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The Big Data Value Public-Private Partnership aims at creating a functional Data Market and Data Economy in Europe, in order to allow Europe to play a leading role in Big Data in the global market. The Big Data Value PPP is a partnership between the European Commission and the Big Data Value Association(BDVA). The first Horizon 2020 projects implementing the Big Data Value PPP, among which is our project, have started in late 2016 and January 2017.



This project has received funding from the European Union's Horizon 2020 research and innovation programme, grant agreement No 732340



Large scale data aggregation is becoming ever more a gold standard approach to knowledge creation. But big data is not necessarily rich data: what are we at risk of losing?



One of the major terminological forces driving ICT development today is that of **'big data.'** While the phrase may sound inclusive and integrative, in fact, 'big data' approaches are highly selective, excluding any input that cannot be effectively structured, represented, or, indeed, digitised.

Data of this messy, dirty sort is precisely the kind that humanities and cultural researchers deal with best. The K-PLEX project will therefore investigate these aspects of humanities and cultural data, and the strategies researchers have developed to deal with them. As such, it will expand awareness of the risks inherent in big data and suggest ways in which phenomena that resist datafication can still be represented (if only by their absence) in knowledge creation approaches reliant upon the interrogation of large data corpora.

K-PLEX approaches this challenge in a comparative, multidisciplinary and multisectoral fashion, focusing on 4 key challenges to the knowledge creation capacity of big data approaches:

- Heterogeneity in definitions of 'data'
- how data that are not digitised or shared become 'hidden' from aggregation systems;
- the fact that data is human created, and lacks the objectivity often ascribed to the term; and
- the subtle ways in which data that are complex almost always become simplified before they can be aggregated

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