Faculty Applicant: **Alan Liu**
Project Title: ***Making the Humanities Public: A 4Humanities Student Project***
Date of Application: **June 20, 2016**

<u>**Application for the Arnhold Collaborative Research Grant, 2016-17**</u>

I. <mark>**Provide a brief description that includes a rationale and planned outcomes. If this is an ongoing project, you can include relevant links.**</mark>
II. <mark>**What aspects of the project will you develop with this grant? Please provide a work plan, duration of project, and, if possible, a calendar.**</mark>

Overview:

4Humanities (4humanities.org) is applying for a Collaborative Research Grant (CRG) to fund a team of undergraduates (under graduate student supervision and guidance by 4Humanities leader Alan Liu) to conduct a blend of research and project-making activities under the rubric, *Making the Humanities Public: A 4Humanities Student Project*. Scheduled over two quarters (W, S), the CRG's activities will be structured to allow (at the option of individual students) for coordination with UCSB's 199RA, FRAP, and UCRA mechanisms for awarding additional course credit and/or funding awards for undergraduate research (see below under *Mentoring and Reward Structure of the CRG*).

The goal of the *Making the Humanities Public* CRG will be to build on previous 4Humanities research to make a rare student-to-public intervention in today's debates about the value of the humanities in society. Specifically, the starting point for student work in the CRG will be research outcomes from the ongoing 4Humanities *WhatEvery1Says* project (WE1S), supplemented by materials created by prior 4Humanities projects. WE1S is a collaborative research undertaking originating in the UCSB English Dept. in which UCSB faculty and graduate students participate with peers at other institutions.[1] WE1S uses computational means to gather and analyze media discussion of the humanities at "big data" scales. To date, the project has harvested and prepared for data-analysis a corpus of over 30,000 articles related to the humanities from major newspapers and magazines in the U.S. and U.K. Some of this corpus, which currently spans from 1981 to 2014, spotlights the humanities under such headlines as "Humanities in Crisis," while other portions of the corpus represent "ambient" public discussion of the humanities (background mentions of the humanities in the course of discussions of society, politics, economics, war, and individual human lives).

For the purpose of the student CRG, WE1S will during summer and fall 2016 use some of its Academic Senate funding (now extended for a third and last year, 2016-17) to prepare a "starter

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Value for Students

Besides furthering the goals of 4Humanities, the *Making the Humanities Public* CRG will add value to the English major for participating students in the following specific ways:

- Students will be introduced to data-assisted methods of textual and media research.

- Students will learn to extend their critical/interpretive skills to the forms and content of journalistic media, the Internet, political discourse, business discourse, and other discursive domains of today's "public."

- Students will gain an overview of today's evolving *idea* of the public and of the role that higher education, the humanities, the sciences, and the arts play in the making of that public.

- Students will study and practice key forms of public argumentation, including forms originating in print media such as press releases, op-eds, infographics, etc., and born-digital forms such as blogs, storymaps, and social media campaigns.

The *Making the Humanities Public* CRG may especially interest English majors considering careers in journalism, media, advertising, public communications, public policy, government, etc. If possible, class visits will be arranged with staff from UCSB's Office of Public Affairs and Santa Barbara's newspapers or TV stations.

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[1] For information on WE1S, see the overview at http://4humanities.org/category/whatevery1says/ and the project development site at http://4humwhatevery1says.pbworks.com/

set" of research outcomes for the CRG's student research and project-making. This starter set will consist of:

- "topic models" and visualizations of WE1S's corpus (computationally-assisted analyses of discourse themes and their interrelations);

- an anthology of selected articles from the corpus representing main topics (and outlier topics) in public discussion of the humanities (as identified by the topic model);

- and a "handbook on the humanities" (updated from the "Contest Kit" that 4Humanities prepared for entrants in its recent "Shout Out for the Humanities" prize contest) consisting of definitions of the humanities, citations on the history and recent evolution of the humanities, foundation reports about the humanities in higher education and society, and selected sources of statistics relevant to the humanities.[2]

Planned CRG Outcomes:
On the basis of the above-described research starter set, the undergraduate students in the *Making the Humanities Public* CRG will aim for the following outcomes:

a. *Winter Quarter*:
Study the topic models and anthology of articles and write a collaborative white paper offering an interpretive analysis of today's public perception of the humanities. Facets of the analysis may include interpretations of the relationship between:

  i) focalized and "ambient" attention to the humanities in the media (as described above),

  ii) between the value of the humanities for individuals and for society,

  iii) between the humanities and other disciplines and professions,

  iv) between the humanities as "tradition" (e.g., the canon) and as innovation (e.g., the non-canonical, literature and cognitive science, literature and new media, etc.),

  v) and between the "liberal arts" in the U.S. and variations on the idea and structure of the humanities in other nations.

b. *Spring Quarter:*
Create a small set of "public humanities" projects (2-3) that exploit the above research findings strategically to make effective arguments addressed to the public and other students about the value of the humanities.

  i) At least one project will be in a born-print or -audiovisual format--e.g., a set of "press releases," "letters to the editor," "op-eds," "podcasts," "videos," etc. that train students in best practices of public relations and communications.

  ii) At least one other project will be in a born-digital, new-media format--e.g., social-media campaigns involving Twitter, Facebook, or Instagram; interactive infographics or "storymaps"; blogs and Web sites; etc. that train students in todays' newer methods of public communication.

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[2] For the 4Humanities "Contest Kit," see http://4humanities.org/contest/kit/.

Dissemination:
The CRG's outcomes--including white paper and projects--will be published on the 4Humanities.org site and publicized through press releases, posts on the 4Humanities site, and social media campaigns (including paid campaigns on Facebook and Twitter designed to amplify global reach). 4Humanities will adapt for its social media campaign the experience it acquired using paid promotions for global outreach in its "Shout Out for the Humanities" contest. See, for example, the 4Humanities compilation of "Keywords and Hashtags for Social Media Campaigns Supporting the Humanities."[3]

In addition, CRG outcomes can be presented as extensions of the annual Arnhold research showcase and Transcriptions SyncDH research slam at the end of the academic year.

Mentoring and Reward Structure of the CRG:
Participating students will be mentored during both Winter and Spring 2017 through the mechanism of the CRG structure (supervision by a graduate-student RA under the overall guidance of Alan Liu). They will be rewarded with a $500 stipend. (See *Work Plan and Calendar* below for the nature and pace of CRG activities.)

Beyond that base level of CRG mentoring and reward during both quarters, however, there will be an optional, augmented level that is unique to the Spring quarter. Students who choose to participate fully in all activities during Spring will additionally be mentored and rewarded through the mechanism of English 199RA, which awards course credit (Alan Liu will serve as instructor). These English 199RAs will be coordinated with the UCSB FRAP program (Faculty Research Assistance Program) in such a way that the $350-per-student FRAP grants to faculty reimburse of student project expenses and guest speaker fees (see section below on *"Will there be any operational costs . . ."*). In addition, CRG work in the Spring will allow some students to apply for the UCRA (Undergraduate Research and Creative Actvities) grants, where the awared of $750-per-student goes to the individual student.[4]

The rationale for the special Spring arrangement is that activities during this quarter (see *Work Plan and Calendar* below) will require at least a weekly meeting supplemented by additional team-meetings and lab sessions. Such a level of activity exceeds what can reasonably be expected of students working only for a small stipendary reward. In spring, therefore, the pace of meetings supervised by the graduate student for the CRG will continue; but for 199RA credit there will be added meetings supervised by Alan Liu as well as lab sessions facilitated by the Transcriptions RA.

(Students in the CRG who opt out of the Spring 199RA arrangement will participate during that quarter at a lower pace of activity, fulfilling supplementary missions for the main project-building. Depending on how many CRG students intend to opt out of the 199RA, new students may be recruited for the Spring 199RA to assist with project building.)

Work Plan and Calendar:

Winter Quarter (2017):
During Winter, students will be expected to attend approximately one meeting a week (perhaps a total of 8 meetings) supervised by a graduate student. One or more meetings at the beginning of the quarter will

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[3] http://4humanities.org/2016/03/keywords-and-hashtags-for-social-media-campaigns-supporting-the-humanities/

[4] For information about the FRAP program, see: http://www.duels.ucsb.edu/research/urca#about. For information about the UCRA program, see http://www.duels.ucsb.edu/research/urca#about

consist of orientations by faculty; and one at the end will take the form of a showcase presentation of student outcomes before the larger 4Humanities group of faculty and graduate students.

In more detail, Winter quarter will be devoted to:

- Orientation (by Alan Liu) to the 4Humanities project.

- Orientation (by Alan Liu and the project grad-student supervisor) to digital-humanities "big data" methods used to create the 4Humanities *WhatEvery1Says* corpus of articles and text-mined analyses (e.g., APIs, data harvesting, text analysis, topic modeling).

- Study and discussion/analysis/reports on the *WhatEvery1Says* topic models and representative articles (to create a group understanding of the structure of public discussion of the humanities).

- Collaborative writing of a white paper with interpretive results.

- Planning for Spring quarter.

Spring Quarter (2017):
During Spring, students electing the additional English 199RA arrangement (see above for *Mentoring and Reward Structure of the CRG*)--supplemented by students opting for a lower level of activity without course credit--will focus on the following work:

- Creation of two to three projects that exploit Winter quarter's interpretive research strategically to advocate for the humanities. As described above, at least one project will be in a born-print or -audiovisual format--e.g., a set of "press releases," "letters to the editor," "op-eds," "videos," "podcasts," etc. And at least one other project will be in a born-digital, new-media format--e.g., social-media campaigns involving Twitter, Facebook, or Instagram; interactive infographics or "storymaps"; blogs and Web sites.
  - As part of the students' learning about such forms of public communication, the CRG will if possible bring in one or two guest speakers with expertise in public communications (e.g., staff from UCSB's Office of Public Affairs) and journalistic media (e.g., a reporter or freelancer working for one of Santa Barbara's print or online newspapers or TV stations). These events can be opened to members of the Arnhold program cohort and other majors as well.

- The CRG spring projects will be created in a rhythm of work that Alan Liu has tested in previous projects and project-based courses. Key stages of work include:
  - Initial "THATcamp"-style discussion of student ideas, interests, and talents, followed by formation of student teams.[5]
  - Coaching of the teams by the CRG graduate student RA plus (for 199RA credit) by Alan Liu and the Transcriptions RA.
  - Storyboarding of each team's project idea and component resources and tools (critiqued in group discussion).
  - Designation of "milestone" subprojects (key outcomes along the way that can be blogged or presented online as semi-autonomous outcomes).
  - Final prototyping and development leading to a showcase presentation and critique session before a larger group of 4Humanties faculty and graduate students.

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[5] On the concept and practice of THATcamp "unconferences," see http://thatcamp.org/about/

- o (In addition, any students participating in the UCRA program in coordination with the CRG will present their contributions to, or extension of, the CRG projects at a campus-wide student research showcase.)

III. **a. How many graduate students will you employ at $3000 a quarter? (Funding for 2 quarters is available) Please provide the names of possible graduate students you want to work with and their quarters of employment.**

The *Making the Humanities Public* CRG requires 2 quarters of graduate-student assistance (Winter and Spring 2017). This could be in the form of either one graduate student who continues over two quarters, or two different graduate students, one per quarter.

b. How many undergraduates will you employ? (You need to include a minimum of 6; maximum of 10; with research awards of $500 each) How will you select the undergraduate participants? If you have some in mind (before you issue an open call), please list them here.

10 undergraduates if possible.

Undergraduates will be solicited through the following means:

- All-purpose call to the English majors listserv.

- Targeted call to LCI specialization English majors.

- Targeted recruitment faculty whose research or teaching interests include the public humanities.

- Targeted recruitment via current and former LCI specialization students, the English Club, and students involved in *The Catalyst*.

- Call to closely affiliated and relevant departments with an interest in new media/social media, writing for the public, or public policy--e.g., Film & Media Studies, Writing Program, Political Science, Communication, Sociology, etc.

- Recruitment to undeclared and Gen Ed students through announcements in the department's lecture courses.

- *Note*: While priority will go to English majors, in the contingency that not enough majors can be recruited it would actually be excellent (given the nature of activities in the CRG) if participants also included one or two students from the above-named other departments. Also, it would be desirable to accommodate interested undeclared and Gen Ed students as a mechanism for recruitment to the English major (or minor).

c. Will there be any operational costs associated with the project? Please provide a budget ($500-$1000 might be available after we consider all requests)

$1,000 contingency fund (which may not be needed if enough funding comes from the FRAP program for Spring quarter). This fund will be used for:

- Physical supplies and/or software licenses for project-making. Depending on the nature of the projects that students design, there may be some costs for supplies (e.g., art supplies) or software

licenses (e.g., for paid-level use of online infographics, storymapping, or other tools). Also, it would be ideal to pay for the printing of high-quality "poster" presentations for the final showcase events.

- Token honoraria for guest speakers. As described in the work plan for Spring quarter above, the CRG will try to invite one or two guest speakers from campus or Santa Barbara local newspaper/TV media with expertise in public communications. It would be ideal if we could offer at least a token honorarium of a few hundred dollars.

- Expenses of paid social media campaigns (Facebook and Twitter) to disseminate student outcomes.

This contingency fund will not be needed if enough students take 199RAs in Spring under the FRAP mechanism, which awards faculty instructors $350-per-student for expenses.

> **d. What is the total for the project? Include the faculty stipend ($3000), graduate stipend, undergraduate research award, and operational costs.**

- Faculty stipend: **$3,000**. (I'd be happy to forgo this if there are not enough funds.)
- Graduate student stipend: (2 quarters for one grad student; or 2 quarters split between two grad students): **$6,000**
- Undergraduate stipends (10 students): **$5,000**
- Additional contingency expenses (see above; may not be needed): **$1,000**

Total project budget: $15,000
(Total budget minus the faculty stipend: $12,000)