

Resources for exploring further the relationship of Ethnography and Big Data  
(generated by participants in the 4<sup>th</sup> June workshop on this topic at DISI in Trento, Italy,  
and in no particular order)

<http://ethnographymatters.net/2013/05/13/big-data-needs-thick-data/>

<http://www.forbes.com/sites/benkerschberg/2012/10/22/how-xerox-uses-analytics-big-data-and-ethnography-to-help-government-solve-big-problems/>

<http://www.danah.org/papers/2012/BigData-ICS-Draft.pdf>

<http://qz.com/81661/most-data-isnt-big-and-businesses-are-wasting-money-pretending-it-is/>

<http://online.wsj.com/article/SB10001424127887324125504578511182111677320.html>

IBM position:

[https://www-304.ibm.com/connections/blogs/gbs\\_insurance/entry/anthropology\\_marketing\\_and\\_getting\\_closer\\_to\\_the\\_customer27?lang=en\\_us](https://www-304.ibm.com/connections/blogs/gbs_insurance/entry/anthropology_marketing_and_getting_closer_to_the_customer27?lang=en_us)

Microsoft position: [http://research.microsoft.com/en-us/projects/data\\_studies/](http://research.microsoft.com/en-us/projects/data_studies/)

Search in Google research rendering no result:

<http://research.google.com/search.html?q=big%20data%20ethnography>

And others:

<http://dl.acm.org/citation.cfm?id=257323>

<http://soc.sagepub.com/content/42/5/837.short>

[http://static.googleusercontent.com/external\\_content/untrusted\\_dlcp/research.google.com/en/people/jeff/MIT\\_BigData\\_Sep2012.pdf](http://static.googleusercontent.com/external_content/untrusted_dlcp/research.google.com/en/people/jeff/MIT_BigData_Sep2012.pdf)

<http://research.google.com/archive/bigtable.html>

<http://googleresearch.blogspot.it/2013/03/learning-from-big-data-40-million.html>

<http://www.businessinsider.com/hp-big-data-exec-leave-for-boston-startups-2013-5>

<http://www.ibm.com/Search/?q=ethnography+big+data%26v=17%26en=utf%26lang=en%26cc=us>

<http://www.innovationmanagement.se/imtool-articles/the-dynamic-duo-of-innovation-ethnography-and-big-data/>

<http://civic.mit.edu/blog/natematias/what-baboon-notebooks-monads-state-surveillance-and-network-diagrams-have-in-common>

[http://www.danarotman.com/wp-content/uploads/2012/01/extreme-ethnography-final\\_non-anonymized.pdf](http://www.danarotman.com/wp-content/uploads/2012/01/extreme-ethnography-final_non-anonymized.pdf)

[http://www.ucd.ie/research/news/news/newsarchive2013/news/mainbody\\_163964.en.html](http://www.ucd.ie/research/news/news/newsarchive2013/news/mainbody_163964.en.html)

<http://ethnographymatters.net/category/themes-2/ethnomining/>

<http://www-01.ibm.com/software/data/bigdata/>

<http://research.microsoft.com/en-us/groups/sds/>

<http://crg.berkeley.edu/content/anthropology-big-data>

[http://www.whitehouse.gov/sites/default/files/microsites/ostp/big\\_data\\_press\\_release.pdf](http://www.whitehouse.gov/sites/default/files/microsites/ostp/big_data_press_release.pdf)

<http://www.wired.com/opinion/2013/02/big-data-means-big-errors-people/>