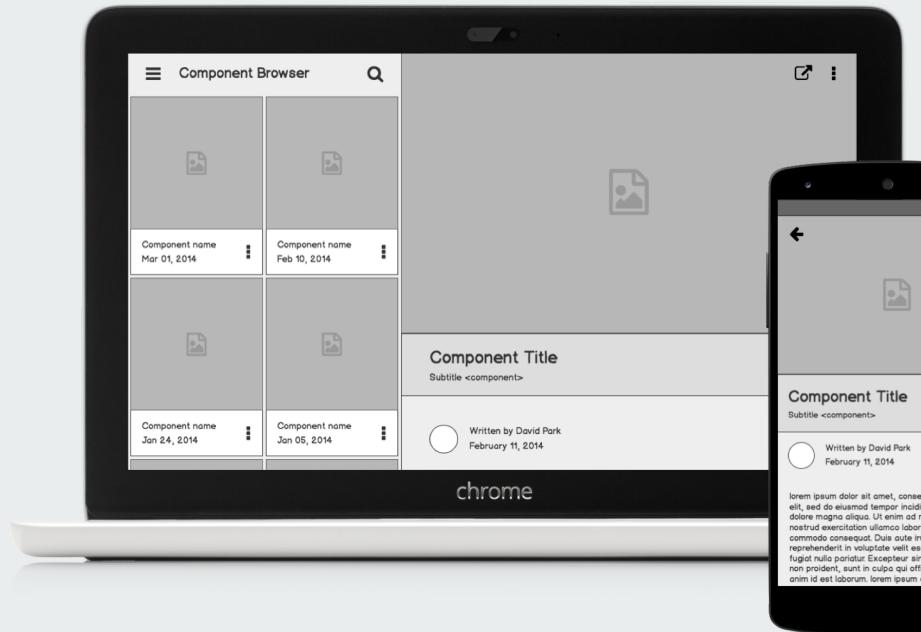


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# Data and Cultural Production

Intro to Data Culture  
Minor Digital Humanities

Week 5  
Dr. Sabrina Sauer  
Iris Baas  
Lisenka Bakker



# Focus of this week

This week we turn to personal use of cultural data: in research settings, and private settings.

We examine **meme culture**, and do **hands-on research** into how we can use audio-visual data to create memes and something such as a data story.

Then, on the basis of a class assignment, we interview one another about our making & (re)search experiences.





## Readings for this week

- Warwick, C. (2012). Studying users in digital humanities. *Digital humanities in practice*, 17(5), 1-21.
- Willmore, J., & Hocking, D. (2017). Internet Meme Creativity as Everyday Conversation. *Journal of Asia-Pacific Pop Culture*, 2(2), 140-166.

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# Background: Participatory culture

## **Participatory culture - Jenkins, 2006:**

*"Not every member must contribute, but all must believe they are free to contribute when ready and that what they contribute will be appropriately valued."*

## **Participatory media - Rheingold, 2013**

*"Social media whose value and power derives from the active participation of many people, from their power to link to each other".*

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# Passive versus the active media user



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## Memes as conversation

- “Mundane” media use as an indicator of how people make sense of media rich environments
- How do you think memes can be considered as “conversation”?

# Study users and use



- **What media do to people:** effects research (lab research)
- **What people do with media:** uses and gratification theory, surveys, interviews
- **How people attribute meaning to media texts and create their own media** in what has been termed “convergence culture”<sup>9</sup>

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# Today

You will investigate how

- (1) You yourself are creative with media by searching for images and creating your own meme**
- (2) Do a small user study to investigate how your peers create memes and attribute meaning to digital imagery**

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# How?

- 15 min Instruction of CLARIAH Media Suite, especially Open Images set
- 15 min meme creation
- Interview one another, guided by the following questions:
  - Ask each other how you arrived at this meme
  - what search queries did you use?
  - Recount steps? What did you want to communicate?
  - Reference to existing memes?
  - Anything unexpected?

# What is the CLARIAH MediaSuite?

The CLARIAH Media Suite is intended primarily as a **research tool** for scholars interested in **data science** with media collections maintained at institutes in the Netherlands such as

- Netherlands Institute for Sound and Vision
- National Library, Eye Film Institute
- DANS
- Meertens Institute, etc.

The Media Suite provides specific tools for researchers to search, analyse and annotate these data collections.

Let's take a look!

<https://mediasuite.clariah.nl/>



# Please note: make an account via RUG!

NB: please note that you should immediately accept the privacy conditions when logging in for the first time with your RUG account.

## Choose Your Institution

Institutions you used previously



University of Groningen



[Choose another](#)



# Media Suite Collections (selection)

## Audiovisual Collection

Nederlands Instituut voor Beeld en  
Geluid (Various creators)



## Newspaper Collection

National Library of the Netherlands  
(KB) (Various creators)



## Desmet Film Collection

EYE Filminstituut



## Desmet Poster Collection

EYE Filminstituut



## Oral History

DANS (Various creators)



## Soundbites uit Vervlogen Tijden

Meertens Instituut



# Exploring the features: Inspect

1. Go to “Tools” and click on “Inspect”
  2. Look at the overview: **how do the three collections (next slide) differ/overlap?**
  3. Use the “read more” button to inspect the collections
- 
- For English for “Open Images”: <https://openbeelden.nl/about.en>
  - Tip: Use Google Translate add-on

## 🔧 Collection inspector

Selected collections ▲

Add collection +

- ✖ Open Images - Sound and Vision
- ✖ Sound and Vision Archive
- ✖ Sound and Vision Archive - Radio

[Read more](#) 

[Read more](#) 

[Read more](#) 



# Exploring the features: Search

Again, go to “Tools”, click on “Search”, and click on:

## Sound and Vision Archive

Nederlands Instituut voor Beeld en  
Geluid



[Read more](#) ↗

# MediaSuite as a Search Tool

Search

Radio Collection 405.526

bijlmer

CLEAR SEARCH SAVE QUERY

Select date field

+ ADD A NEW FACET

**B Broadcaster**

<input type="checkbox"/>	Search facet ... 69 terms
<input type="checkbox"/>	100% NL 11
<input type="checkbox"/>	3FM 5
<input type="checkbox"/>	AKN 25
<input type="checkbox"/>	ANP 55
<input type="checkbox"/>	AVRO 453
<input type="checkbox"/>	AVROTROS 75

SHOW MORE +

Results 7.077

1 2 3 4 5 6 7 8 9 NEXT LAST

**WERELDWIJZER**  
*in Indonesie al dan niet zinloos was; Joep Bijlmer (onderzoeker voedselhygiëne) over de welvaart in Indonesië; Mochtar Lubis (schrijver) over de corruptie van de president; F. Sumitro (generaal buiten dienst) over de opvolging van president Suharto in 1933; Ali*

⌚ 27-12-1989 2 matches in archival metadata

**IN GESPREK**  
*voor de PvdA, over de problematiek van de Bijlmer. Onderwerpen van gesprek zijn de ondervertegenwoordiging van 'zwarten' (ethnische minderheden) in het stadsdeelbestuur, het beleid van positieve actie, de bevolkings samenstelling, enkele specifieke problemen die er leven, en het Zwart Beraad,*

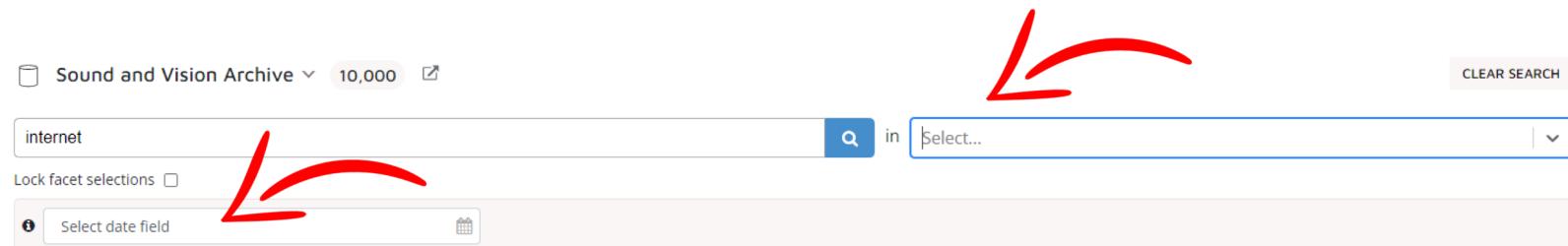
# In-class activity: Make-a-meme (15 mins)

## User task:

- Go to the Open Images collection of Sound and Vision
- Search for "Bicycle" or "Fiets"
- Look at a few search results
- Any image you could use to create a meme?
- If so, go to <https://imgflip.com/memegenerator> to create your own meme

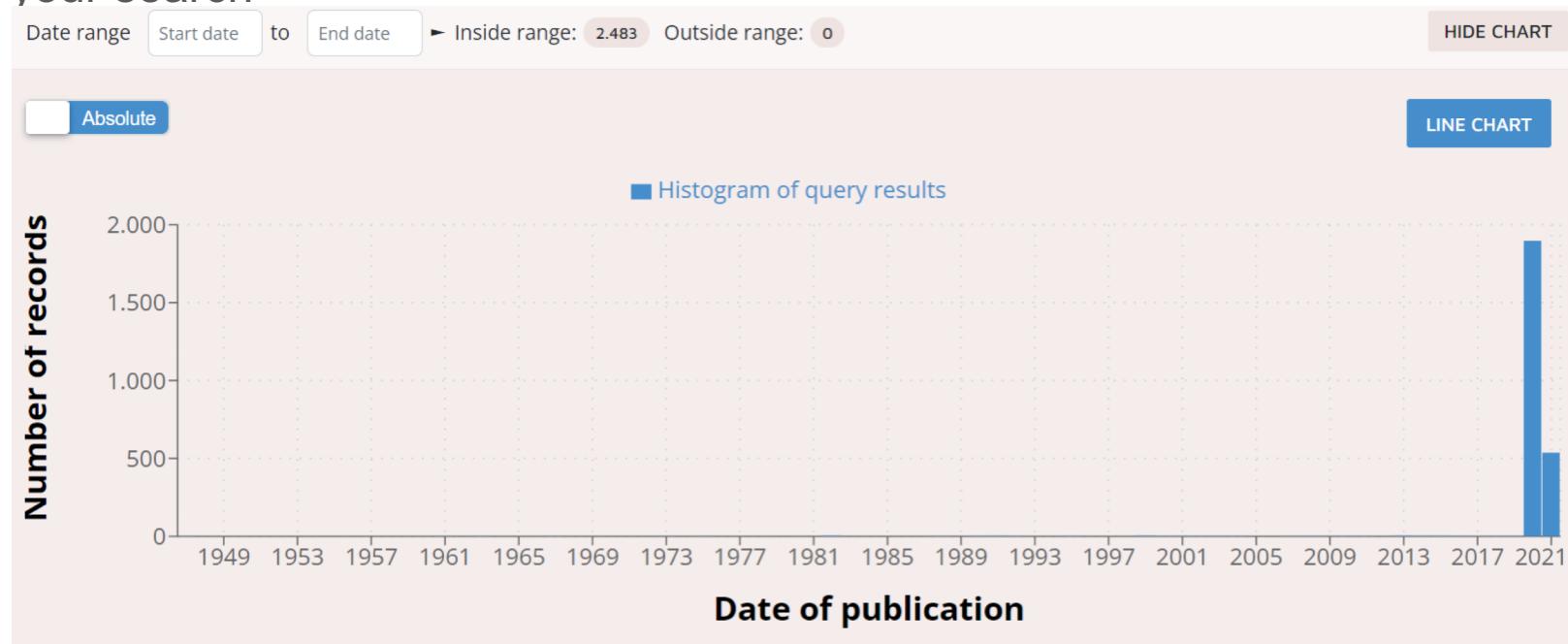
# So... How do you search? (1)

Make your search **more systematic** using the “Select” and “Select date field” options



# So... How do you search? (2)

Inspect the structure of the archive, so you can narrow down your search



# So... How do you search (3)

Faceted search:

Results **628.480**

+ ADD A NEW FACET

mediaType	5 terms
Search facet ...	
Empty field	0
<input type="checkbox"/> audio	234480
<input type="checkbox"/> image	307
<input type="checkbox"/> text	182

Broadcaster	127 terms
Search facet ...	
Empty field	104233
<input type="checkbox"/> 100% nl	163
<input type="checkbox"/> 3fm	88
<input type="checkbox"/> aboo	1

Genre (series)	115 terms
Search facet ...	
Empty field	34667
<input type="checkbox"/> actualiteiten	107356
<input type="checkbox"/> actuele informatie	2595
<input type="checkbox"/> amateuropname	52

Perhaps, this facet could be helpful later on



# So... How do you search (4)

**MediaType** -> select only a specific medium

**Collection** -> search for terms within a specific collection.

**Access rights** -> useful if you are planning on requesting permission for files that have limited access

**Creator** -> select a collection owner to focus on

Results 628.480

[+ ADD A NEW FACET](#)

**Etc.**

mediaType	:
Search facet ...	5 terms
Empty field	0
<input type="checkbox"/> audio	234480
<input type="checkbox"/> image	307

# Boolean operators (search expressions)

## OR

ANY of your search terms can be present in the resulting records / Broaden your results

## AND

ALL search terms must be present in the resulting records / Narrows your results

Example: internet AND Web -> Searches for the word 'internet' AND the word 'web' - but they do not have to be next to each other

## NOT

Ignore concepts (words) that may be implied by your search terms

## Wildcard: \* and ?

Example 1: internet\* -> internetcafe, internetbedrijf / web \* -> world wide web

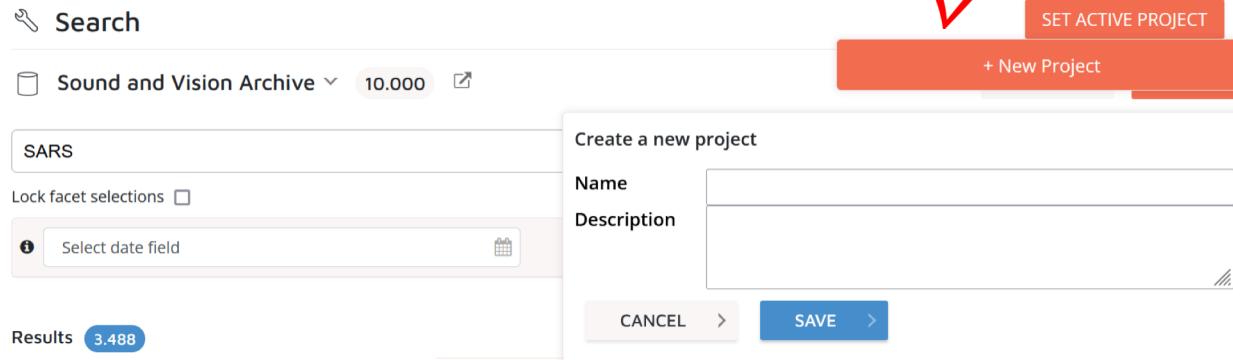
Example 2: vluchteling? -> vluchtelinge (keyword + one extra character)

## Exact expression

Example: "world wide web" -> searches for the whole phrase

See for more: <https://mediasuite.clariah.nl/documentation/howtos/single-search#search-boolean>

# Keeping track of your project



Search

Sound and Vision Archive 10.000

SARS

Lock facet selections

Select date field

Results 3.488

Create a new project

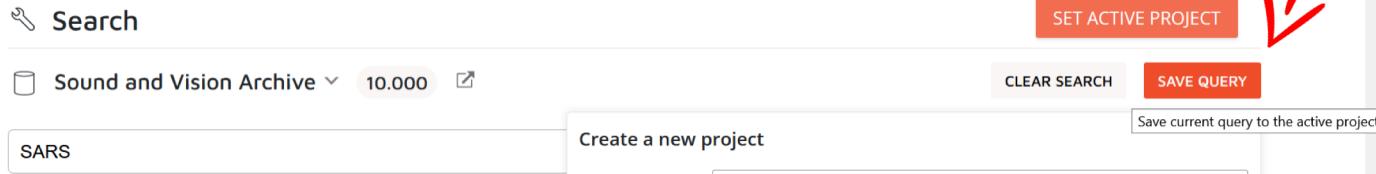
Name

Description

CANCEL > SAVE >

A red arrow points from the text "Create a 'new project'" to the "+ New Project" button in the dialog box.

Create a 'new project'



Search

Sound and Vision Archive 10.000

SARS

SET ACTIVE PROJECT

CLEAR SEARCH SAVE QUERY

Save current query to the active project

A red arrow points from the text "Save your query!" to the "SAVE QUERY" button.

Save your query!

# WARNING

Return to previous page = delete your search query

So, save your queries!



You have now created at least one meme. Now it is time to interview one another about the creative & search process



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## Assignment: Interview each other

- Ask each other how you arrived at this meme
- what search queries did you use?
- Recount steps? What did you want to communicate?
- Reference to existing memes?
- Anything unexpected?

Take notes! You will have to write a 1 page report about how your peer came to their meme!

# Reflection

- › What does this search and make process reveal about how we make sense of audiovisual material when thinking in terms of “memes”?
- › How do the created memes join in a conversation? What do they refer to?
- › How does the Open Image collection allow you to be creative in this way?
- › Have you learnt something unforeseen from the user interview?

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## Next steps:

- Write down your notes about the mini user study and hand in this reflection on Nestor (instead of this week's Literature questions)

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# Tutorials

Searching, finding and bookmarking:

<https://mediasuite.clariah.nl/learn/tool-tutorials/searching-and-bookmarking-for-television-history>

<https://mediasuite.clariah.nl/learn/tool-tutorials/finding-and-bookmarking-oral-history-interviews>

Workarounds for analyzing Dutch content in English:

<https://mediasuite.clariah.nl/learn/subject-tutorials/work-arounds-for-analyzing-dutch-content-in-english>

Desktop documentary

<https://mediasuite.clariah.nl/learn/desktop-documentary-for-television-history>

# Let's discuss!

More questions? Come to our office hours!

Wednesday 10:00-11:00 (Digital Humanities Lab)

You can also email us:

[i.m.baas@rug.nl](mailto:i.m.baas@rug.nl)

[l.c.j.bakker@rug.nl](mailto:l.c.j.bakker@rug.nl)

We aim to answer your questions within 2 working days



With thanks to the CLARIAH team

