

George Gaskell BSc PhD Curriculum Vitae

George Gaskell is a British Professor Emeritus in Social Psychology and Research Methodology at the [London School of Economics and Political Science \(LSE\)](#) and was a member of the Department of Social Psychology (now the [Department of Psychological and Behavioural Science](#)) from 1973- 2016. With the statistician Colm O'Muircheartaigh, he established the Institute of Methodology (now [Department of Methodology](#)). In parallel to lecturing in the Department and Institute, he was vice-chair of the School's Appointments Committee and appointed Pro-director for Resources and Planning for seven years. He introduced LSE's flagship interdisciplinary course for first year students. Taught by senior academics it welcomes students into the LSE tradition of 'Thinking like a Social Scientist', integrating ideas, concepts, and evidence from across a range of disciplinary perspectives to tackle major global issues—such as climate change, financial crises, and inequality—by merging tools from economics, political science, sociology, and philosophy rather than relying on a single lens.

Outside the LSE he has been a member of committees serving the European Food Standards Authority, the UK Food Standards Agency, the Royal Society, the European Commission's Science and Society Committee, and the Economic and Social Research Council's Evaluation Committee.

George Gaskell's research interests fall under the rubric of societal psychology, an approach developed with the late Professor [Hilde Himmelweit](#), which argues that a neglected focus in social psychology is the study of social phenomena and cultural forces that both shape, and in turn are shaped by, people's outlooks and actions.

George Gaskell worked with Professor Martin Bauer developing the innovative 'toblerone model' of social representations, and editing 'Qualitative Researching with Text, Image and Sound: A Practical Handbook' (2000), which provides a comprehensive and accessible introduction to a broad range of research methods with the objective of clarifying procedures, good practice and public accountability – now translated into Portuguese, Hebrew and Chinese.

He was Scientific Director in Studies for the European Commission's Behavioural Science Framework on the following topics: Consumer protection in investment and pensions; Transparency in online platforms; Environmental footprints; Marketing to children through social media; Online gambling and adequate measures for the protection of consumers of gambling services; Tobacco labelling and packaging; and CO2 Car Labelling options and consumer information.

His current research, drawing on social representations theory, focuses on science, technology and society, in particular the issues of risk and trust; how values influence people's opinions about technological innovation, and the governance of science and technology. He led the series of Eurobarometer surveys on 'Biotechnology and the Life Sciences' for DG Research, and was the coordinator and principal investigator for the European funded projects 'Life Sciences in European Society' (LSES); 'Neuro-enhancement: Responsible Research and Innovation (NERRI), and 'Sensitive Technologies and European Public Ethics (STEPE).

He is a Fellow of the Academy of Social Sciences and was awarded the Gago Medal in 2018 for contributions to European Science Policy

Blog highlights

[ChatGPT doesn't think like a human, so why does it speak like one?](#) (LSE Impact, September 2025)

[Using AI for social benefit – WeNet and community focused social media](#) (LSE Impact, November 2023)

[Who should take responsibility for integrity in research?](#) (LSE Impact, February 2023)

[Is vaping a low-risk substitute for cigarettes or an emerging epidemic?](#) (LSE British Politics, November 2023)

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