date: 2021-12-07 title: Ad themes … Points: 1 (This is small. Don't throw yourself out over this one; better to prepare on the final.)

The
past
few
weeks,
we
have
looked
at a
num-
ber of
histori-
cal
adver-
tise-
ments
for
com-
puting
prod-
ucts.
We've
also
started
this
dataset.
of his-
torical
ads.

Rather
than do
a major
paper
at this
point, I
want
you to
discuss,
with ex-
amples
a piece
of
meta-
data
that
would
be
useful
to
capture
about
these
ads.
Simply
address:

1. **Why this field would be interesting, with reference to at least one issue in the history of computing.** 2. **What the vocabulary or taxonomy would be** 3. **What problems that vocabulary would present.** 4. **Include instances of the tags you propose to address.**

> Submit
> over
> Brightspace
> by the
> end of
> the day
> Mon-
> day,
> Decem-
> ber
> 13.

Instructor_Name: Benjamin Schmidt Institution: New York University Course_Number: HIST-UA 283 Course_Title: "The History of Big Data" Email: [bs145@nyu.edu] Office_Hours: Zoom or outdoors, by appointment in my e-mail signature. Semester: Fall 2021 Website: "http://benschmidt.org/bigdata21" web_theme: journal Code: bigdata21 exclude_dirs: - tests - Lectures - Code days: Tues/Thurs calendar: Fall 2021 NYU link-citations: true background-image: - 'BigNumbers.jpg' - 'high.jpg' - "IBM_card_storage.NARA.jpg" - "Placcius1.png" - "TimeSheet.jpg" - "Panorama_of_New_York_City.jpg" course_type: 'lecture'

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