



# Big Data On the Media. Dominants of the Media World

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## ABSTRACT

**Scientific objective:** to identify the current dominants of the media world (of continents and islands) that indicate the determinants of the business condition of the media industry. **Research methodology:** information sources were identified, and their content was automatically downloaded (text source data). Then, a quantitative analysis of these data was carried out and the obtained results were visualized. For this purpose, information refining tools were used—Big Data. Information obtained in this way made it possible to assess the state and dynamics of changes of the media dominants. **Results and conclusions:** results of the research made it possible to identify a set of the most important dominants of the media world and their attributes. They constitute a proposal of a specific paradigm of parameters for the business model of investment in the media industry. **Research limitations:** lack of experience and authoritative studies / publications in the field of using the information potential of Big Data in media industry research in the area of searching for the dominant elements of the media world. **Originality:** the author is not familiar with studies that use Big Data resources (content and methods / tools) relating to the search for the dominant elements of the media industry. Moreover, there is no theory assessing the credibility of research results conducted on large information resources—Big Data. The research and the results of several dozen previous empirical studies mentioned in the bibliography may constitute the seed of such a theory. They prove, starting from 2010 (including the first in the world applications of Big Data in predicting presidential elections), the accuracy of, so far unquestioned, assessments of the state and prediction of the studied phenomena, made on the basis of Big Data analyses.

## KEYWORDS

media, Big Data, dominants of media, media industry paradigm, media industry, information refining, artificial intelligence