

1 -- 2024	 CEU Ediciones Revista Interdisciplinar de Estudios de Comunicación y Ciencias Sociales M O N O G R A P H S
TITLE	COMMUNICATION AND BIG DATA
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DESCRIPTION AND MAIN TOPICS	Description: In October of 2021, Facebook CEO Mark Zuckerberg announced the company's new strategy aimed at creating a Metaverse, which is a parallel virtual world of immersive experiences that is envisioned as a social meeting space. The announcement came at a time when the company was going through a serious reputational crisis due to monopolistic practices, as well as for hiding information regarding the negative effects of its Instagram network on the mental health of teenage girls, and for the continuous breaches that have exposed the personal data of millions of users. We find ourselves in the context of a socio-technological revolution that is advancing at an increasingly faster rate, and in which data has become a precious commodity. The anglicism Big Data epitomises the idea of the vast amount of data generated by the new ecosystem, as well as the wide variety of possible uses for this precious asset of the new digital economy. On the other hand, this situation raises questions regarding ethics, social responsibility and the right to privacy of those who use digital media and technology. The foreboding spectre of manipulation based on the acquisition of users' personal information also creates the need to move forward in terms of promoting greater social awareness and consciousness based on developing critical capabilities with regard to the digital environment, establishing regulations to deal with different aspects of cyberspace at the local and transnational levels, and enhancing the reputation and trustworthiness of the media, public institutions and political leaders.

	In summary, this monograph provides an essential reflection on how data processing can contribute to the field of Communication, in addition to encouraging critical questions regarding its current status as well as future developments. From a multidisciplinary perspective that places Communication at centre stage, we encourage the development of studies and analyses within this thematic framework, which we intend to continue discussing in the coming years. Keywords: Communication, Big Data, journalism, technology, data. Subject areas : - Journalism & Big Data - Corporate communication and Big Data - Communication, Social Initiatives & Big Data - Data Governance - The public, audiences, and Big Data - Media ecosystem and Big Data - Disinformation and Big Data - Big Data, Communication, and Legislation - Visualisation and Big Data - New profesional profiles - Training in communication and big data - Ethics, communication, and Big Data - Tools and case studies
CALENDAR	Deadline to receive manuscripts: 30/06/2023 (Manuscripts received before this date will be assigned a reception date of: 30/06/2023) Monograph publication date: 1/01/2024 (DOXA n.º 38)
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