

Publication

What is your definition of Big Data? Researchers' understanding of the phenomenon of the decade

JournalArticle (Originalarbeit in einer wissenschaftlichen Zeitschrift)

ID 4596916

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Year 2020

Title What is your definition of Big Data? Researchers' understanding of the phenomenon of the decade

Journal PLoS ONE

Volume 15

Number 2

Pages / Article-Number e0228987-

The term Big Data is commonly used to describe a range of different concepts: from the collection and aggregation of vast amounts of data, to a plethora of advanced digital techniques designed to reveal patterns related to human behavior. In spite of its widespread use, the term is still loaded with conceptual vagueness. The aim of this study is to examine the understanding of the meaning of Big Data from the perspectives of researchers in the fields of psychology and sociology in order to examine whether researchers consider currently existing definitions to be adequate and investigate if a standard discipline centric definition is possible.

Publisher Public Library of Science

ISSN/ISBN 1932-6203

URL <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7041862/0.1371/journal.pone.0228987>

edoc-URL <https://edoc.unibas.ch/76358/>

Full Text on edoc No;

Digital Object Identifier DOI 10.1371/journal.pone.0228987

PubMed ID <http://www.ncbi.nlm.nih.gov/pubmed/32097430>

ISI-Number WOS:000535232000015

Document type (ISI) Article