



How I learned to stop worrying and love the digital humanities

Clement Levallois

Erasmus University Rotterdam

**SURF Research and Innovation Event
2013**



A central diagram with the text "Digital humanities" in the middle. Surrounding it are six blue circles, each containing a text label. The circles are arranged in a hexagonal pattern. The labels are: "History / Sociology of science" (top-left), "Sciento metrics" (top-right), "Data visualization" (right), "Network analysis" (bottom-right), "Text mining" (bottom-left), and "Web apps" (left). The "Web apps" label is highlighted in yellow.

History /
Sociology
of science

Sciento
metrics

Data
visualization

Digital humanities

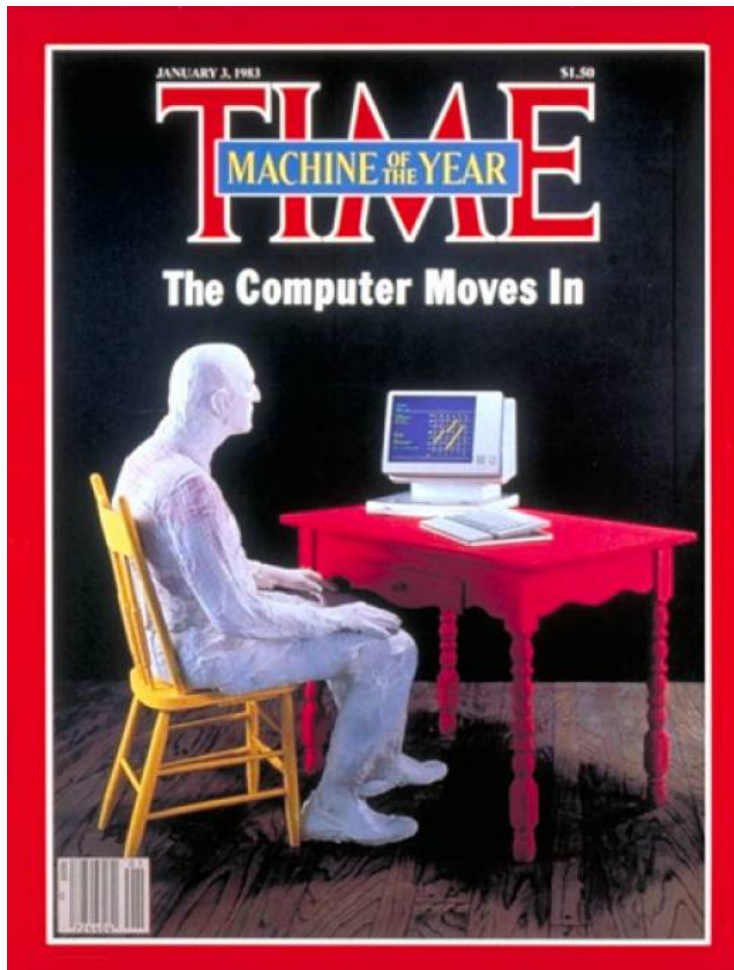
**Web
apps**

Text mining

Network
analysis



<http://www.neh.gov/divisions/odh/grant-news/roberto-busa-november-13-1913-august-9-2011>



1982

The computer,
“machine of the year”

```
File Edit Run Compile Options Debug Break/watch
Edit
Line 15 Col 39 Insert Indent Unindent * D:NONAME.PAS
program KenLovesTurboPascal;
uses
  crt;
var
  age: Integer;
  name: String;
  message: String;
begin
  ClrScr;
  name := 'Ken Egozi';
  age := 30;
  if age < 10 then
    message := ' loves Turbo Pascal'
  else
    message := ' loved Turbo Pascal';
  write (name);
  writeln (message);
end.
Watch
F1-Help F5-Zoom F6-Switch F7-Trace F8-Step F9-Make F10-Menu
```

<http://litemedia.info/Tags/fibonacci>

www.google.com/latitude

and click on “[View location history](#)”



There's a Sucker Born in Every Medial Prefrontal Cortex

With the help of brain scanners, scientists are refashioning themselves as 'neuromarketers.' Can they finally make advertising a science?

By Clive Thompson

When he isn't pondering the inner workings of the mind, Brad Montague, a 43-year-old neuroscientist at Baylor College of Medicine, has been known to contemplate the outer workings of ads. For instance, the Pepsi Challenge. In the series of TV ads that ran from the '70s and '80s, Pepsi argued that it was a better taste than Coke. So why, Montague asked himself, did so many people prefer Coke? (It didn't taste any better.)

Over several months this past summer, Montague set up a lab looking for a scientifically convincing answer. He assembled a group of test subjects and, while monitoring their brain activity with an fMRI machine, recreated the Pepsi Challenge. His results confirmed those of the TV campaign: Pepsi tended to produce a stronger response than Coke in the brain's ventral prefrontal cortex, a region thought to process feelings of reward. (Monkeys, for instance, exhibit activity in the ventral prefrontal when they receive food for completing a task.) Indeed, as people who preferred Pepsi, the ventral prefrontal was five times as active when drinking Pepsi than that of Coke fans when drinking Coke.

In the real world, of course, taste is not everything. So Montague tried to gauge the appeal of Coke's image, its "brand resonance," by repeating the experiment with a small variation: this time, he measured which of the sample sizes were Coke. The outcome was remarkable: almost all the subjects said they preferred Coke. What's more, the brain activity of the subjects was now different. There was also activity in the medial prefrontal cortex, an area of the brain that scientists say governs high-level cognitive powers. Apparently, the subjects were meditating in a more sophisticated way on the taste of Coke, allowing themselves and other expressions of the drink — in a word, its brand — to shape their preferences.

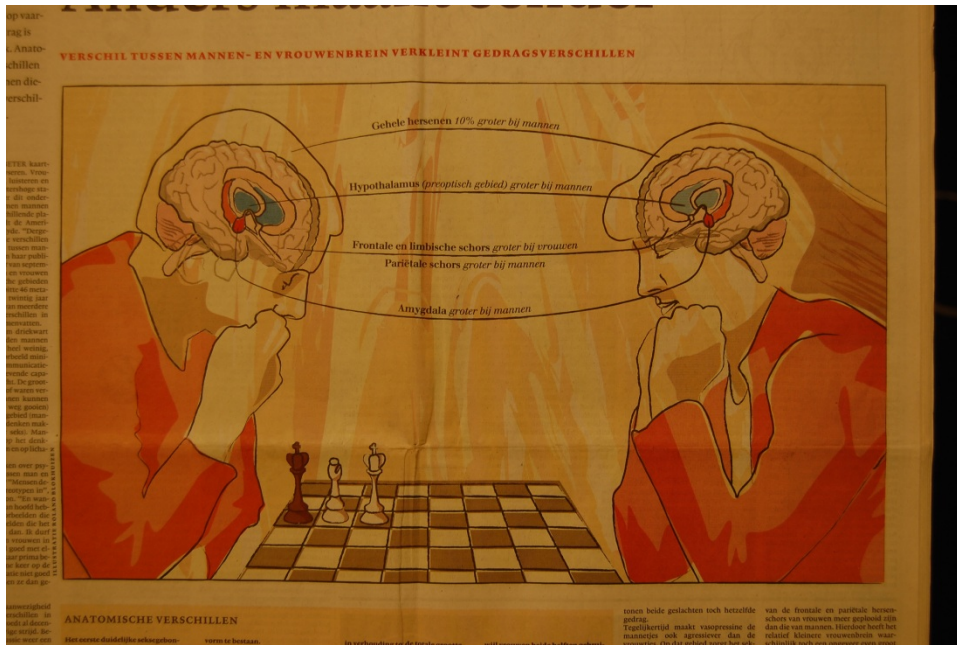
Pepsi, obviously, couldn't achieve the same effect. When Montague reversed the situation, answering which taste was of Pepsi, far fewer of the subjects said they preferred Pepsi. Montague was impressed: he had demonstrated, with a fair degree of scientific precision, the special power of Coke's brand to override our instincts.

Marketing, brand preference might seem like an ancient activity for a neuroscientist, but Montague is just one of a growing breed of researchers who are applying the methods of the neuroscience lab to the questions of the advertising world. Some of these researchers

Photograph by Hugh Everett Schmitt



<http://www.nytimes.com/2003/10/26/magazine/26BRAINS.html>



elt iemand in eer-
tie geen nadelige
van een verande-
het dag- en nacht-
sch mist het li-
herstelprocessen
natisch doorgaan
and 's nachts

Het klinkt allemaal vrij som-
ber. Rietveld kan geen eendui-
dig advies geven om de schade

en is de kans beoordelingsfou-
ten het grootst. Tussen een uur
of vier, vijf in de ochtend be-

Supra Chiasmatische Nucleus (SCN).
Hersengebied dat functie heeft van biologische klok.

- SCN geeft signaal aan epifyse, dat hormoon melatonine produceert.

- De hoeveelheid hormoon die wordt aangemaakt bepaalt of het lichaam gaat slapen.

's Nachts is de hormoonspiegel van melatonine hoger dan overdag.

- SCN staat ook in verbinding met het netvlies. Zodra hier licht op valt, gaat via de gezichtsenuw een signaal naar SCN waarna epifyse geen opdracht meer krijgt voor de aanmaak van melatonine. Hierdoor wordt lichaam wakker.

Supra Chiasmatische Nucleus (SCN)
Epifyse
Netvlies
Gezichtsenuw

DEN HAAG - Nederlanders tus-
geen extra vitam-
ker dr. Gert Schu-
ze pagina, te ver-
niet met Schuite

Schuitemaker
Gezondheidsraad
dend is met het a-
hogere doseringe-
omdat er geen
wijs" zou zijn vo-
ge) effect daarv-
voor een deel.

Voor een de-
groepen met een
tamine D advise-
heidsraad wel d-
dosering te verh-
mensen die onv-

BOEKHOUDEN - Opleidingen
www.abcent-opleidingen.nl of
bel 010 - 425 2550

WORKSHOP STEMA-
REN www.stemacteren.c

GESTALTJAARGROEPT
Start sept. Pers. ontwik-
en/of opleiding. 0418-67
www.gestaltschoolbolt.n

Herontdek jezelf zoals je
Dubbelblij!! Kies Colu-
training! Eenmalig na-
wo.avond t/m zaterdag
bevolen. Tel.: Corin-
076-5031170, Wieger A-
4155198 Info: www.corin-

Het NTI-NLP (Nederl.
Inst. v. NLP) verzorgt (n-
info-avond NLP en O-
WIJS op donderdag 23
Zaterdag. Restaura-

ool
rijftraining
ssen
EN
IDING.
school.nl,
start!
dende kunst,
k, schrijven,

WWW.BREINCONSULT.NL

Breintraining

Snellezen, mind mappen en
andere technieken om uw
brein optimaal te laten
presteren. 23 juli of 20

Shameless plug: my recent software and web app

- www.Umigon.com

⇒ Sentiment analysis on tweets

- Eonydis, Gaze, Cowo...

⇒ Programs for network analysis

⇒ Available on www.clementvallois.net

Thank you

Slides and Transcript of the talk on Github:
<https://github.com/seinecle/SRIE2013>

Follow me on Twitter: @seinecle

