

The goal of community gardens that other members will use a robotic camera EPIC.

## **DEMAND FOR DIGITAL PUBLICATIONS AND BIG DATA IN THE HUMANITIES RESEARCH AT SIBERIAN FEDERAL UNIVERSITY**

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One of the challenges for digital heritage professionals is collaborating with the researchers working in the humanities on digital data analysis and processing.

The study considers the social and economic incentives used to employ digital humanities (DH) methods in Siberian humanities research. It is based on a series of semi-structured interviews with the researchers from several institutes of Siberian Federal University in selected academic fields: linguistics, art history and social sciences.

The questions we asked can be broadly divided into six categories: 1) scholars' values and social/economic incentives to publish and do (digital) research; 2) availability of and demand for technical expertise/personal technical knowledge to carry out digital heritage projects; 3) potential of non-linear digital publications; 4) collaboration with other researchers and distance work; 5) quality and quantity of data; 6) standards of data description.

Our preliminary findings are that, contrary to popular belief, career advancement does not seem to be correlated with a successful researcher's image which tends to be a qualitative characteristic, and career advancement seldom involves publishing research papers. This might mean that digital methods of disseminating one's research are far from the interests of Siberian scholars who tend to prefer conference presentations as a way of making themselves known to a wider public. Siberian scholars tend to think that the role of university DH centres might be (at this stage) mainly of information provider rather than of an equal partner in the humanities research. Scholars unanimously agree that non-linear digital publications can contribute to building new research questions. They are quite enthusiastic about their potential but they tend to be unaware of particular research questions and problems that digital humanities inspire. Siberian researchers rarely say they

need big arrays of data and scholars are seldom aware of the existence of digital tools for data analysis. We conclude that random DH initiatives do not guarantee either demand for DH studies or knowledge and understanding of the new research questions inspired by digital humanities. Some Siberian scholars acknowledge the enlarged scale of studies and the ability to access big data which are possible with the help of DH methods. These methods, however, are not linked to new research problems and perspectives, 'a new way of conceptualising the world' that, as one may think, might have emerged in recent years.

Whatever might be the reasons: lack of lobbying, promotion, dissemination and training language barrier, social and economic incentives stimulating a different type of research behaviour, or working practices in the humanities, further studies are needed to understand if we need lobbying for digital humanities and their collaboration with digital heritage initiatives and, if so, what kind of promotion, dissemination and training are needed or would be most effective.