

Contents

List of Figures and Tables ix

Preface xi

1. Will the Revolution Be A/B-Tested? 1
2. Understanding Analytics, Algorithms, and Big Data 27
3. The Organizational Logic of Petition Platforms 59
4. Analytic Audiences 93
5. Boundary Conditions: The Analytics Floor
and the Analytics Frontier 123
6. What Is Left Undone 159

Bibliography 179

Index 195