

User study assignment for BA DH minor class “Introduction to data culture”

Week 5 theme: Big Data & cultural production: a user study approach

Big Data & cultural production: a user study approach

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

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

Assignment: exploratory search in Clariah Media Suite in order to create a meme.

Extra literature

More about how search and storytelling are related: Sauer, S. (2017). Audiovisual narrative creation and creative retrieval: How searching for a story shapes the story. *Journal of Science and Technology of the Arts*, 9(2), 37-46. [Link](#)

The first class we'll have our usual literature discussion, followed by an instruction to use a digital search tool with a short assignment. In the second class we'll do a small user study in-class.