

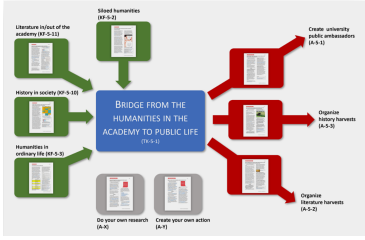
# Alan Liu's Example Responses for the “Humanities Communication Prompts” template

(rev. Sep 20, 2023 )

## Project to be Communicated: WhatEvery1Says (WE1S) Project

<b>Information Literacy:</b> How and what does information mean in the humanities? PROCESS and PRODUCTS	<b>Media Literacy:</b> How and what does (digital) mediation mean for communication in the humanities? COMMUNICATION	<b>Humanities Literacy:</b> How and what does my work mean for the context of humanities communication? CONTEXT and VALUE
metrics: doing	metrics: showing	metrics: evaluating
<p><b>What is data/information in my work?</b>            1 million (1,028,629) unique English-language journalistic media articles and related documents mentioning the literal word "humanities" (and for some research purposes also the "liberal arts," "the arts," and "sciences") from 1,053 U.S. and 437 international news and other sources from the 1980s through 2019, mostly after 2000; and over 6 million posts from Twitter and Reddit) mentioning "humanities."</p>	<p><b>What part(s) of my work do I want to mediate?</b>            Primarily the findings about the humanities in society (and the academy) derived from the data; and secondarily methods of digital humanities scholarship.</p>	<p><b>What is the human argument in my humanities work?</b>            The human argument is told in a public-facing voice in the <a href="#">“Our Story and Our Results”</a> document on the WE1S website home page:</p> <p>They say the humanities are in "crisis." Society values the sciences more highly. Students turn to other majors promising apparently predictable paths to jobs. In recessions, universities and colleges cut humanities programs first. And funding support for the humanities continues to be a rounding error in the national budget. Decisively, they say, the humanities are in crisis. (See WE1S bibliography of "humanities crisis.")</p> <p>Yet in 2019 when the American Academy of Arts and Science’s Humanities Indicators project surveyed Americans’ experience and views of the humanities, the top takeaway was that there was "considerable agreement about the personal and societal benefits of the humanities, substantial engagement with a variety of humanities activities at home and in the workplace, and strong support for teaching humanities subjects in the schools."...</p> <p>That’s also what they say."</p> <p>The human argument is also told through blog posts by students and others on the project site – e.g., <a href="#">this student post</a>.</p>
<b>Where do I find it?</b>	<b>Whom do I want to mediate my</b>	<b>What are the genres within which I</b>

<p>On the Web at  <a href="https://we1s.ucsb.edu/">https://we1s.ucsb.edu/</a></p>	<p><b>work to?</b>  The project has a twofold audience by design: * humanities scholars * the “public” (specifically: journalists, students and parents)</p>	<p><b>can deliver the human core of my humanities work?</b></p> <ul style="list-style-type: none"> <li>• Narratives, especially “data stories” in a public-facing voice</li> <li>• One-page “cards” (<a href="#">see explanation</a>).</li> <li>• Blog posts. (see <a href="#">examples</a> that Abigail Droge wrote regarding pedagogy).</li> <li>• Social media</li> <li>• Scholarly publications in general-audience humanities journals such as <i>Daedalus</i>.</li> </ul>
<p><b>How do I find it?</b>  Through mentions via WE1S social media publicity campaign and scholarly publications about/by WE1S.</p>	<p><b>Which media can I use to mediate my work?</b></p> <ol style="list-style-type: none"> <li>1. Web (WordPress site used both as content management system and blog)</li> <li>2. Social media</li> <li>3. News media</li> <li>4. Scholarly journals</li> <li>5. [WE1S has other social media accounts, but did not use them sell: Facebook, Instagram]</li> </ol>	<p><b>How does my humanities work matter now, here, and elsewhere?</b>  WE1S matters in the mode of “public humanities” projects. (See <a href="#">bibliography for public humanities</a> on the WE1S site)</p>
<p><b>Which data is important and why?</b>  Derived data about topics, contexts of mentions of “humanities” in journalism generated through data-mining. This data allows for analysis of public discourse on the humanities by comparison with such other topics as the sciences.</p>	<p><b>Which media do I have access to?</b>  1, 2, and 4 above. But no ready access to 3.</p>	<p><b>for whom does my humanities work matter and why?</b></p> <ul style="list-style-type: none"> <li>• Humanities scholars in the academy</li> <li>• The general public (specific targets: students &amp; parents, underrepresented groups; journalists)</li> </ul> <p>WE1S and other work of mine like this matters as a way of using digital scholarly methods to help resituate and reengage the humanities in society.</p>
<p><b>How do I select the data?</b>  The WE1S website offers 19 “collections” of datasets with accompanying topic models, and it makes suggestions about which collections (e.g., U.S. mainstream newspapers, college newspapers, etc.) to explore for</p>	<p><b>Which media work best for my humanities communication?</b>  1 and 4. Under #1, the most promising media form was the WE1S one-page “card” (<a href="#">see explanation</a>).</p>	<p><b>How can I reposition/reorient my humanities work to address and get heard by other disciplines and audiences?</b></p> <ul style="list-style-type: none"> <li>• Ensure that each scholarly research, teaching, and administrative generates some public-facing output.</li> </ul>

<p>different reasons.</p>		<ul style="list-style-type: none"> <li>• Work with others toward digital humanities methods (including machine learning &amp; AI) that can automatically capture aspects of my day job in research/teaching for public-facing outputs (e.g., facilitating social media outputs)</li> </ul>
<p><b>what is the process of working with the data?</b>          Technical users can download the data for their own exploration; ordinary users can use WE1S interactive visualizations of topic models to explore different collections of data for their “topics”.</p>	<p><b>how can I expand towards <a href="#">media convergence</a> for my work?</b>          WE1S created a series of 1-page cards describing <a href="#">“calls to action”</a> and <a href="#">“calls to communication.”</a> plus an example <a href="#">“research to action toolkit”</a> that are about harnessing the findings of the project in media-convergent forms of advocacy.</p> <hr/> <p>Bridge from the Humanities in the Academy to Public Life</p>  <p>The diagram illustrates the flow from academic research to public life. It starts with three green boxes on the left: 'Literature topics of the academy (H-5.1)', 'History in society (H-5.1)', and 'Humanities in ordinary life (H-5.1)'. These lead to a central blue box: 'BRIDGE FROM THE HUMANITIES IN THE ACADEMY TO PUBLIC LIFE (H-5.1)'. From this central box, arrows point to several other boxes: 'Share humanities (H-5.1)', 'Create university public partnerships (H-5.1)', 'Organize history events (H-5.1)', 'Organize research networks (H-5.1)', 'Do your own research (H-5.1)', and 'Create your own action (H-5.1)'.</p>	<p><b>how does my humanities work inform other areas/disciplines/knowledge arenas?</b></p> <ul style="list-style-type: none"> <li>• One priority area is to collaborate with scientists in creating effective public-facing rationales in tandem for “basic research” in STEM fields and the equivalent in the humanities (e.g., language and communication skills, historical knowledge). My past experience collaborating with scientists on U. California committees shows that STEM fields have a “crisis of basic research” problem analogous to the “crisis of the humanities.” The “S” and “M” are the non-applied fields in STEM that by comparison with “T” and “E” have a public image problem.</li> </ul>
<p><b>how do I make the data speak to other data/how do I start a dialog within my field?</b>          The general aim of WE1S is to create a dialogue between what “everyone” in the public or in academic thinks they know about the present state of the humanities in society and surprising counterfactuals or details of common assumptions. For example, if the media represents in its coverage society’s higher valuation of the sciences versus the humanities,</p>	<p><b>what is the timeline for mediating my work?</b>          Designed period of publicity and dissemination in 2022 at conclusion of project:</p> <ul style="list-style-type: none"> <li>• <a href="#">Social media campaign</a> of about 130 posts prepared for Twitter and then released approximately one per day in sequence during Jan. to March 2022</li> <li>• <a href="#">Three scholarly journal publications</a> about WE1S published in 2022.</li> <li>• <a href="#">News release</a> about WE1S in</li> </ul>	<p><b>how does my humanities work inspire new enterprises/initiatives?</b>          One important aspect of WE1S is to provide primary data and methods for other initiatives in the area of the humanities in the media.</p>

<p>what kinds of things in the sciences are presented to catch audience interest?</p>	<p>the <i>MLA Newsletter</i> in 2022.</p>	
<p><b>how do I create knowledge from this data?</b>  One uses observations from the data to * situate perceptions of the humanities in a larger context (e.g., the “humanities crisis” in society’s concerns about many crises) and * compare the humanities to other social concerns (e.g. the sciences). This creates a range of descriptive, analytical, and critical knowledge about the humanities.</p>	<p><b>whose help do I need to mediate my work?</b>  Help I could have used:</p> <ul style="list-style-type: none"> <li>• From university PR departments at the project’s three partner universities (which were good at the project’s start in helping to publicize our Mellon grant but not so good at following up on progress and outputs of the project).</li> <li>• Help from journalists and media communicators.</li> </ul>	<p><b>how can my humanities work inspire other humans/communities/groups?</b>  A priority in the public humanities is to explore new modes of community and organization engagement with groups outside academia that also conduct research (e.g., NGO groups that create and use datasets). I am currently completing a project on a small grant titled the “Research + Activism Bibliography” (RAB) that collects resources and examples of both established and new modes of connecting research and social activism.</p>
<p><b>how do I format knowledge production from this data?</b>  WE1S both enacts and recommends a range of ways to format knowledge from its data for both scholarly and public discourse. These include various scales of textual explanation (e.g., from “cards” to blog posts) and various kinds of visualization (e.g., the interactive visualizations in the WE1S “Topic Model Observatory”)</p>	<p><b>for how long should I mediate my work?</b></p> <ul style="list-style-type: none"> <li>• Half a year after project completion</li> <li>• Followed by periodic mentions in social media (currently complicated by the demise of Twitter).</li> </ul>	<p><b>how does my work make me a better human/team member/entrepreneur?</b>  I see my public humanities work now as an effort to ameliorate my practice of humanities “critique,” which like other critical thought in the humanities has grown too insular as a point-of-view looking at general society from the side, into additional modes of work including building, developing, outreach, and communication that have the potential to collaborate with other disciplines in facing “grand challenges” that no one field and no one mode of critical thought can address alone.</p>