

Big Data Vocabulary

a blog	- an internet diary
a blogger	- someone who writes an internet diary
a vlog	- a blog in form of videos
a vlogger	- someone who posts videos of his life
an influencer	- a person who promotes products on social media
a YouTuber	- a person who uses the functions of YouTube
data mining	- collecting specific information from a database
to collect data	- to gather information
to harvest data	- to collect a lot of information
social media	- soziale Medien
a platform	- a particular type of computer operating system
an app	- a computer programme for a specific purpose
phishing	- to send fake emails to trick people into giving away secret financial information
an online campaign	- eine online Kampagne
an online petition	- eine online Bittschrift
crowdfunding	- when a large number of people each give money to pay for a project
crowdsourcing	- to get help on a project from a large number of people

an e-book	- a book made to read on a computer screen
a feed	- a system that tells the user when something is ready to read
to stream	- to play directly from the internet
to go viral	- to spread online quickly
a flash mob	- a group of people who arrange to suddenly meet in a public place
lifecasting	- documenting some of your life in real-time
a meme	- a video or image that quickly spread through the internet
a troll	- someone who deliberately posts something hurtful to get a reaction
clickbait	- to encourage viewers to click through to another website
echo chamber	- an online environment which reconfirms your opinions
microtargeting	- to direct information directly at one person based on his online activities
internet of things	- a network of objects that are connected to the internet and able to communicate
cyberbullying	- to bully someone online
a follower	- someone who chooses to see messages of other people
a tweet	- a short message on Twitter
a hater	- someone who openly dislikes the success of others
artificial intelligence	- künstliche Intelligenz
an algorithm	- a set of instructions for solving a problem or accomplishing a task.
a database	- a structured set of data held in a computer
virtual reality	- an artificial environment which is experienced through sensory stimuli

information warfare	- the manipulation of information to influence people in a specific way
a vicious cycle	- ein Teufelskreis
propaganda	- misleading information used to promote a political cause or point of view
abuse	- Missbrauch
a tech-giant	- an important player in the technology business
too big to jail	- systemically too important to arrest
silicon valley	- global center of innovation in the San Francisco Bay Area
anonymous	- anonym
an online survey	- eine online Umfrage
to create a profile	- ein Profil erstellen
to trigger an emotional response	- eine emotionale Reaktion hervorrufen
valuable	- wertvoll
to have an impact on	- eine Wirkung haben auf
to be under investigation	- es wird gegen jem. ermittelt
to be charged with	- wegen einer Sache angeklagt sein
an interest group	- an association that shares the same concerns
a think tank	- a body of experts providing advice on specific political or economic problems
to manipulate	- manipulieren
to engage in disinformation	- absichtlich falsche Informationen verbreiten
a conflict of interest	- ein Interessenkonflikt

to put profit before people

- Gewinn ist wichtiger als Allgemeinwohl

to be trending

- populär sein

to be misled

- in die Irre geführt werden

fake news

- false news stories

to hack sb

- jemanden hacken