Academics on Twitter focus on jobs for the humanities, but in different contexts for scholars and students.

Our collection C-28 (799,744 tweets containing the word "humanities" from authors who tweeted the term more than once between 2014 and 2017[1]) shows not surprisingly that people who post repeatedly about the humanities are disproportionately academic in perspective. Often they are professional academics or students. How and what do they talk about when they tweet regarding the humanities?

Our other key finding cards KF-6-2 and KF-6-3 use a topic model C-28.250 (250-topics) to survey the landscape of topics characteristic of this collection. Here we observe in particular that topics on students (e.g., topic 40) and jobs (42, 234) suggest that academic Twitter focuses beyond teaching or learning the humanities on job prospects for those in the humanities. Such topics connect in a practical way to those on the value of the humanities, especially by comparison with the sciences. [2] See, for example, topic 40, which alongside *humanities* includes such top-frequency words as *STEM, learn, skills, build, majors*, and *science*. Similar is topic 17.

There is also a notable set of topics (42, 139, 71, 154) about humanities-related job calls and job announcements. Significantly, these topics show little to no overlap with tweets that discuss the value/crisis of humanities or teaching. Further, these

job-call topics differ from those that discuss job prospects for students/scholars (mentioned above) because their tweets typically mention "jobs" but not "students." This indicates a disconnect in Twitter discourse around the humanities between conversations about concrete job opportunities in the professional academic humanities and conversations about the value of the humanities and teaching the humanities for students. The disconnect suggests a gap in social-media narrative about opportunities in the humanities--one that effectively splits discussions of the value of the humanities into two camps.

We suggest that further inquiry is needed into how academics discuss the humanities on Twitter in an orbit of practical concerns often involving jobs.
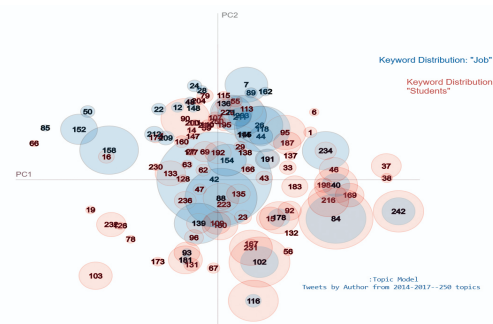
Overlay of two keyword distributions from C-21.250 topic model as viewed in PyLDAvis

Document collection studied: C-28

Topic model of this collection: C-28.250 (250-topics)

Interesting sample topics in the model: 17, 40, 42, 139, 154, 234

Evidentiary documentation for this key finding: https://docs.google.com/document/d/1JMF1qziTSMdc yUBHJ7Nj-HwJp2ADNWGLg8xkju4_VWM/edit#

---

[1] See also our Collection 29, which aggregates tweets by author. Our methods card M-8 discusses strategies of organizing tweets for topic modeling.

[2] See also our KF-6-5 on the prevalence of "job" hashtags in "humanities" tweets compared to "STEM" hashtags.