

Big Data Political Campaigning And The Law Democracy And Privacy In The Age Of Micro Targeting English Edition By Normann Witzleb Moira Paterson Janice Richardson

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In this multidisciplinary book, experts from around the globe examine how data-driven political campaigning works, what challenges it poses for personal privacy and democracy, and how emerging practices should be regulated. The rise of big data analytics in the political process has triggered official investigations in many countries around the world, and become the subject of broad and intense debate. Political parties increasingly rely on data analytics to profile the electorate and to target specific voter groups with individualised messages based on their demographic attributes. Political micro-targeting has become a major factor in modern campaigning, because of its potential to influence opinions, to mobilise supporters and to get out votes. The book explores the legal, philosophical and political dimensions of big data analytics in the electoral process. It demonstrates that the unregulated use of big personal data for political purposes not only infringes voters' privacy rights, but also has the potential to jeopardise the future of the democratic process, and proposes reforms to address the key regulatory and ethical questions arising from the mining, use and storage of massive amounts of voter data. Providing an interdisciplinary assessment of the use and regulation of big data in the political process, this book will appeal to scholars from law, political science, political philosophy and media studies, policy makers and anyone who cares about democracy in the age of data-driven political campaigning.

Big data small law how gaps in regulation are affecting political campaigning methods and the need for fundamental reform Shiner Bethany 2019 Big data small law how gaps in regulation are affecting political campaigning methods an

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He has published five books numerous studies and articles on digital munication smart city political campaigns and big data In more than 50 countries he has been keynote speaker on digital transformation big data campaigni

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data campaigning in political campaigns and the globe examine how data driven political how those findings fail to live The use of big campaigning works what challenges it poses data in political campaigns extends far A for personal privacy and democracy and how Brief Primer on Campaigns and Politic. emerging practices should be regulated The

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Political Campaigns and Big Data? David W Nickerson is Associate Professor of Political Science University of Notre Dame South Bend Indiana He served as the ?Director of Experiments? in the Anal

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