



# Big Data in a Social Science Perspective

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# UiS - Department of Media, Culture, and Social Sciences

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- Media/Political Science/Sociology/(Philosophy)
  - TV/Multimedia - Journalism - Documentary Production
  - Societal Safety/Societal Security/Risk Analysis
  - Energi, Environment, and Society (new Master's Degree studies)
  - Organization (Management)/Leadership (Master)



# Big Data

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New area of expertise



# Big Data

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Big Data



# Big Data

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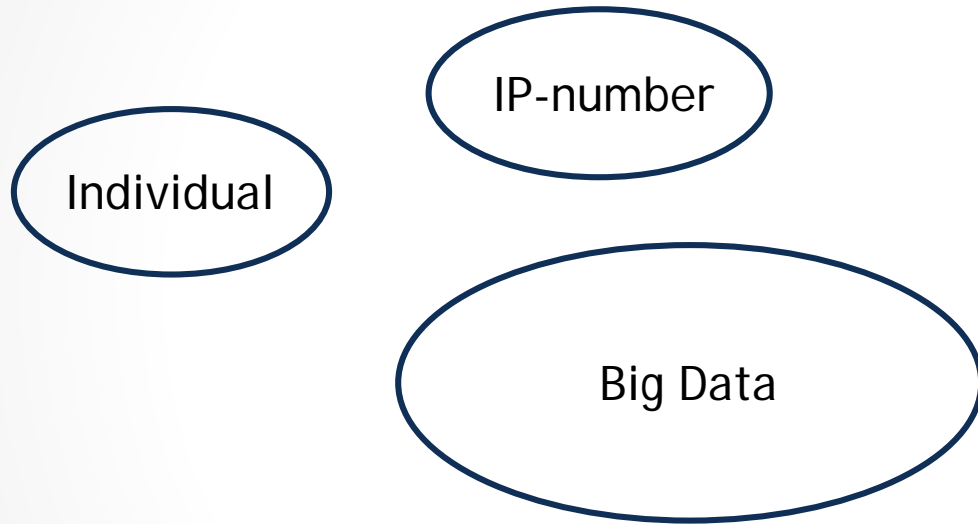
Individual

The diagram consists of two blue-outlined ovals. The smaller oval on the left contains the word 'Individual'. The larger oval on the right contains the words 'Big Data'. The 'Big Data' oval is approximately twice the width and height of the 'Individual' oval, visually representing the scale difference between individual data points and the total volume of big data.

Big Data

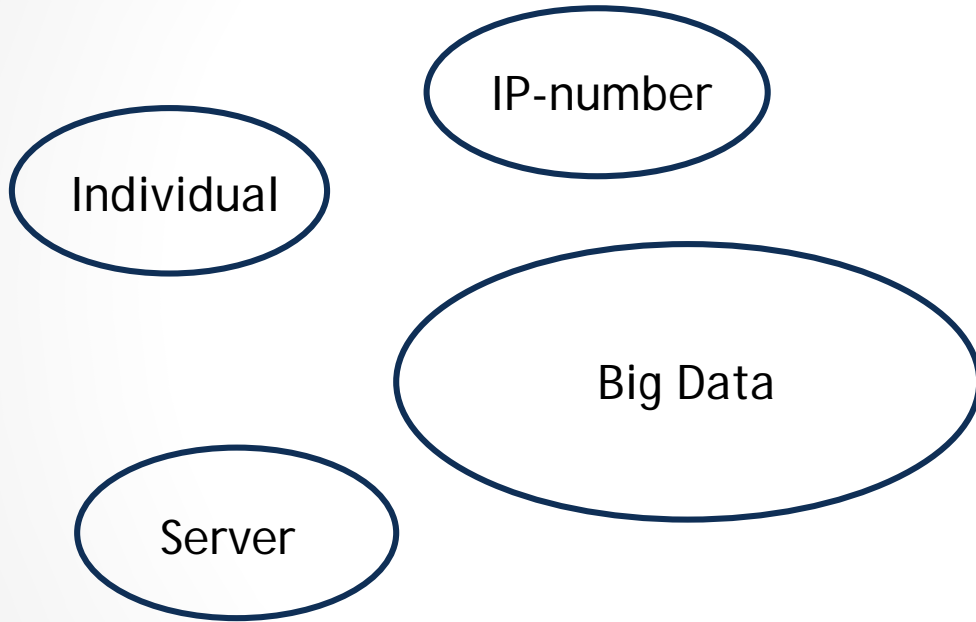
# Big Data

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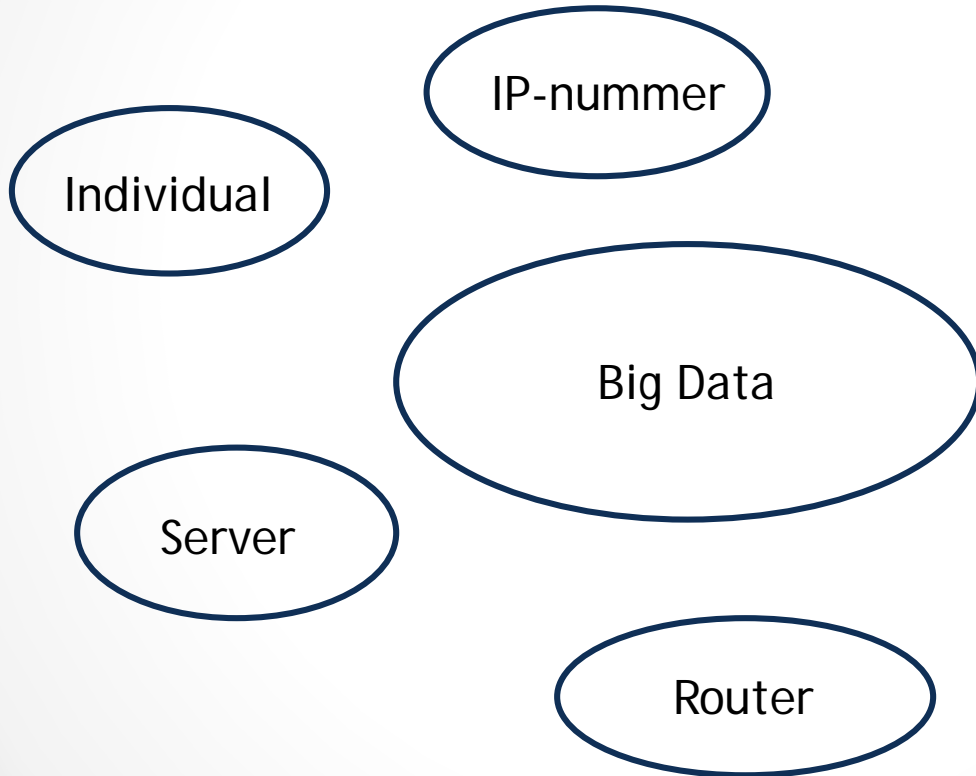
# Big Data

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# Big Data

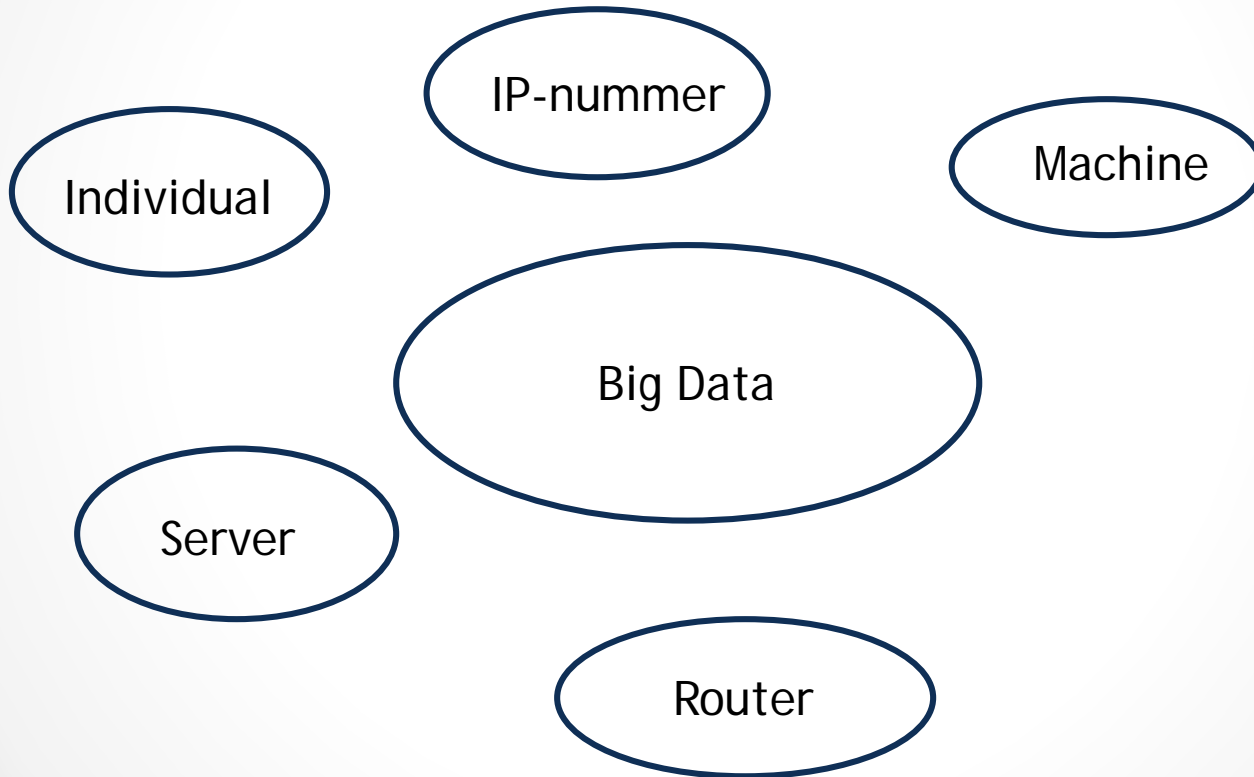
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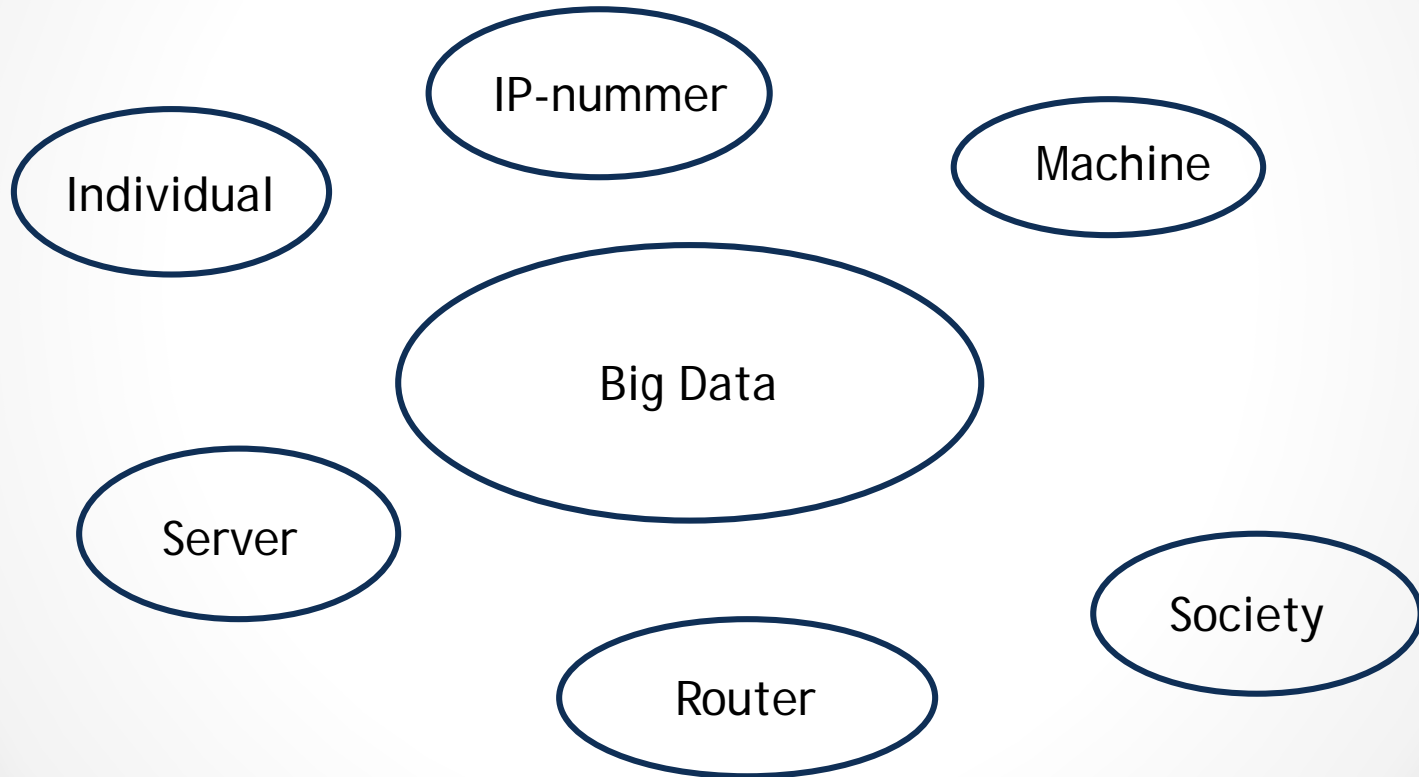
# Big Data

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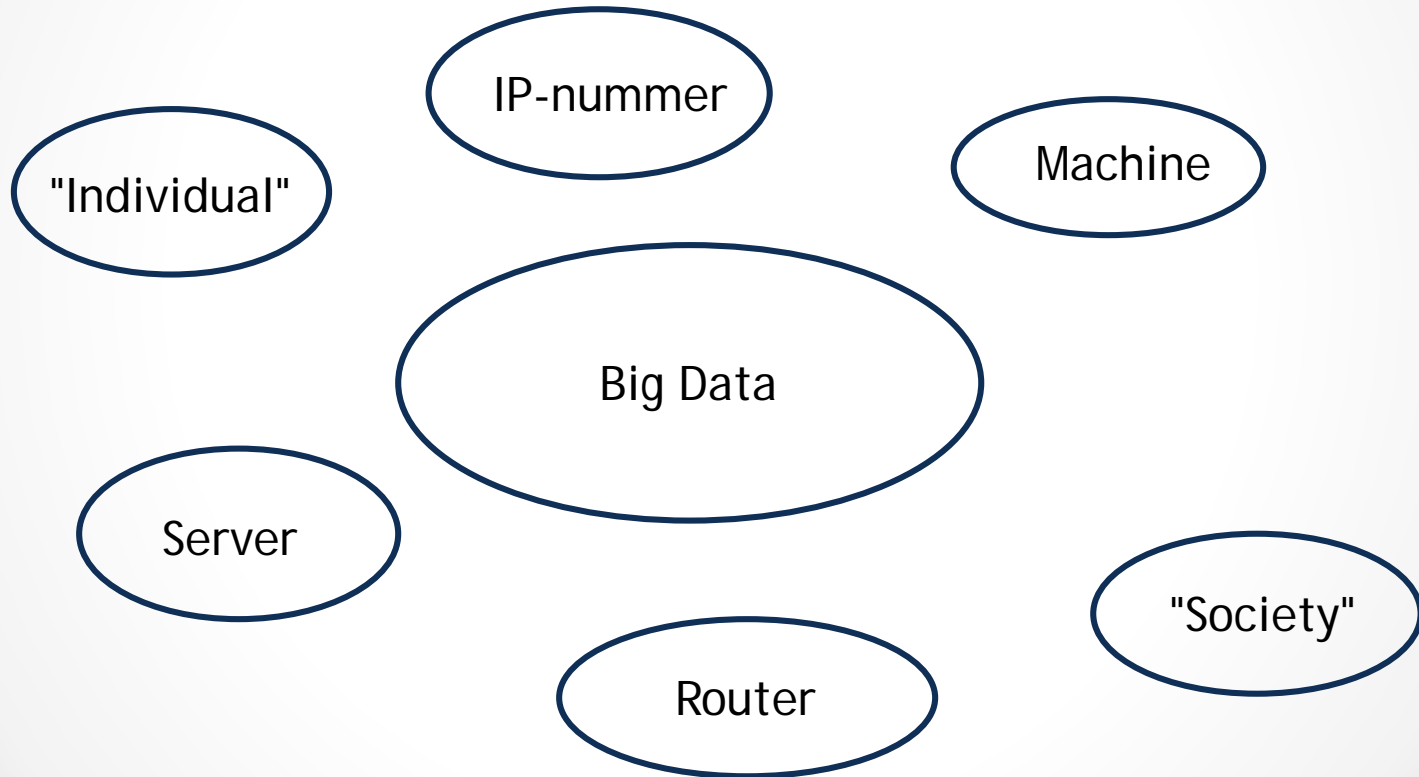
# Big Data

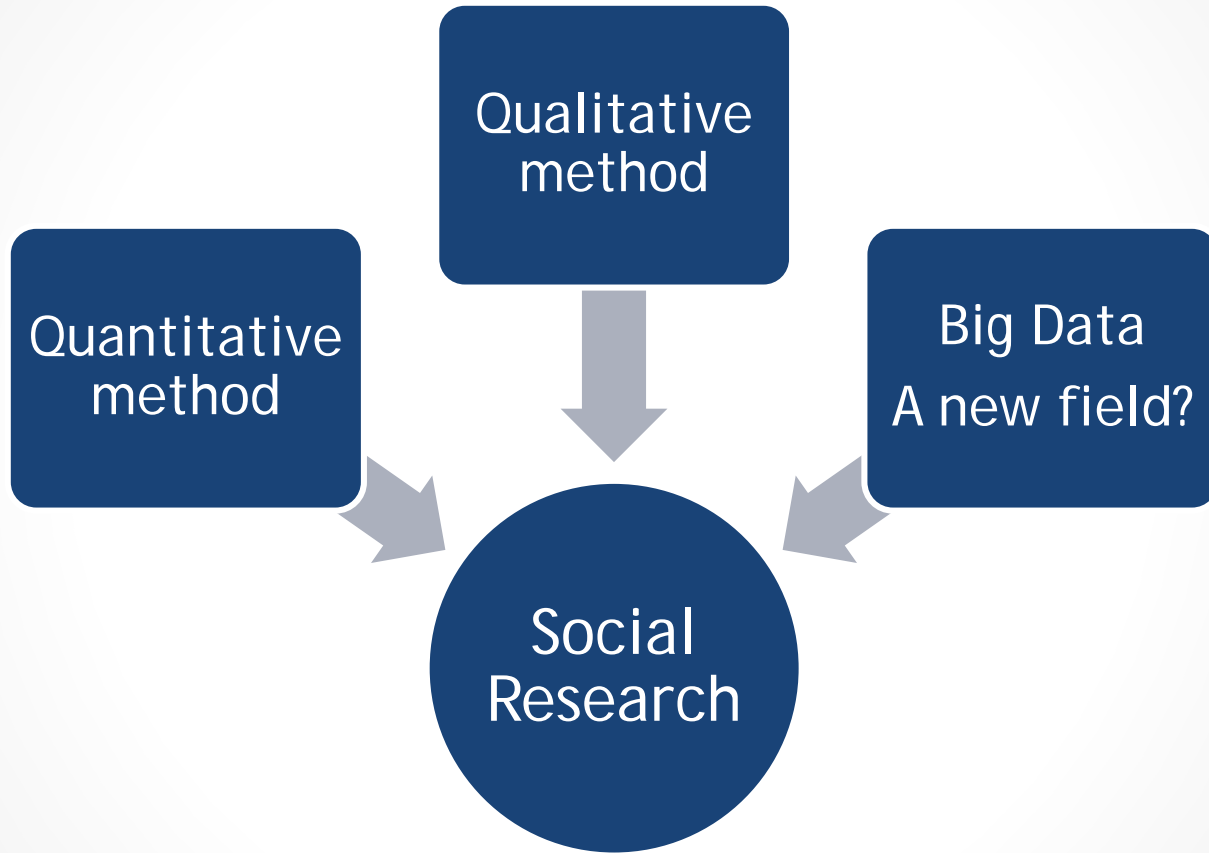
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# Big Data

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# Department of Media, Culture and Social Sciences

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- Projects requiring expertise in Big Data
  - Media as the missing link? (Toppforsk UiS)
  - Food Security and Trade Policy Making
  - Risk-Net (Erasmus+)
  - ELinGO

# ToppForsk - UiS

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- Media as the missing link
  - A research project to investigate the influence of the media on choice of political party or electoral behavior, or even on election results.
  - Comparative study involving five countries: Norway, Denmark, Belgium, England, and the Netherlands

# ToppForsk - UiS

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- What is needed for this study?
  - Infrastructure: Databases with news (newspapers, TV even in Norway alone this is a mammoth task!)
  - Computers with the necessary capacity to handle the task.
  - Software to provide useful analyses.
  - Et internasjonalt nettverk without regulatory borders and limitations

# ToppForsk - UiS

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- What is needed for this study?
  - Computers that can handle the workload
  - Experts that can interpret the information
  - A new taskforce (maybe professor/researcher and students together)
  - A new vocabulary - maybe new disciplines?