



Fig. 2: Word cloud of QU31 results without discipline names

The word cloud we created via Voyant Tools displays art/arts, history, people, and culture as the top four most mentioned words related to the humanities (fig.2). After removing subject terms, the edited word cloud (fig.2) indicates that participants often associate the humanities with society at large; people, culture, society, writing, and reading become the new top five words.

In comparing our UM word cloud to the one produced by UCSB, we noted an intriguing difference between our differing teams' results (fig.3). The UCSB team worded their question slightly differently, asking participants to briefly define the humanities rather than list 5-10 associated words. Perhaps because of this, the word cloud produced by their results seems to be less coherent and thematically relevant to the humanities than the UM-produced word cloud. Interestingly, participants at UCSB tended to define the humanities by *negation* more frequently (e.g., "not STEM"), and tended to associate the humanities with the social sciences.

It is not yet clear whether these differences are due to the differing ways our teams asked our question or whether they are due to the differences in our respective undergraduate populations.¹

¹ For more information, see the UCSB [Human Subjects 2019 Summer Report](#).



Fig. 3: Word cloud produced by UCSB Human Subjects Team