THE EDUCATION UNIVERSITY OF HONG KONG
Course Outline

Part I

Programme Title	:	Bachelor of Arts (Honours) in Language Studies
Programme QF Level	:	5
Course Title	:	Cultural Analytics
Course Code	:	CUS4024
Department	:	Department of Literature and Cultural Studies (LCS)
Credit Points	:	3
Contact Hours	:	39
Pre-requisite(s)	:	Nil
Medium of Instruction	:	English
Course Level	:	4

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):
- **P**rofessional **E**xcellence;
- **E**thical **R**esponsibility; **&**
- **I**nnovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:
1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
4a. Oral Communication Skills
4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. **Course Synopsis**

   Cultural analytics is the use of data science to better understand cultural patterns and expressions, both historical and contemporary. In this course, students will learn how data analysis and visualization have recently been used to examine media forms, types of popular discourse, and historical information. These bodies of data include literary, cultural, or historical language corpuses, collections of images, geospatial data, or text scraped from social media sites. The course presents cultural analytics methods and the relevant research questions against a background of cultural studies concepts and theories, and explores the extent to which new digital cultural formations require new methodologies and approaches.

2. **Course Intended Learning Outcomes (CILOs)**

   Upon completion of this course, students will be able to:

$CILO_1$	Articulate how cultural studies methods, and culture itself, have been impacted by the rise of data and quantification;
$CILO_2$	Describe the advantages and disadvantages of the quantification of culture, societies, and economies; and
$CILO_3$	Conduct exploratory data analysis using methods of text analysis, social network analysis, and geospatial analysis; and
$CILO_4$	Analyze existing studies of culture that use data methods, and critically reflect on methodology and conclusions

3. **Content, CILOs, CILLOs and Teaching & Learning Activities**

Course Content	CILOs	Suggested Teaching & Learning Activities
● Culture, data, and quantification. Cultural studies methods past and present. Inequality and discrimination.	$CILO_{1,2}$	Lecture, readings, discussion.
● Ratings, rankings, and competition. Blockbuster economics. Search engines.	$CILO_{2,3,4}$	Readings, discussion, exploratory data analysis.
● Distant reading. Sentiment and topic analysis.	$CILO_{2,3,4}$	Readings, discussion, exploratory data analysis.
● Network society. Social networks and social network analysis..	$CILO_{2,3,4}$	Readings, discussion, exploratory data analysis.
● Geospatial analysis. Mapping and borders.	$CILO_{2,3,4}$	Readings, discussion, exploratory data analysis.

4. **Assessment**

Assessment Tasks	Weighting	CILOs
(a) Methodology Mid-term.	20%	$CILO_{1,2}$

	Understand and summarize major methods in cultural studies on the basis of required readings.		
(b)	Reading responses. Using a discussion forum or social annotation tool, analyze existing studies of culture using data methods. Students will analyze at least four sources in detail (around ~400 words each time).	50%	*CILO$_{2,3}$*
(c)	Group Project. On the basis of one or more existing stud(ies) of cultural patterns or trends, draft a research proposal *or* complete a research project that goes beyond or differs from the original research. This is a contract grading assignment, in which students will propose the nature and scope of their work, and the instructor will respond to the proposal with a projected grade. If the contract is fully completed, the projected grade will be awarded. (~900 words/person)	30%	*CILO$_{3,4}$*

5. Use of Generative AI in Course Assessments

Please select one option only that applies to this course:

☐ *Not Permitted*: In this course, the use of generative AI tools is not allowed for any assessment tasks.

☑ *Permitted*: In this course, generative AI tools may be used in some or all assessment tasks. Instructors will provide specific instructions, including any restrictions or additional requirements (e.g., proper acknowledgment, reflective reports), during the first lesson and in relevant assessment briefs.

6. Required Text(s)

Longhurst, B. et al. (2016). *Introducing Cultural Studies*, 3e. Routledge. [selections]
Manovich, L. (2020) *Cultural Analytics*. MIT Press. [selections]

7. Recommended Readings

Ahnert, R., Coleman, Weingart, Ahnert, Sebastian E., Coleman, Catherine Nicole, & Weingart, Scott B. (2020). *The network turn : changing perspectives in the humanities*. Cambridge University Press.
Arora, P. (2019). The next billion users : digital life beyond the West. Harvard University Press.
Bail, C. A., Ghaziani, A. & Mohr, J. (2014). The cultural environment: measuring culture with big data. *Theory and Society*, 43(3/4), 465–482.
Blaney, J. Winters, J., Milligan, S., & Steer, M. (2021). *Doing digital history : a beginner's guide to working with text as data*. Manchester University Press.

Chang, J., Gerrish, S., Wang, C., Boyd-Graber, J., & Blei, D. (2009). Reading tea leaves: How humans interpret topic models. *Advances in neural information processing systems, 22.*

Da, N. Z. (2019). The computational case against computational literary studies. *Critical inquiry*, 45(3), 601-639.

DeWall, C. N., Pond Jr, R. S., Campbell, W. K., & Twenge, J. M. (2011). Tuning in to psychological change: Linguistic markers of psychological traits and emotions over time in popular US song lyrics. *Psychology of Aesthetics, Creativity, and the Arts*, 5(3), 200.

D'Ignazio, & Klein, L. F. (2020). *Data feminism*. MIT Press.

Drucker, J. (2020). *Visualization and interpretation : humanistic approaches to display*. MIT Press.

Elberse, A. (2013). *Blockbusters: why big hits–and big risks–are the future of the entertainment business*. Faber & Faber.

Graham, S. Milligan, I, & Weingart, S. (2016). *Exploring big historical data : the historian's macroscope*. Imperial College Press.

Greenwald, D. (2021). *Painting by numbers : data-driven histories of nineteenth-century art*. Princeton University Press.

Himelboim, I., McCreery, S., & Smith, M. (2013). Birds of a feather tweet together: Integrating network and content analyses to examine cross-ideology exposure on Twitter. *Journal of computer-mediated communication*, 18(2), 154-174.

Jockers, M. (2013). *Macroanalysis: digital methods and literary history*. University of Illinois Press.

Jurafsky, D., Chahuneau, V., Routledge, B., & Smith, N. (2016). Linguistic markers of status in food culture: Bourdieu's distinction in a menu corpus. *Journal of Cultural Analytics*, 1(1).

Lobato, R. (2019). *Netflix nations: the geography of digital distribution*. New York University Press.

Mau, S. & Howe, S. (2019). *The metric society : on the quantification of the social*. Polity.

Noble, S. (2018). *Algorithms of oppression : how search engines reinforce racism*. New York University Press.

Pachucki, M. A., & Breiger, R. L. (2010). Cultural holes: Beyond relationality in social networks and culture. *Annual review of sociology*, 36, 205-224.

Pariser, E. (2011). *The filter bubble: What the Internet is hiding from you*. Penguin UK.

Piper, A. (2016). There will be numbers. *Journal of Cultural Analytics*, 1(1).

Risam, R. (2019). *New digital worlds : postcolonial digital humanities in theory, praxis, and pedagogy*. Northwestern University Press.

Newman, M. E. (2004). Coauthorship networks and patterns of scientific collaboration. *Proceedings of the national academy of sciences*, 101(suppl1), 5200-5205.

Schich, M., Song, C., Ahn, Y. Y., Mirsky, A., Martino, M., Barabási, A. L., & Helbing, D. (2014). A network framework of cultural history. *science*, 345(6196), 558-562.

Simon, F. M., & Schroeder, R. (2020). Big data goes to Hollywood: The emergence of big data as a tool in the American film industry. *Second international handbook of internet research*, 549-567.

Smith, M. & Telang, R. (2016). *Streaming, sharing, stealing big data and the future of entertainment*. MIT Press.

So, R.S. (2020). *Redlining Culture*. Columbia University Press.

Underwood, T. (2020). Critical response II. The theoretical divide driving debates about computation. *Critical Inquiry*, 46(4), 900-912.

Wagner, C., Garcia, D., Jadidi, M., & Strohmaier, M. (2015). It's a man's Wikipedia? Assessing gender inequality in an online encyclopedia. *Proceedings of the international AAAI conference on web and social media,* 9(1), 454-463.

8. Related Web Resources

Association for Cultural Studies.
http://www.cultstud.org/wordpress/
Cultural Studies Association.
https://www.culturalstudiesassociation.org
Cultural Studies Databases (Monash).
https://guides.lib.monash.edu/subject-databases/cultural-studies
Cultural Studies Databases (Stonybrook).
https://guides.library.stonybrook.edu/culturalstudies/databases
Cultural Studies Databases (George Washington).
https://libguides.gwu.edu/culturaldatabases
Inter-Asia Cultural Studies Society.
http://culturalstudies.asia
Media, Communication, and Cultural Studies Association.
https://www.meccsa.org.uk/about/
Society for Hong Kong Studies.
https://hkstudies.org

9. Related Journals

Big Data & Society
Cultural Critique
Cultural Studies
Cultural Studies – Critical Methodologies
Data and Society
Digital Culture and Society
Digital Humanities Quarterly
Discourse, Context and Media
European Journal of Cultural Studies
Food, Culture, and Society
Gender, Place, and Culture
Identities: Global Studies in Culture and Power
Information and Culture
Information Society
Inter-Asia Cultural Studies
International Journal of Cultural Studies
Journal of Cultural Analytics
Journal of Popular Culture

10. Academic Honesty

The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the *Policy on Academic Honesty, Responsibility and Integrity* (https://www.eduhk.hk/re/uploads/docs/000000000016336798924548BbN5). Students should familiarize themselves with the Policy.

11. Others

Nil

14 August 2025