



African American Studies Digital Archiving & Media Studio

2024 Technology Fee Full Proposal

Title: African American Studies Digital Archiving and Media Studio

Proposer: Dr. Alyssa P. Cole, cole.alyssa@ufl.edu African American Studies & History
Dr. Kevin C. Winstead, KWinstead@ufl.edu African American Studies & Sociology
Turlington 1012
330 Newell Drive
Gainesville, FL 32611
Phone: (352) 392-5724

Sponsoring Organization: UF African American Studies Program and College of Liberal Arts & Sciences

Purpose: Three of the University of Florida's [core values](#) are [excellence](#), [innovation](#), and [inclusion](#), and the Black Digital Archiving and Media Studio will position the UF community as trailblazers at the intersection of African American studies and digital inquiry. In 2006, an important Ford Foundation report on "Information Technology and Black Studies" asserted that Black Studies was entering its third stage of development: "The first stage was a social movement, the second an academic profession, and now the third is a knowledge network" (p.2). This report's call for transforming from "Black Studies" to "eBlack Studies" has yet to be fully realized. However, there have been notable efforts in this direction since then, including initiatives such as the African American History, Culture and Digital Humanities (AADHUM) at the University of Maryland, centers such as the Center for Black Digital Research (CBDR) at Penn State University, and projects such as the Colored Conventions Project. No African American Studies/Black Studies programs have fully embraced digital studies. With the University of Florida's focus on becoming THE AI university, we are poised to become national leaders and among the first African American studies programs explicitly focusing on the digital. Our project brings innovation on several fronts: 1) The project innovates the humanities and qualitative method student experience, bringing computational and digital humanities tools to the classroom; 2) Innovates in rethinking how universities offer public humanities and engagement by making our smaller budgeted programs more publicly available to communities of different scale (GLOBAL, STATE, LOCAL); 3) Innovates the discipline of African American studies by orienting our pedagogy towards training students with resourced tools and paywalled software for resource-rich opportunities and minimalist tools and crowdsourced software for resource-challenged opportunities to ensure students are flexible while performing in differently resourced scenarios in a dynamic labor market.

To address two of the most significant challenges in higher education today – technology and inclusion – our initiative proposes to advance and expand the fields of digital humanities and African American history and cultural studies and to develop and diversify the pipeline for the next generation of scholars and professionals who foster engagement at this intersection. Our approach aims to prepare a diverse cadre of scholars and students whose work will broaden the digital humanities' reach in African American history and cultural studies and enrich humanities research with new methods, archives, and tools.

We propose an integrated research training model that builds upon the already vibrant disciplinary intersections in the College of Liberal Arts and Sciences that will focus on the undergraduate and graduate levels of the scholarly pipeline. This initiative aims to cultivate disciplinary transformation by bringing African Americanists together to develop the tools, methods, and archives needed to address their research questions in a digital humanities framework. As higher education institutions strive to diversify the definition, scope, and body of scholars engaging with digital scholarship, our initiative would be among the leaders of this effort. We request \$42,520 from the Student Technology Fee Academic Innovation Grant for African American Studies at the University of Florida.

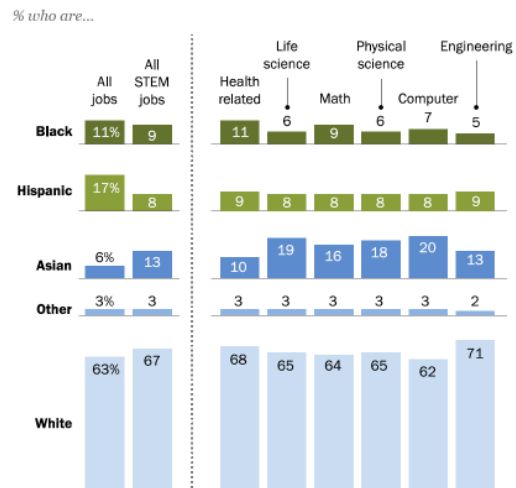
Objectives:

- Teaching: Digital Story Telling, Dynamic Data Visualization
- Research: Digital Archiving, Digital Transcriptions, TEI: Text Encoding Initiative, Humanistic Computational Analysis
- Public Humanities Engagement: African American Media Studios, Douglass Day
- Exposure to Digital Humanities and African American Studies inquiry

Impact/Benefit:

Skills for a Growing Digital Labor Force: Technology and software provided by the Student Technology Fee Grant will aid students in a growing digital and technology-focused workforce by helping them develop skills in digital archiving and transcription, public humanities content development, historic preservation – particularly of historical archives, library, and museum exhibit development and promotion, and will introduce students to humanistic work in STEM fields.

Black and Hispanic workers remain underrepresented in the STEM workforce



Notes: Based on employed adults ages 25 and older. STEM stands for science, technology, engineering and math occupations. Engineering includes architects. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Other includes non-Hispanic American Indian or Alaskan native, non-Hispanic Native Hawaiian or Pacific Islander and non-Hispanic two or more major racial groups. Source: Pew Research Center analysis of 2017-19 American Community Survey (IPUMS) "STEM Jobs See Uneven Progress in Increasing Gender, Racial and Ethnic Diversity" PEW RESEARCH CENTER

Project Philosophy: To center the preservation and celebration of African American heritage, history, and culture. Amplify the voices and narratives of African Americans through various forms of media prioritizing ethical representation, visibility, and critical engagement. Train students on state-of-the-field technology and tools in our community's everyday repertoire. Center technology that is accessible, portable, and powerful as our students move through archives and on-site production.

Digital Archiving/Transcription/Computational Analysis: In Dr. Winstead’s Research Methods and Black Digital Studies classes, students will learn methods, tools, and workflows for digitizing traditional archival material. Students will learn TEI and thematic analysis, which are essential in understanding patterns and themes within qualitative data. Students will import their TEI-encoded texts into NVivo and use its features to explore recurring themes, sentiments, and patterns.

Students will learn the possibilities and limitations of NVivo’s AI-powered auto-coding. It can quickly identify and tag recurring noun phrases, group them into broad topic areas, and even perform sentiment categorization. Students will also explore the cultural limitations of applying AI and machine learning techniques to sub-cultural discourse practices.

NVivo also provides advanced visualization tools that allow students to explore their data visually. Whether it's creating word clouds, network diagrams, or other visual representations, these features can help students gain deeper insights from their TEI-encoded content, adding a different mode of inquiry to African American Studies research. Utilizing Adobe Audition through the Adobe Suite license, students will learn how to perform audio manipulation and transcription. Students will practice transcribing bilingual communities.

Public Humanities Engagement:

(African American Studies Livestream & Video Archiving): Our live streaming and multimedia archiving aims to foster debate and community in the field of Black Digital Humanities, Black Digital Media, and Black Digital Studies; provide opportunities for students to learn, train, and practice in media arts and hone their crafts in on-site media production, editing, and development for mobile and dynamic digital environments. Leveraging 1) open-source broadcasting software such as Open Broadcaster Software (OBS Studio); 2) African American Studies previously purchased equipment and 3rd party software licenses such as Restream.io; 3) technology and software provided by the grant, students will learn content production and community engagement from an African Americanist pedagogical perspective. Supplying students with the ability to work in differently resourced environments prepares them for the dynamic content-based gig economy. Dr. Winstead serves as the African American Studies' livestream producer.

(Digital Exhibits & Data Visualization): In Dr. Cole's classes, AFA 4936 Integrative Senior Seminar and AFA 3930 Health, Equity, and Community, students will create digital exhibits for public museums in Alachua County. Leveraging existing Information Technology resources, including ArcGIS and the grant, students' final public humanities projects will strengthen the relationship between multiple local publics (Gainesville, Alachua, and the State of Florida) and the University. The digital exhibits aim to increase public knowledge at the intersection of the history of medicine and African Americans.

(Outside of Classroom Learning Opportunities): UF AAS Mellon Scholars: The University of Florida African American Studies Mellon Scholars Program provides 12 students over a two-year period with a high-quality experiential learning program within the African American Studies program that elevates their humanities knowledge while also developing their research and professional development skills. Students conduct a research project to be presented at the culmination of the course at the annual conference for the National Council for Black Studies (NCBS), the premiere professional organization for African American Studies, of which UF is an institutional member. The Student Technology grant will enhance the educational outcomes for the Mellon Scholars students as the provided technology can enhance the products of their research. Dr. Cole also serves as Faculty Advisor to the UF AAS Mellon Scholar program.

Sustainability: The project budget covers only technology items and does not include salary, services, facilities, furniture, and similar items. The request for mobile stations serves the program's interests as it standardizes our student cohorts' technology and software affordances and allows for the mobilization of our teaching activities. The course instructors supervise all operations. Equipment will remain in the possession of Drs. Cole and Winstead at all times. All required software runs on standard Microsoft operating systems and will be licensed through established UF CLAS IT relationships or by purchase. The African American Studies Program has dedicated \$2000 every four years to maintain laptops. Dr. Winstead's Run:\DM.C. grant-funded initiative will also support regular software updates, upgrades, and replacements. Upgrades due to advancements in technology will be evaluated over a 4-year timescale. An EU fee will be charged for one class per semester for additional support and maintenance of the laptops and equipment. Academic Technology can support institutionally licensed software, including Adobe Suite and NVivo. We anticipate leveraging Dr. Winstead's affiliations with the UF Digital Humanities working group and the Artificial Intelligence in the Social Science lab space and working group for training facility needs. Dr. Cole and Dr. Winstead anticipate building more infrastructure through the grant process.

Timeline: The Black Digital Archiving and Media Studio requires a one-time purchase of technology and NVIVO software and once yearly purchases of Adobe software for two years. Our target date to begin using technology and software in class is the Spring 2025 semester.

Dr. Cole’s Spring 2025 Integrative Senior Seminar will engage in multidisciplinary research and teaching methods throughout the course, including digital storytelling, digital archiving, transcription, and TEI analysis. Student’s work will culminate in a final project and presentation using technology and software provided by the grant. This course will be taught annually. Dr. Winstead’s Spring 2025 Science, Technology, and Race will also use software and technology provided by the grant to increase student awareness, engagement, and understanding of newer technologies to help prepare them for an increasingly digital workforce. Students will learn the ethics of scrapping data and the computational qualitative analysis with NVivo. The equipment and software will be used each semester in at least two African American Studies courses, in conjunction with Black Digital Studies, Research Methods in African American History, African Diaspora and Medicine History, and African American History courses.

Starting in Spring 2025, the program will host Douglass Day in collaboration with the Library of Congress, the Center for Black Digital Research at Penn State University, the University of Florida Library, and over 40 research institutions from across the nation. Douglass Day is a collective action for Black history. This collaborative workday will be held annually in the African American Studies Program.

Budget and Budget Narrative: We request \$42,520 to purchase 20 Dell Latitude 7640 XCTO and additional supporting technology for use by UF students in African American Studies. Drs. Alyssa Cole and Kevin Winstead will set up NVIVO software, purchased through Academic Technology, on the Dell Latitude 7640 XCTOs for students to use in their courses to support required final research projects. Dr. Winstead will also set up OBS freeware on the Dell Latitude 7640 XCTO for livestream support.

Twenty (20) Fully portable digital stations: Dell Latitude 7640 XCTO, Case, Mouse, Flexible phone mounts. Ten (10) transcription pedals for audio transcriptions. One portable document scanner for manuscript digitizing. Adobe Licensing, purchased through Academic Technology, for 20 stations for optical character recognition, multimedia content editing, and audio transcription. Five NVivo licenses are to be shared amongst the 20 Dell Latitude 7640 XCTO, and each license can be used for five separate devices.

Four (4) handheld Panasonic camcorders with 64 gigabytes of memory for quality in-person video recording with multiple angles. A set of wireless Lavalier microphones for recording quality audio.

Item	Quantity	Cost
Dell Latitude 7640 XCTO	20	\$30,000.00
Alapmk Protective Case - 16" Dell Latitude 7640 Case	20	\$600.00
Wireless Mouse – Lenovo 600 Bluetooth Silent Mouse	20	\$500.00
CZUR Aura Pro Book & Document Scanner	1	\$289.00
PHOTOMYNE Sturdy Flexible Phone Holder	20	\$500.00
Elgato Stream Deck Pedal	10	\$890.00
SYNCO Wireless Lavalier Mic System	1	\$170.00
NVIVO	5	\$5,095.00
SAMSUNG PRO Ultimate Full Size 64GB SDXC Memory Card	4	\$80.00
Adobe Suite Subscription	20	\$2,400.00
Panasonic Full HD Video Camera Camcorder HC-V770	4	\$1,996.00
Total		\$42,520

ADA Compliance: The project meets all ADA requirements and complies with the UF Electronic and Information Technology Accessibility Policy.

Efficient Use of Resources: The project outlined in this proposal efficiently uses existing resources and services and does not duplicate services or infrastructure.