

**Jennifer Isasi; Assistant Director of Digital Scholarship and Director of the Digital Liberal Arts Research Initiative, Penn State University**

Bio:

Jennifer Isasi is the new Assistant Director for Scholarship and Director of the Digital Liberal Arts Research Initiative at Pennsylvania State University. She supports faculty that are entering the digital research methodologies space to direct them to resources, to provide individual support or to put together a team to assist in particular projects. She is also part of the larger digital initiatives community that is coordinating and promoting digital research-support activities within the Penn State system. She also contributes to the Spanish-speaking team of *Programming Historian* with translations and editing, and serves as the Communications Manager for the overall board. Jennifer graduated with a PhD on Hispanic Studies and a certificate on DH from the University of Nebraska-Lincoln in 2017. <https://dr.jenniferisasi.com>

Presentation Title:

"A pilot experiment for multilingual DH contexts: Sentiment Analysis in Translation"

Abstract:

This talk starts with observations about general and academic multilingual contexts that show a need to increase the space for digital humanists whose language, culture and scholarly expectations are different to the norm, and proposes pilot experiments with available tools as prototypes for entry points to text analysis in different languages. Using English and Spanish texts in translation as a study case for sentiment analysis, I will not claim the method I show here is the best linguistic or cultural approach for Hispanic cultural products. Rather, I will make the case for the potential in exploring techniques at hand to create more inclusive spaces in rapid learning scenarios that can later lead to more specific forms of text analysis and, at the same time, a critique of digital methodologies of research.