

## **When working on 'the digital' is something other than Digital Humanities:**

**Exploring the potentialities and limitations of the field in the context of my PhD project**

**“From Women’s Magazines to Instagram: A qualitative analysis of photographic representations of femininity in the age of self-representation”**

**Abstract:** This presentation provides a brief exploration of the potentialities and limitations of the field of Digital Humanities and its tools and approaches in the context of the author's PhD research project. The qualitative approach of this research is confronted with the approaches typically associated with the tradition of Digital Humanities, emphasizing their difference. The digital tools for automated data collection, such as the use of API's or PHP data collection, are explored, considering their benefits to the research project. But their limitations and ethical implications are also explored. The possibility of using tools for automated analysis is questioned and confronted with the choice to employ qualitative methodologies, from a social sciences tradition, centred on the subject and on its lived online experience.

**Biographic Note:** Sofia Caldeira is a PhD-candidate at the Department of Communication Sciences, Ghent University, conducting a research project on representations of femininity on Instagram and women’s glossy fashion magazines, funded by the Fundação para a Ciência e Tecnologia (FCT).