

## 4Humanities@UCSB

### Meeting 4 - Creating a Humanities Advocacy Media Plan (February 2, 2012)

- Sign-up sheet
- Introductions & greetings to Humanities@CSUN (visiting by Skype)
- Present (@UCSB): Alan Liu, Julia Panko, Liz Shane, Dana Solomon, Linda Adler-Kassner, Kevin Kearney, Amanda Phillips, Anna Brusutti, Anne Birmingham, Harold Marcuse, Claudio Fogu, Gary Colmenar + CSUNorthridge 4Humanities local chapter: Kristin Cornelius, Joel Garcia, Michael Green, Michael Boyd

#### NEWS & BUSINESS:

##### 1. NEWS:

###### a. Local Chapters

###### i. 4Humanities@UCSB

1. Participants (24 faculty & staff; 18 grad students)
2. Private Library (Jasperjohns458!)

###### ii. 4Humanities@CSUN: Backpack documentary series, coming up to UCSB on Feb. 9 to interview Alan

###### iii. 4Humanities@UCI

###### iv. 4Humanities@McGill: Headed by Stephan Sinclair

###### v. 4Humanities@UCL (University College London): headed by Melissa Terras and Andrew Prescott

###### b. **4Humanities international Skype meeting this spring**: global Skype call among international correspondents and local chapters

###### c. **4Humanities conference at University College London on August 18**: Alan will go out for the conference

###### d. **Current 4Humanities funding** (ALLC, AHC, CenterNet); plus IHC funding for our RFG; we have recently put in for extra funding from Association for Humanities Computing; hope is to get enough funding to continue on with at least one research assistant. We would like to hire another research assistant from another nation, one who specializes in building/collecting digital tools for digital advocacy

##### 2. Next Meeting(s)

###### a. Later Winter quarter? - Project Workshop(s)

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## Creating a Humanities Advocacy Media Plan (Discussion lead: Alan)

### A. Discussion of principles for an overall media strategy

- Premise: often seems like media plan is added on after the fact; need to “bake in” media plan from the beginning
- Two parts to meeting: 1) Presentation of media advocacy plan; 2) Initiate brainstorming that leads to project teams and project work; ideally we will get to the point of setting up tentative project groups that will attract other people

a. **(Alan's Prezi): Presentation of "Creating a Humanities Advocacy Media Plan"**

This can be found here: <http://prezi.com/gpd6vygbijwvi/creating-a-humanities-advocacy-media-plan/>

IT Platforms & Tools

- i. *Content Management Systems (and blog engines):*  
WordPress, Drupal, Joomla, PDWiki –e.g., <http://humanistica.ualberta.ca/>
- ii. *New Publication Systems:*  
Open Journal Systems (OJS) — <http://pkp.sfu.ca/ojs/demo/present/index.php/demojournal/issue/current>  
CommentPress –e.g., <http://mediacommons.futureofthebook.org/mcpres/plannedobsolescence/>
- iii. *Multimedia Exhibition & Presentation Platforms:*  
Omeka –<http://omeka.org/>  
Podcasts  
YouTube
- iv. *Data Mining & Pattern-Recognition Systems:*  
“Reading Tools” in OJS  
Data-mining tools (e.g., TAPoR, SEASR) — <http://entry.tapor.ca/> –  
<http://sear.org/documentation/example-flows/text-summarizer/>  
Google Ngram Viewer — <http://books.google.com/ngrams>
- v. *Data & Text Visualization Systems:*  
Many Eyes — <http://www-958.ibm.com/software/data/cognos/maneyeyes/>  
Tableau Public — <http://www.tableausoftware.com/products/public>
- vi. *Social Networking & Network Analysis Systems:*  
Facebook (and Google+)  
Twitter  
Petition Systems –e.g., <http://www.change.org/petitions>  
Social network analysis applied to the humanities  
–e.g., <http://litlab.stanford.edu/LiteraryLabPamphlet3.pdf>  
– <http://socialarchive.iath.virginia.edu/xtf/view?mode=RGraph&docId=bush-vannevar-1890-1974-cr.xml>  
– <http://rose.english.ucsb.edu/>
- vii. *Hacker Platforms:*  
FloodNet — <http://www.thing.net/~rdom/ecd/ZapTact.html>

Historical & Current Paradigms of Advocacy IT

- viii. *Early Paradigms of Activist Sites:*  
Computer Professionals for Social Responsibility — <http://cpsr.org/>  
Institute for Global Communications —

<http://web.archive.org/web/20040210134458/http://www.igc.org/>  
Electronic Frontier Foundation — <https://www.eff.org/>

- ix. *Recent Paradigms of Activist Sites:*  
MoveOn.org — <http://front.moveon.org/>  
United for Peace and Justice — <http://www.unitedforpeace.org/>  
Amnesty International — <http://www.amnestyusa.org/>  
Rainforest Action Network — <http://ran.org/>  
Occupy movement –e.g., <http://occupywallst.org/>
- x. *Platforms & Tools for E-tactics:*  
PetitionOnline — <http://www.petitiononline.com/>  
KarmaBanque — (platform for boycotts) <http://karmabanque.com/>
- xi. *Humanities & Arts Advocacy Sites:*  
–see “Related Advocacy Initiatives” listed in sidebar of the 4Humanities site,  
<http://humanistica.ualberta.ca/>

#### Discussion of media advocacy plan:

- Alan Liu: For further information, see Jennifer Earl and Katrina Kimport’s book *Digitally Enabled Social Change: Activism in the Internet Age* (MIT Press, 2011)
  - o When digital tools are involved, the very nature of activism is changed
  - o Tools create a new holistic understanding of activism
  - o Features analysis of power law as applied to digital activism: in digital environments, a small cadre of highly motivated organizers can have an “outsized” effect; other people can join in small doses of time and energy
- Alan Liu: Ex of extended digital campaign: Media Pyramid ex for Alan’s “The Humanities and Tomorrow’s Discoveries” draft post for “Humanities Plain & Simple initiative”
- Kristin Cornelius (CSUN): Importance of capturing video testimonials about effect of humanities on people’s lives; Wordpress: taking papers that have already been written and turning them into Wordpress blogs
- CSUN Member (sorry I didn’t get your name): Do we need a platform for making videos about humanities that people want to see available online? Record conference sessions and make them publicly available
- Alan Liu: infrastructural problems, limitations to working on someone else’s server; doesn’t really make sense for cross-departmental initiatives to be housed in one particular department. Ideally, an organization like the IHC would have server space available and an administrator; this is an issue of cost. We have begun thinking about talking to David Theo Goldberg at UCHRI about server space
- Amanda Phillips: UC system/UCSB is hooking up with iTunesU to distribute content; could be possible to connect with them
- Anna Brusutti: Graduate student associate has also been discussing these issues surrounding platforms and humanities advocacy; GSA might be interested in these issues. How do we connect with organizations like GSA?
- Kevin Kearney: I worry about the efficacy of things like testimonials because of an audience issue: who is the audience for those testimonials? I feel like we should be talking to those who

ask us, “What are you gonna do with that degree?” I like the idea of quantifying information about humanities, employment rates, etc.

- Alan Liu: We want to think about the media pyramid again; the top of the pyramid – which connects to other parts – could be a testimonial, or a chart, or a visualization, or a video, etc. The point is we need to “wrap up” each of our project ideas and embed it within an extended media network
- Linda Adler-Kassner: We need to develop a set of resources that can be combined for different audiences, for different resources. Think about a particular frame and then martial examples that support that frame. Then think about the kinds of stuff we can put into that frame. Instead of starting with what we want to end with, gather the resources first and see what it leads to.

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## B. **Project Planning**

- a. **Draft posts created by our group for the 4Humanities "Humanities, Plain & Simple" initiative** -- i.e., examples of humanities advocacy statements & the related projects ("media pyramids") they imply. See the drafts collected at: <http://humanistica.ualberta.ca/2011/11/produce-and-recruit-content-for-humanities-plain-simple-project/>

Projects implied by these posts include (so far):

- i. Created showcase of humanities research with public impact. (Possibly collaborate with 4Humanities@UCI)
- ii. Recruit and collect statements and interviews about the humanities from people outside the humanities--e.g., scientists, doctors, politicians, business people, film directors. Also recruit/collect statements from administrators, parents, and students. (Possibly collaborate with 4Humanities@CSUN ?)
- iii. Collect and visualize statistics that show the importance of the humanities and arts. Cf. the *Quantifying Digital Humanities* project: <http://www.flickr.com/photos/ucldh/6730021199/sizes/o/in/photostream/> (Collaborate with Melissa Terras and 4Humanities@UCL)
- iv. Create a visualization or game about how the humanities contribute to the habits of mind or strategies of life that are critical today. (E.g., this could be an interactive visualization titled "Your Life and the Humanities" that is structured something like a game in which users explore different paths of life to reveal the hidden levels made accessible by the humanities.)
- v. Create concrete infrastructure and funding plans for what is needed for tomorrow's humanities (i.e., templates for the tomorrow's humanities ranging from floor plans for classrooms or project labs to redesigned departmental and divisional organizations, etc.)

- vi. Create an interactive gazette of humanities initiatives or projects that the public can become involved in, branched by region, nation, state, city.
- vii. Build an integrated social-networking campaign/strategy for the humanities.
- viii. Document and collect examples of children interacting with the humanities and arts. E.g., create lesson plans or scripts for engaging children in the humanities and arts (including ideas for concrete humanities text, visual, or other works to use).

- b. **Discussion of project ideas above and new project ideas.** We will go around the room to allow everyone to announce their interests in a meet-and-greet fashion. For example: "This is something I think we should do," or "I'd be interested in joining up with people working on the humanities showcase project."
- Linda Adler-Kassner: Data visualization project: we could do an infoviz that showed a correlation between reduction in humanities funding and a reduction in GDP or something (work with IPEDS database)
  - Harold Marcuse: top-ten cities graphic that correlated a dozen or so cities: number of publishers, museums, businesses, etc.; relationship between world cities. Could be interesting to look at which factors they included to make these comparisons
  - Alan Liu: People take pride in their cities' cultural institutions; we could imagine an info graphic that visualizes the number of community readers that are involved in community reading programs. Could see where the great vacuums are? Which states don't have those programs
  - Julia Panko: We could also do something about debunking "top myths" about the humanities: "you can't get a job," etc
  - Alan Liu: Or an interactive tool. Ten statements about the humanities: which are wrong? When you click on a wrong choice, a buzzer goes off, etc. Could also think about a gaming paradigm that produces a gaming environment
  - Kristin Cornelius: In relation to our "backpack documentary" project idea, I have been talking to filmmakers about how much it might cost to get a high-end system for these documentaries (about \$3000). We have been doing some fundraising in this way. It would be interesting to create these backpack documentaries that show the process of creating humanities knowledge; adding "human"-ness to the humanities
  - Alan Liu: I am wondering if in the future you, Kristin, would be our specialist in helping out with other video-related projects?
  - Harold Marcuse: SB film festival's main sponsor is Lynda.com; their website is a bunch of educational videos about programming, website design, etc. If we as humanities advocates could vet some of those publicly that would be interesting. We are the experts, this is what we do. We already do this in our research and teaching.
  - Kristin Cornelius: An example of a successful rhetorical model is *Bowling for Columbine*, just showed in my class today
  - Claudio Fogu: I feel like all of this needs to be discussed, but I am concerned we are running out of time. We should move towards creating some project teams so that some work can get done before the next meeting.
  - Alan Liu: My ideal goal is to have 3-5 project groups of 2-5 people each coming out of our group. Here is an initial idea: after Lindsay has finished with the minutes and I have correlated them with the project ideas we already have, we put them online and we get a poll of our local group

to see who is interested in what. Then, for our next meeting, we do a “meet and greet” at the beginning: we would go around the table, everyone says what they are interested in and talk to each other, then we kind of organically form groups. So my proposal is that we go online, form a ballot, and then we finalize that at our next meeting. Once we get to the point of having project teams designated, then it becomes easier to manage these meetings. With a group our size it is difficult to find a common meeting time, so once we have project teams we can allow the individual teams to meet as they want. Then we will have devolved the group to the proper level of productivity.

- Claudio Fogu: Should we allow a couple of days for more project ideas to be formulated; close the project idea stage over the weekend or something, then do the ballot?
- Alan Liu: Yes, that sounds good. Kristin, are you going to proceed with just the backpack documentary series or do you see the possibility of developing other projects?
- Kristin: Our next meeting is going to be towards the end of March, and before that meeting, my goal is to get out to other humanities departments and to update them on any events/projects that are happening. I created a project proposal form for our members.
- Alan Liu: There is no good reason why we can't share our project list with the rest of the groups. If others are interested, our natural course of action is to get them involved across different groups.
- Claudio Fogu: I have a new digital tv channel where we can stream videos. I am asking for anyone who has expertise or who knows what a digital tv channel is.

### c. **Outcome of this Meeting and Preparation for Next Meeting**

- i. Final stages of project brainstorming will continue over the weekend. Then we will conduct a poll online about which projects we should move forward with.
- ii. “Meet-and-greet” at the beginning of our next meeting for people to join agreed-upon projects if they haven't already. Then project teams can begin to meet on their own.
- iii. As we move forward, meetings will blend three purposes:
  1. Strategic-level or intellectual discussion about issues and directions,
  2. Coordination and collaboration among ongoing projects,
  3. Coordination with other 4Humanities local chapters.