Abstract Trends project: May, Jennifer

Measuring and Visualising Trends

Research into trends, i.e. popular flows, more often than not entails coping with huge amounts of heterogeneous data. Strategies and techniques are required that will help to operationalise and/or visualise large amounts of complex information efficiently and significantly. Otherwise, lack of time may lead to the neglect of significant information. Also, visualisation may help projects to filter their data and focus on the most interesting.

In this subproject, I aim at developing feasible approaches or "best practices" for general problems such as: How can we measure the popularity/trendiness of an object at a certain point in time? How can we visualise linguistic trends? Can we map a trend's journey onto Google Earth? How can we keep track of trends in images (photographs, paintings, advertisement...) or language? And can we somehow connect all these different sources of input and generate a "flow tracer" that translates words into images, place names into GIS data, or photographs into advertisement. The project would thus be situated in the Heidelberg Research Architecture and would help to link the other subprojects to the Translingual and Transvisual Databases.

Research Interests
- Discourse Analysis
- Media, Propaganda, Censorship
- May Fourth Movement, Cultural Revolution
- Linguistics Change, Linguistic Enginering
- Computational Linguistics
- Databases, Search Engines, Digital Archives
- Natural Language Processing