List of Figures

Figure 1: Original Map Used by Snow (1854) ................................................................. 10
Figure 2: Conceptual Evolution of Data over Time (Scholz 2015a). ..................... 33
Figure 3: Big Data’s Technology Cycle ................................................................. 38
Figure 4: Organizational Inertia and Big Data Cap .............................................. 63
Figure 5: Big Data as a Destabilizing Power for Order and Disorder .......... 68
Figure 6: Mental Model ....................................................................................... 84
Figure 7: Inductive Top-Down Theorizing (Shepherd & Sutcliffe 2011: 366) ........................................................................................................ 88
Figure 8: The Perception of Individual Identity on the Basis of Data Shadow and Social Shadow ................................................................. 100
Figure 9: Evolution of Data Streams within the Data Farm .............................. 121
Figure 10: Big Data Risk Governance .............................................................. 133