

Why do we need mathematics in Digital Humanities – the example of media opinion modelling

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Public opinion studies became popular in the last few years, namely within the Digital Humanities research community. This gain of interest can be explained by the new dynamics of communication in a diversity of media and social networks, together with the availability of powerful computational resources allowing to gather and to process large quantities of information.

An ongoing case study will be presented regarding the news published by British newspapers during the period that conducted to Brexit. News concerning Europe are analysed, coming from three distinct political areas: far-right, right-wing and left-wing. The ongoing research aims at identifying and comparing political narratives transmitted to the population by each of these areas.

This case study will illustrate how important is the contribution of mathematics towards a multidisciplinary approach in Digital Humanities.