

MOBILITIES AND CONNECTIONS

Text mining for migration history in newspaper advertisements

CULTURAL MOBILITY AND THE MARKETING ZONE

A large number of Dutch diasporas arrived in Australia after the WWII. *Dutch Australian Weekly*, published in Sydney from 1951 to 1993, had been a touch of nostalgia for the Dutch migrants. The newspaper contains a total of 30,000 advertisements, archived in the Trove Database. These advertisements could provide rich information about the sociocultural life of Dutch Australian Community

EXPLORING THE UNKNOWN DATASETS

Diagram illustrating the process of exploring unknown datasets:

- Asking questions
- Data curation
- Filtering the raw texts
- Raw results

Eg. What had been advertised?

