersson—see publication lists.

Andersson, J. et. al. (2023) *Marknadens tid*. Nordic AP.

Anderson, J. & Snickars, P. eds. (2010) *Efter The Pirate Bay*. Mediehistoriskt arkiv.

Andersson, J. (2014) *Online file sharing: Innovations in media consumption*. Routledge.

Andersson, J., Palmås, K. & Larsson, S. (2014) 'The liability of politicalness', *International Journal of Entrepreneurship and Small Business*, 22:4.

Baker, E. (2025) *Make your own job*. Harvard UP.

Barbrook, R. & Cameron, A. (1996) 'The Californian Ideology', *Science as Culture* 6:1.

Chen, Work (2023) *Work, pray, code: When work is religion in Silicon Valley*. Princeton UP.

Daub, A. (2020) *What tech calls thinking*. Palgrave Macmillan.

Esen, T., Dahl, M. & Sorenson, O. (2023) 'Jockeys, horses or teams? The Selection of Startups by Venture Capitalists', *Journal of Business Venturing Insights* 19 June.

Fickers, A. & van den Oever, A. (2022) *Doing Experimental Media Archaeology*. De Gruyter.

Fulton, C. & Mukherjee, S. (2021) 'How Sweden became Silicon Valley', *Reuters* 11 August.

Franklin, S. (2023) *The cult of creativity*. Chicago UP.

Fridh, C-G. (2022) *Bakom börsens kulisser*. Ekerlids förlag.

Gelin, M. & Pettersson, K. (2019) *Internet är trasigt*. Natur & Kultur.

Giblin, R. & Doctorow, C. (2022) *Chokepoint capitalism*. Scribe Publications.

Gustafsson, B. (2002) *Kreativa miljöer: Silicon Valley*. SIRE.

Harris, M. (2022) *Palo Alto: A history of California, capitalism and the world.* Little, Brown & Co.

Holmström et. al. (2021) 'A paradoxical perspective on technology renewal in digital transformation', *Information Systems Journal*, 31:1.

Isaacson, W. (2014) *The Innovators*. Simon & Schuster.

_____ (2023) *Elon Musk*. Simon & Schuster.

Kaijser, A. et. al. (2024) *Maktens maskiner: hur stora datorer moderniserade folkhemmet*. Arkiv.

Lécuyer, C. (2006) *Making Silicon Valley*. MIT Press.

Lundbäck, M. (2025), https://www.skattenytta.se/blogg/behovs-ett-svenskt-doge.

Mallaby, S. (2022) *The power law*. Penguin.

Marino, M. (2022) *Critical code studies*. MIT Press.

Marwick, A. (2018), 'Silicon Valley and the Social Media Industry' in Burgess, J., Marwick, A. & Poell, T. eds. *The SAGE handbook of social media*. SAGE.

Mathews, J. (2024) 'Peter Thiel's network of right-wing techies', *Fortune*. December 8.

Mazzucato, M. (2018) *The value of everything*. Allen Lane.

McElroy, E. (2024) *Silicon Valley imperialism*. Duke UP.

Mehan, M. & Turner, F. (2021) *Seeing Silicon Valley*. Chicago UP.

Morozov, E. (2013), *To save everything, click here*. Public Affairs.

Nooney, L (2023) *The Apple II age: How the computer became personal.* Chicago UP.

NYT editorial (2025) 'Musk Doesn't Understand Why Government Matters', March 8.

O'Dell, Tom (1997) *Culture unbound : Americanization & everyday life in Sweden*. Nordic AP.

Oldenziel, R. & Hård, M. (2014) *Consumers, tinkerers, rebels*. Palgrave Macmillan.

O'Mara, M. (2019) *The code: Silicon Valley and the remaking of America*. Penguin.

Rahm, L. (2019) *Educational imaginaries: A Genealogy of the digital citizen*. Linköping University.

Rogers, E. & Larsen, J. (1985) *Silicon Valley Fever: Growth of High-technology Culture*. Basic B.

Simon, Z. B. (2019) *History in times of unprecedented change.* Bloomsbury Academic.

Stone, B. (2014) *The everything store: Jeff Bezos and the age of Amazon*. Transworld.

SVT (2024), https://www.svt.se/kultur/the-pirate-bay-recension.

SVT (2025), https://www.svt.se/nyheter/ekonomi/finansmannen-om-doge-bra-ide-aven-for-sverige.

Turner, F. (2006), *From counterculture to cyberculture*. Chicago UP.

Wajcman, J. (2019) 'How Silicon Valley sets time', *New Media and Society* 21:6.

Williams, R. (1977) *Marxism and literature*. Oxford UP.

Ansökningsskrivande som hantverk

Som sagt – ett hantverk. Men glöm inte bort att vara **kreativ**. Både i texten som sådan men också kring hur projektet ska genomföras – infoga gärna **grafik över arbetspaket**.

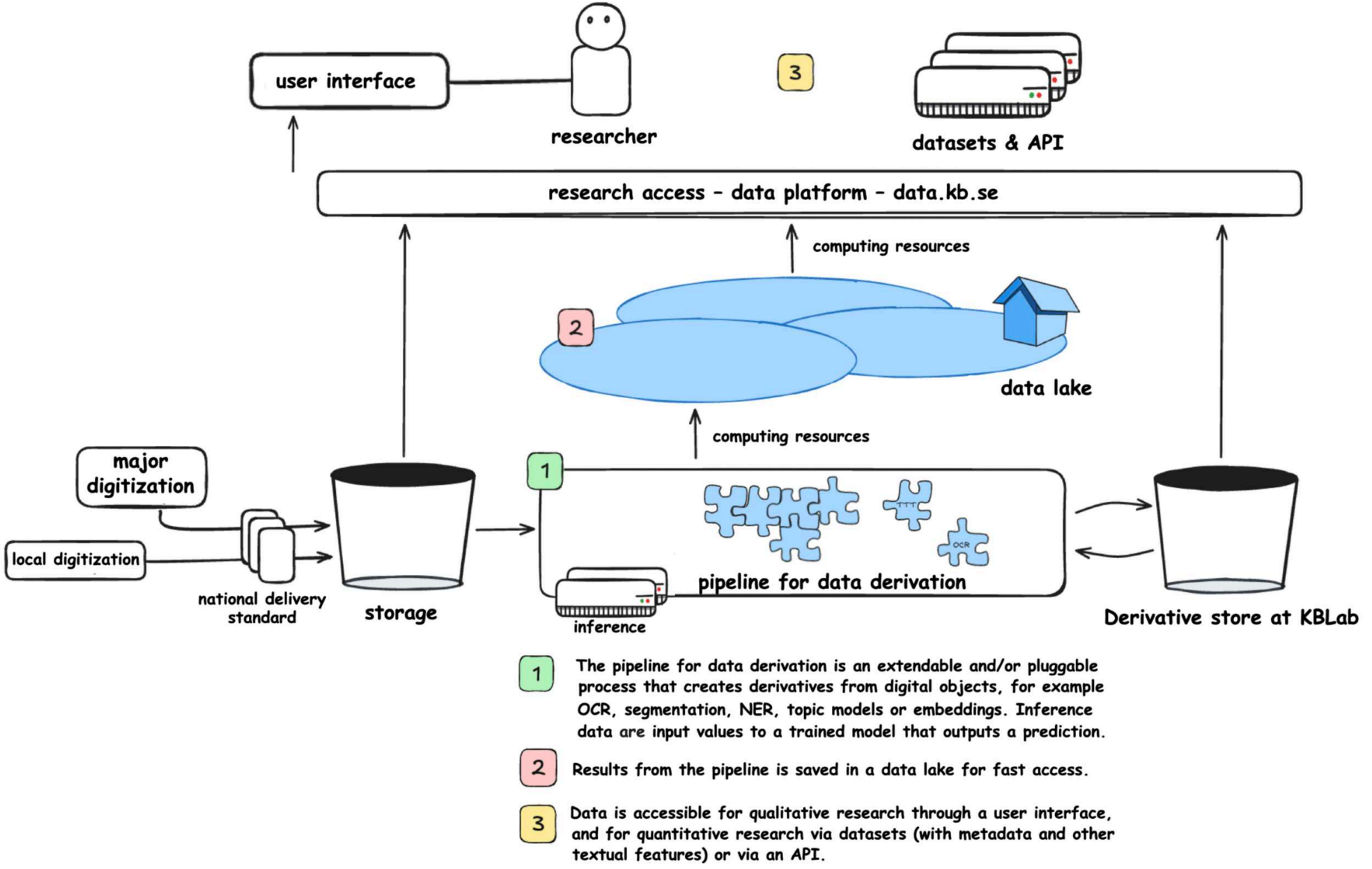
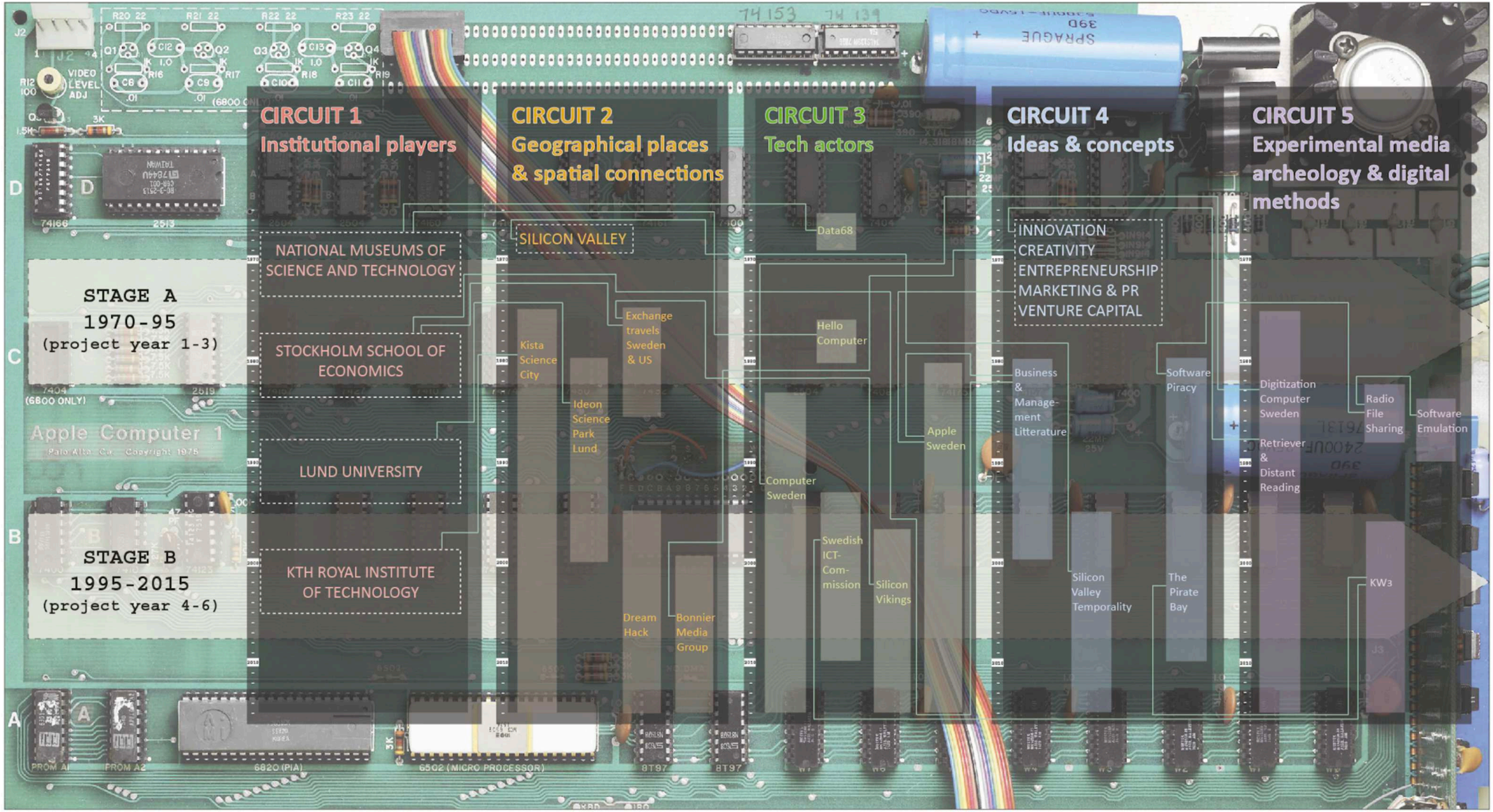
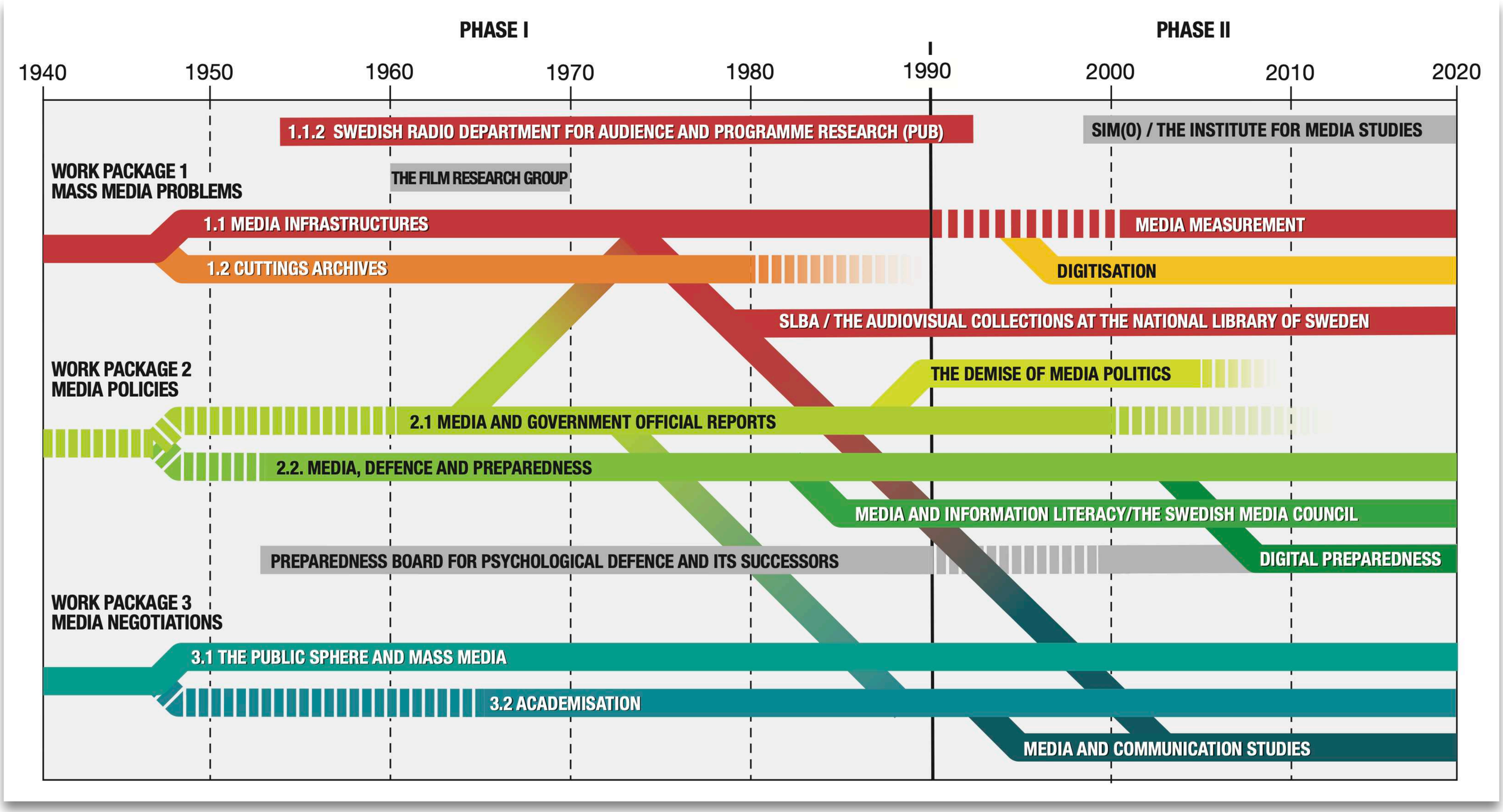


Figure 1. Research chart of the SwePrint infrastructure enabling both qualitative and quantitative analyses.



Silicon Valley Sweden (SIVAS) project design – on top of the first Apple Computer motherboard (zoom on screen).


PHASE I
PHASE II
1940
1950
1960
1970
1980
1990
2000
2010
2020
1.1.2 SWEDISH RADIO DEPARTMENT FOR AUDIENCE AND PROGRAMME RESEARCH (PUB)
SIM(O) / THE INSTITUTE FOR MEDIA STUDIES
WORK PACKAGE 1
MASS MEDIA PROBLEMS
THE FILM RESEARCH GROUP
1.1 MEDIA INFRASTRUCTURES
MEDIA MEASUREMENT
1.2 CUTTINGS ARCHIVES
DIGITISATION
SLBA / THE AUDIOVISUAL COLLECTIONS AT THE NATIONAL LIBRARY OF SWEDEN
WORK PACKAGE 2
MEDIA POLICIES
THE DEMISE OF MEDIA POLITICS
2.1 MEDIA AND GOVERNMENT OFFICIAL REPORTS
2.2. MEDIA, DEFENCE AND PREPAREDNESS
MEDIA AND INFORMATION LITERACY/THE SWEDISH MEDIA COUNCIL
PREPAREDNESS BOARD FOR PSYCHOLOGICAL DEFENCE AND ITS SUCCESSORS
DIGITAL PREPAREDNESS
WORK PACKAGE 3
MEDIA NEGOTIATIONS
3.1 THE PUBLIC SPHERE AND MASS MEDIA
3.2 ACADEMISATION
MEDIA AND COMMUNICATION STUDIES

Ansökningsskrivande som hantverk

Ägna **inte för mycket tid åt teori** – den är endast ett par glasögon som anger perspektiv. Fokusera istället på vad som är **nytt** samt på **metod**.

Significance and scientific novelty

The absence of Silicon Valley in Swedish historiography is problematic, as the ideals, knowledge, capital and companies of the region have shaped—and continue to shape—Swedish culture, politics, and everyday life in far-reaching ways. The scientific novelty of SIVAS is the argument that societal consequences of digitization were all likely not foremost socio-technical, but rather cultural and interlinked with market-oriented ideals of entrepreneurship, risk-taking, shareholder value, and creativity. SIVAS historical perspective will provide new insights into how a society, marked by a widespread skepticism among the populace (and the social democratic government) towards financial markets and entrepreneurship (Sweden in the 1970s), was gradually transformed into a market-oriented society (Sweden after the millennium). SIVAS will contribute to a new understanding of the contemporary history of Sweden—especially regarding the role of organized business and its mobilization for free enterprise and market economy—while also shedding light on the mechanisms by which the global impact of Silicon Valley emerged.

Then again, entrepreneurs often suffer from the misconception that innovators single-handedly create techno-historical change—indeed a Silicon Valley myth (Isaacson 2014). Another take is that computerization happened by itself because technological progress was inevitable. Yet, even if the narrator of the classic Swedish dystopian novel, *The great computer* (1968) was a computer lamenting humanity's marginalization, machines are bad historians. SIVAS is consequently rooted in the conviction that "computers themselves cannot tell their own history" (Nooney 2023: 4). The importance of SIVAS is accordingly the conceptual idea that Silicon Valley's historical impact has to be understood from a range of different perspectives, and multidisciplinary approaches—from culture, media and knowledge to technology, philosophy and finance. The originality of the proposal also rests on four dichotomies that will guide the research team, while also forming the basis for the work packages described below: ruptures and continuities (WP1); the local and the global (WP2); the state and the individual (WP3); the boring and the imaginative (WP4).

Ansökningsskrivande som hantverk

Humanister är i regel svaga på metod – här finns lågt hängande frukter. Fundera på **hur olika slags digitala metoder och AI** kan användas på nya sätt.

Circuit 5 Experimental media archaeology & digital methods

While Silicon Valley Sweden will primarily establish a humanistic and archive driven research environment, historical source materials will importantly also be analyzed via digital humanities inspired methods. Within Circuit 5, SIVAS will – together with the Science and Technology museum – digitize the trade paper *Computer Sweden*, including its curation into a corpus. A dataset of articles on Silicon Valley obtained through the Retriever media archive will be compiled in a similar way. These datasets will (in a Jupyter Notebook environment) be analyzed through probabilistic methods and text mining models such as word embeddings, topic modeling and named-entity recognition. Snickars has extensive experience of working with such models (Snickars 2022d; 2022e; 2022f). Developer Johansson at Lund University will facilitate all of the scholarly work with digital methods in Circuit 5, and assist the SIVAS researchers with the usage of the web archive KW3. Circuit 5 will also involve the use of experimental approaches to the study of media histories and tech cultures, strengthening the SIVAS research environment. Taking the cue from experimental media archaeology, Snickars and Isberg will especially engage in a series of 1980s microcomputer simulations and emulations in order to better understand the introduction of the PC, early software, the workings of past technologies, and their practices of use (Fickers & van den Oever 2022). Through a collaboration with the National Library of Sweden, Circuit 5 will use some fifty episodes of the hour-long radio program *The World of Computers*, broadcasted on Swedish public service radio between 1984–86, with a lot of information on Silicon Valley and U.S. tech. A retrained version of the open-source acoustic model Whisper will be used for speech-to-text analyses of all radio programs – a task performed in cooperation with KBlab at the library – in order to examine program content both qualitatively and quantitatively (fifty hour of speech roughly generates a dataset of 500,000 words). Intriguingly, *The World of Computers* also contained a section where code for programs (written by Swedes) were transmitted; if computer enthusiasts taped the (noisy) signal on a cassette tape, they could run the programs on their home computer. Together with the Science and Technology museum, SIVAS will emulate the broadcasted code


– tack!
EPISCOP