Special Issue

Big Data and Political Communication

Message from the Guest Editors

The rapid rise of Big Data has revolutionized the landscape of political communication, fundamentally reshaping how campaigns are conducted, how politicians engage with the electorate, and how information flows through society. Today, political actors leverage vast amounts of data to influence voting behaviors, craft tailored messages, and micro-target specific segments of the population. This transformation opens up new opportunities for political strategies, but it also presents profound challenges to democratic values, transparency, and fairness. This dossier seeks to explore these critical questions. How do Big Data and political communication intersect in a world dominated by digital media and algorithmic decision making? What are the ethical implications of micro-targeting and voter manipulation? And most urgently, what role should legislation and regulation play in ensuring that these technologies do not undermine democratic processes but rather enhance transparency, equity, and fairness?

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Message from the Editor-in-Chief

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