

# Cultural Analytics

ENGL 64.05

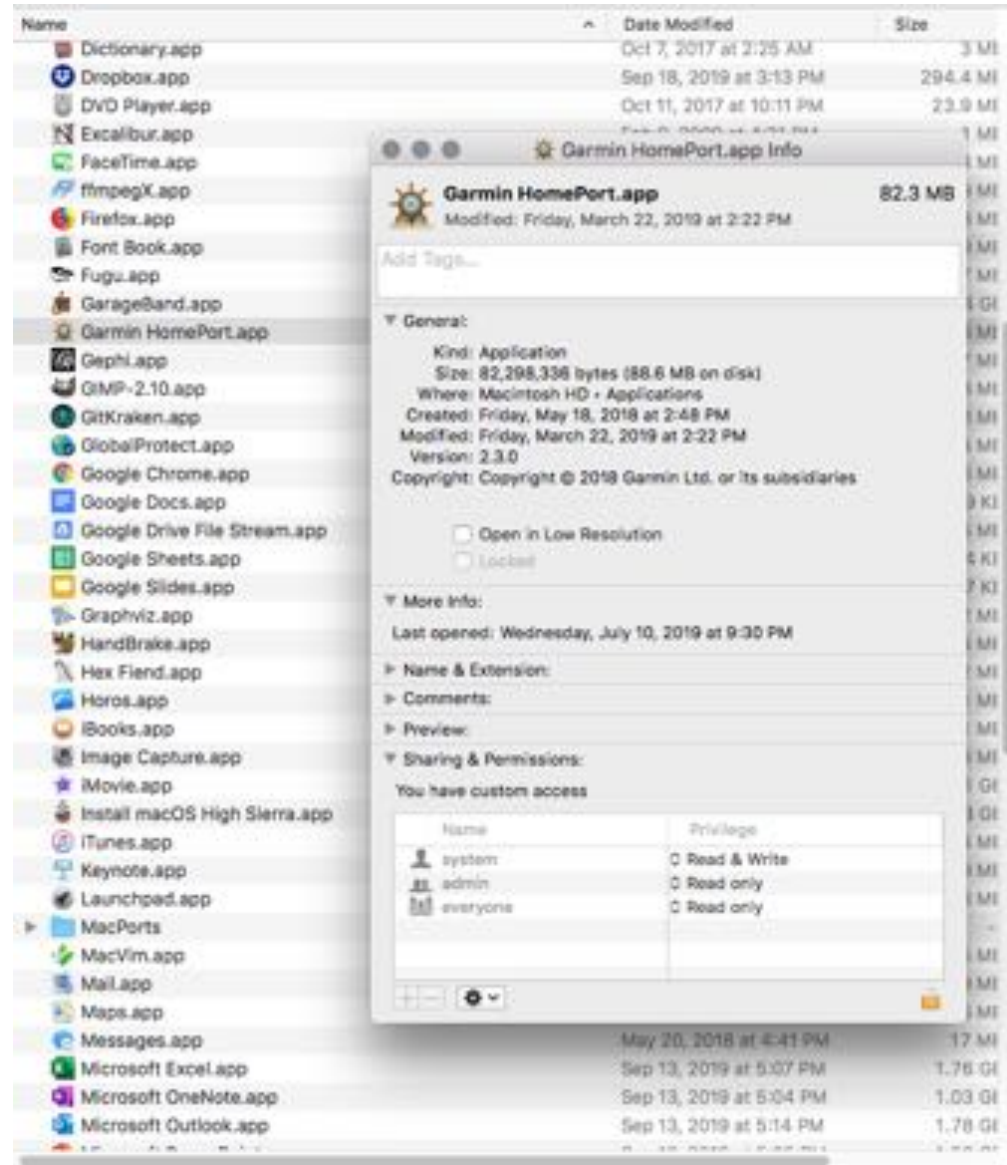
Fall 2019

Prof. James E. Dobson



# Data/Metadata

- Metadata is a description of data; data about data.
- File systems contain metadata about files: name, location size, access records, permissions.
- We might consider the title page of a book a source of metadata: author, publisher, location, date published.



# Data/Metadata

- Spreadsheet header rows are metadata—they provide column names.
- Metadata tends to be designed to be human rather than computer readable.
- Metadata might not be standardized.
- Metadata can be mutable while data tends to be immutable.
- We typically store metadata separate from data.

- Metadata shapes data collection, which reforms metadata.
- Metadata produces more metadata.

# Moretti, “Style, Inc.”

- He is calling his method “**quantitative stylistics**” (156) after a method in literary studies known as stylistics, which was mostly linked to author attribution.
- He writes: “This is a quantitative study: but its units are linguistic and rhetorical. And the reason is simple: for me, formal analysis is the great accomplishment of literary study, and is therefore also what any new approach — quantitative, digital, evolutionary, whatever — must prove itself against: prove that it can do formal analysis, better than we already do” (152-153).

# Book Titles

- Why begin here? Simple meta/data.
- Titles reference content (“data”) but are also about the market.
- Titles point inward and outward.
- They are some arbitrary and a site of shared authorship.
- “Half sign, half ad,” Moretti writes, “the title is where the novel as language meets the novel as commodity, and their encounter can be extremely illuminating” (135).

# Evaluating Scholarship

- What is his argument?
- What is his evidence?
- What is his method?
- What do we think about the argument?

## **Accessing Jupyter Hub:**

<https://jhub.dartmouth.edu>

## **Refreshing Data (Prior to each Lab):**

[http://dartgo.org/jupyterhub\\_engl64\\_o5](http://dartgo.org/jupyterhub_engl64_o5)



# Next Class

- Stephen Ramsay, algorithmic criticism, and the deformation of the text.
- Downey, “Dictionaries”
- Dobson, Chapter 1.