

# Contents

Acknowledgments ix

Illustrations xi

## **Introduction: How to See One Billion Images 1**

Looking at Culture with Computers 2

Cultural Analytics: Five Ideas 7

Cultural Analytics: Twelve Research Challenges 13

What Cultural Analytics Is Not 16

Cultural Analytics, Media Theory, and Software Studies 17

Using This Book in Classes 19

## **I Studying Culture at Scale 23**

### **1 From New Media to More Media 25**

"From *New Media* to *More Media*" (2008) 28

Observing Global Culture in Real Time 31

Cultural Analytics in Historical Context 35

### **2 The Science of Culture? 39**

Analyzing, Visualizing, and Interacting with Cultural Data: Examples 39

History versus Present, Professionals versus Amateurs 44

The Regular versus the Particular 47

The Science of Culture? Deterministic Laws, Statistical Models, Simulation 49

### **3 Culture Industry and Media Analytics 53**

A New Stage in Media Technology History 56

Media Analytics Examples 56

The Two Parts of Media Analytics 59

Automation: Media Analysis	61
Automation: Media Actions	64
Media Analytics and Cultural Analytics	67

## **II Representing Culture as Data** 73

### **4 Types of Cultural Data** 75

Media: Social Networks and Professional Networks	77
Behavior: Digital and Physical Traces	82
Representing Interaction	87
Events, Places, Organizations	89

### **5 Cultural Sampling** 93

The Islands and the Ocean	94
Museums versus Libraries	98
Creating Representative Samples	100
How to See the Invisible	102
The Limitations of Random Samples	108
Statistics as Reduction	111
Why We Need Big Data to Study Cultures	114
Is Sampling Necessary?	116

### **6 Metadata and Features** 121

From a World to a Dataset	122
Metadata and Features	125
Data = Objects + Features	128
Statistics in the Nineteenth and Twentieth Centuries: From a Single to Multiple Variables	133
Interpretation, Explanation, Automation	136
The Semantic Gap	139

### **7 Language, Categories, and Senses** 145

Data Types	145
Measurement Scales	148
Language and Senses	152
Senses and Numbers	157
Measuring Perceptions	160
Top-Down and Bottom-Up Analysis	163
Prescriptive Aesthetics and Modernisms	165
Analysis Examples: 776 van Gogh Paintings and One Million Manga Pages	169

More Examples: One Million Artworks and 42,571 Movies	176
The Society of Categories	180

### **III Exploring Cultural Data** 185

#### **8 Information Visualization** 187

What Is Visualization?	189
Reduction and Space	191
Visualization without Reduction	197
Artistic Media Visualization	199
Cultural Time Series	202
Beyond Information Visualization	203

#### **9 Exploratory Media Analysis** 207

Against Search	208
The Interface	213
Image Processing and Computer Vision	215
Using Image Features for Exploratory Media Analysis	218
Seeing versus Analyzing	221

#### **10 Methods of Media Visualization** 223

Image Montage	224
Sampling versus Summarization	232
Temporal Sampling	235
Spatial Sampling	236
Remapping	239

#### **Conclusion: Can We Think without Categories?** 245

Do We Want to “Explain” Culture?	247
Is the Goal of Cultural Analytics to Study Patterns? (Yes and No)	249
How to Think without Categories	251
Learning to See at a New Scale	254

Notes 255

Index 287