

Digital Culture & Society

Vol. 2, Issue 2/2016

Mark Coté, Paolo Gerbaudo, Jennifer Pybus (eds.)

Politics of Big Data

The journal is edited by

Pablo Abend, Mathias Fuchs, Ramón Reichert,
Annika Richterich, Karin Wenz

Editorial Board

Maria Bakardjieva, Brian Beaton, David Berry, Jean Burgess,
Mark Coté, Colin Cremin, Sean Cubitt, Mark Deuze, José van
Dijck, Delia Dumitrica, Astrid Ensslin, Sonia Fizek, Federica
Frabetti, Richard A. Grusin, Orit Halpern, Irina Kaldrack,
Wendy Hui Kyong Chun, Denisa Kera, Lev Manovich, Janet H.
Murray, Jussi Parikka, Lisa Parks, Christiane Paul, Dominic
Pettman, Rita Raley, Richard Rogers, Julian Rohrhuber,
Marie-Laure Ryan, Mirko Tobias Schäfer, Jens Schröter, Trebor
Scholz, Tamar Sharon, Roberto Simanowski, Nathaniel Tkacz,
Nanna Verhoeff, Geoffrey Winthrop-Young, Sally Wyatt

[transcript]

The Journal *Digital Culture & Society* appears twice a year, in March (spring) and September (fall).

It is available for annual subscription directly from the publisher. The subscription begins with the current issue and includes all issues of one year. Delivery of the subscribed issues occurs immediately after their appearance. Invoicing occurs with delivery of the first issue of a year. The subscription is automatically continued by one year, unless canceled with the publisher by February 1st.

For more information, please see: <http://transcript-verlag.de/dcs>

Bibliographic information published by the Deutsche Nationalbibliothek

The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data are available on the Internet at <http://dnb.d-nb.de>

© 2016 transcript Verlag, Bielefeld

All rights reserved. No part of this book may be reprinted or reproduced or utilized in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publisher.

Cover layout: Kordula Röckenhaus, Bielefeld

Typeset: Michael Rauscher, Bielefeld

ISSN 2364-2114

eISSN 2364-2122

Print-ISBN 978-3-8376-3211-8

PDF-ISBN 978-3-8394-3211-2

Content

Introduction

Politics of Big Data

Mark Coté, Paolo Gerbaudo and Jennifer Pybus 5

I Critiquing Big Data

What Counts?

Reflections on the Multivalence of Social Media Data

Carolin Gerlitz 19

Big Data and the Paradox of Diversity

Bernhard Rieder 39

II Digital Epistemologies

The Alternative Epistemologies of Data Activism

Stefania Milan, Lonneke van der Velden 57

Simondon on Datafication

A Techno-Cultural Method

Mark Coté, Jennifer Pybus 75

III Digital Methodologies

From Data Analytics to Data Hermeneutics

Online Political Discussions, Digital Methods and the Continuing Relevance of Interpretive Approaches

Paolo Gerbaudo 95

Visual Social Media and Big Data

Interpreting Instagram Images Posted on Twitter

Dhiraj Murthy, Alexander Gross, Marisa McGarry 113

IV Entering the Field

Group Privacy in Times of Big Data

A Literature Review

Paula Helm 137

Biographical Notes 153