

Big Data

Size Matters

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Scale



Data, information, Knowledge

Jack while Jill had had had had had had had had had had had a better effect on the teacher

Jack, while Jill had had "*had*," had had "*had had*;" "*had had*" had had a better effect on the teacher

Jill had not meant to steal the red Mercedes

Jill had not meant to steal the red Mercedes

Jill *had* not meant to steal the red Mercedes

Jill had *not* meant to steal the red Mercedes

Jill had not *meant* to steal the red Mercedes

Jill had not meant to *steal* the red Mercedes

Jill had not meant to steal the *red* Mercedes

Jill had not meant to steal the red *Mercedes*

Acknowledgement

- Dialogical performance is located within a web of hypothetical acknowledgements among interlocutors.
- Understanding a performance includes acknowledging *or constructing* this web.
- The uptake is part of the point of the performance
 - It's dialogue, after all, not stream of consciousness babbling.

What matters?

- Scale and 'data' matter.
 - What 'data' means, in relation to what
- The translation from data to information or knowledge is a judgement
 - Don't treat this as opaque
- Research on the meanings can inform policy for the practices
 - The cloud isn't neutral – drawing meaning from it is *an activity*

Future steps in resolving this challenge

- **Concrete next steps:** Acknowledge complexity in Big Data apprehension
- **Who and with whom:** Users, technologists, policymakers, legal entities
- **When and where:** Ubiquitous?
- **BCS and/or IFIP:** Stewardship roles of professional organisations, research potential of working groups and professionals