

Abstract in English

The important part of the current information society is data and methods of using it. One of the modern fields of data processing is Big Data. Computing capabilities have enabled Big Data to significantly increase efficiency in existing areas, for example in genetics, astronomy, marketing etc. Beyond the economy and IT sphere, Big Data becomes part of Digital Culture. It is a very quiet recent phenomenon that provoked an idea of a new era of empiricism. According to so-called "data-ism" everything that can be measured should be measured; transparent and reliable data will show the truth without emotions or ideology. With sufficient volume of data, they will speak for themselves.

At the same time, there is certain cynicism about Big Data, as a concept and a practice. Especially when Big Data is applied not in the field of non-living systems, but to the human world, some authors warn of the emergence of a new digital positivism. Apart from criticizing the concept, researchers point to a number of problems and limitations that may arise when working with Big Data. For example, there are limitations connected with errors or incorrect interpretation, there are also ethical problems or persuasive abuse. The latter relates to Big Data misuse when calculations involving large numbers are used as a rhetoric argument.

In these circumstances, Big Data representation in media becomes crucial because of media's functions such as agenda creating, education, global views forming etc. What image of Big Data and their capabilities is translated by journalists? Do they warn readers of existing problems and limitations or just repeat techno-optimists' arguments? The aim of this work is to explore whether journalists translate comprehensively weighed view on Big Data to readers.

In order to achieve this goal, the author has determined the limitations incident to the work with Big Data and ways in which they can persuade the audience. Based on such research, qualitative analysis of The New York Times content is provided to verify that journalists treat issues connected with Big Data carefully.

Keywords in English: Big Data, IT, The New York Times, media, dataism, statistics, ethics, qualitative content analysis.