

## **What is the Problem? Digital Studies and Professional Historians**

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The essay argues that a new approach to digital human sciences, particularly history, is feasible when computer science and professional historians agree on a set of important objectives. The essay has five sections. In the first, “Why Digital Humanities is a Misleading Term,” I argue that “humanities” covers up what historians and other disciplinary “humanists” do. The set of conventional expectations that historians have when we approach history is both philosophical (historiography) and evidence driven (our proof for generalizations). In the second section, “What Do Historians Do?” I present three typical historical arguments in a close reading or evaluation of method. Feminist, Marxist and Psychoanalytic/Religious histories are generic and they offer a lot of jumping off points for any number Chinese textual based histories. The third section of the paper outlines the “Intellectual Foundation of the Chinese Commercial Advertising Archive.” Section four outlines the work that the CCAA has accomplished to this point. In the Conclusion I demonstrate promising areas in the digital human sciences that will alter the ways historians can pose and answer questions and will fuse historiography in the so-called Digital Humanities.