

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