

CONTENTS

Notes on Contributors

- 1 Big Data in Political Communication 1
Natalie Jomini Stroud and Shannon C. McGregor
- 2 Normalizing Digital Trace Data 9
Andreas Jungherr
- 3 Everything Old Is New Again: Big Data and Methodological Transparency 36
Leticia Bode
- 4 Ignorance or Uncertainty: How the “Black Box” Dilemma in Big Data Research May “Misinform” Political Communication 50
Lei Guo
- 5 Why Don’t Tweets Consistently Track Elections? Lessons from Linking Twitter and Survey Data Streams 68
Josh Pasek and Jake Dailey
- 6 Inferring Individual-Level Characteristics from Digital Trace Data: Issues and Recommendations 96
Deen Freelon

7	The Technical, the Personal, and the Political: Understanding Journalists and News Users' Engagement in <i>The New York Times</i> Comments Section <i>Ashley Muddiman</i>	111
8	Is Yik Yak a Platform for Political Communication? Exploring College Students' Communication on an Emergent Social Media Platform <i>Chris Vargo and Toby Hopp</i>	134
9	Data-Driven Campaigning <i>Jessica Baldwin-Philippi</i>	156
10	"Little Marco," "Lyn' Ted," "Crooked Hillary," and the "Biased" Media: How Trump Used Twitter to Attack and Organize <i>Ayellet Pelled, Josephine Lukito, Fred Boehm, JungHwan Yang, and Dhavan Shah</i>	176
	<i>Index</i>	197